

Review of: "Incorporating sustainable marketing in the new product development process: evidence from companies operating in Poland"

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Potential competing interests: No potential competing interests to declare.

The subject matter of the article is interesting from the point of view of marketing product management. I consider the very fact of undertaking this research to be pertinent. The structure of the study is also correct. What raises my doubts is the way the data is presented. I would suggest ranking them in tabular form and then making statistical calculations. That way you will be able to be sure of the final conclusions. This way of presenting the research results may be less clear to the researchers.