

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 presentation reflects the present state of knowledge. The paper is very well structured. The Introduction section is good, in this section the authors present clearly the objectives and the main contributions of the study. The authors provided sufficient background and include relevant references. The results are clearly presented. The conclusions are supported by the results.