

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 do not recommend publishing the presented article in its current form. It works with data collected in 2017, which may currently be out of date. The return rate of the questionnaires was very low and, as the author already mentioned in the article, the results presented in the article cannot be generalized. I also consider the evaluations of individual survey questions to be too brief and I lack the author's closer opinion on them, so I would recommend expanding them. The results, even on a smaller sample, would look more interesting if the study was extended by statistical methods, the purpose of which is to point out the hidden relationships between the investigated variables. In this way, the results of the study seem too simple.