

# 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.

I was an interesting write-up. However, the Section 2 should present the review of literature as indicated by the author in the last paragraph of the introduction, but this was not thoroughly done. As a researcher, what gives substance to your write-up is to validate it, and this should be done by stating the hypotheses as well as substantiating it relevant theory.

So, the present state of the review of literature should be more engaging either by adding to what other literature have said or critiquing it where necessary. The beauty of it all is to clearly state where the study stands, and intends to contribute to the body of knowledge.