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

Dr. Mudaser Javaid

Potential competing interests: No potential competing interests to declare.

The paper need many changing and it is not in a position to accept this paper. When he is mentioning about quantitative study then he/she must needed to add the results in a table. Please I am not willing to suggest to accept this paper.

Thank You