

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 article by Paweł Brzustewicz entitled "Incorporating sustainable marketing in the new product development process: evidence from companies operating in Poland" is well-structured. It's a good read, and the subject matter is essential. Sustainability issues are crucial for our civilization. The study described in the article contributes to the marketing literature by presenting the role of sustainable marketing in the new product development process.

The work discusses the results of research conducted between June and September 2017, and thus we are talking about the historical dimension of these studies. Of course, a critical size. The second issue is the selection of the sample - 24.2% of respondents from marketing departments and 75.8% from other departments of companies. It is a pity that there is no division of this 75.8% into several departments. It would be interesting if the author specified the R&D department. The above comments do not affect the positive rating of the article.