

# 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 topic or focus of the article is actually good, including the research methodology. However, exposure to research results is not effective. Indeed, this research does not test the theory as a hypothesis, but descriptive statistical analysis can describe the concept of a new product marketing strategy, if it is packaged properly. The percentage of calculations for each sub-theoretical (4.2.-4.10) is tabulated so that readers can easily understand it. On the side of discussing the theory, it is confirmed between the results of this study and the previous literature, of course the arguments are also important to add. Look at point 4.10, there about marketing mix and strategy, so the theoretical discussion will be interesting to present based on the sharpened literature review section.

So each theoretical theme in the research results (4.2.-4.10) should be clustered on the basis of the concept that was previously discussed in the literature review, namely: (2.1. Sustainable marketing and 2.2. Sustainable product development). Therefore, the two points of the literature review need to be sharpened again, so that later a discussion of research results will be presented.

Next, the research results should present a sub-section that discusses the implications of research results, especially on marketing management and microeconomics or corporate strategic management. It has already entered the conclusion section, it needs to be moved to the implications section. The conclusions themselves seem unconstructive, because since the discussion the results have not been clearly understood. Try to improve the presentation of the research results, then the conclusions can be arranged like a prototype that describes the conception of the stages of sustainable marketing and sustainable product development.

In addition, it is necessary to add studies with literature excerpts from the last 5 years, and especially on the phenomenon of new products, both in terms of marketing strategy and consumer behavior as demand.

Revisions can be made with reference to some of the comments and suggestions above. The hope is that the article will be credible to be published as a scientific paper, even though it does not carry out hypothesis testing.