

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.

Hi,

Thank you for the opportunity to review this research paper. There are some observations that could greatly strengthen the paper.

1. The data is rather old and needs to be updated before considering publication
2. The sample size is small and may not be representative of all innovative companies in Poland
3. There are few to no graphs or tables to explain the results
4. The implications of the research in terms of managerial policy and ethical implications need to be explained to better understand any research.
5. the author has only used SPSS for data analysis while other methodologies like PLS may be explored to gain better insights
6. The companies in question have failed to use ecompass or focus groups or any such methods to arrive at a better product. Most often the inspiration has been following the competition which hardly appears to be innovative behaviour.

Overall the paper requires more work to develop it but the main challenge remains the small sample size and the need for more explanatory power through indepth analysis

Thank you

Shirin Khokhawala