

# 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.

Thank you for giving me the opportunity to review the paper. Unfortunately, I do not recommend the publication of this paper as written at present. I suggest improving it in many of its parts. Firstly, the research question although interesting I find is not strong and well supported. It would require a much better argued underlying theoretical model. The definition of innovative enterprise adopted is unclear and both data collection and subsequent analysis and discussion are highly dependent on it. Many choices are not sufficiently justified (e.g. why only manufacturing? which sectors and why? why the generic choice of 'employee' as the recipient of the survey?). The title is misleading, 'evidence from...' places high expectations on the empirical part. In the end it would be evidence based on a very small sample (124 companies) with a very low response rate (33/124). The descriptive analysis should at least be supported and accompanied by graphs and tables, which are completely lacking. The questionnaire should be attached to the paper. Given my many doubts about the data collection, I do not feel able to go into the comments and discussion of the results presented. Therefore, I suggest a complete rewriting of the paper.