

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

Roopali Fulzele

Potential competing interests: No potential competing interests to declare.

The selection of the research area and topic is good and highly required in the society and business world. However, in the Theoretical Background Section, the data is quite outdated and hence, it should be updated by citing recent trends and research work done.

Sample size is too small and hence may not yield an optimum result.

The author needs to incorporate the results of validity as well as reliability test in the paper.

The author should also mention the results of hypothesis tests.

Based on the data analysis and interpretation, results and conclusion must be stronger and well-structured. Conclusion should be more concised. The author should suggest some future recommendations based on the analysis.