

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 find the article very interesting. I consider conducting research among respondents who are companies to be very demanding. That is why I admire the author of the research for the effort he made. However, I suggest that the article be supplemented with a few points.

1. When conducting a survey among 33 companies, the maximum error should be given (the sample calculator calculates it).
2. After the description of the research results, it is worth discussing these results in the context of the literature cited in the first part of the article. This approach gives the article even more value.