

Review of: "Incorporating sustainable marketing in the new product development process: evidence from companies operating in Poland"

Agnieszka Szmelter-Jarosz¹

¹ University of Gdański

Potential competing interests: No potential competing interests to declare.

The presented paper discusses the topic relevant in today's business activity, namely sustainable marketing in new product development, a quite new topic for the Polish business environment. However, activities in this area are rapidly developing; thus, it is worth describing the Polish business ecosystem in that area.

The research aim is clearly stated in the paper. However, I would suggest rephrasing the aim and main research question to make them more precise, considering the method and random sampling used in the research. The sampling was made based on the list of the most innovative enterprises and this should be indicated in the aim and research question. As well, the list was published in 2012 and it would be better if the author would describe why this list was considered and why it is valid today.

The sample was not enough size to conclude about the population. However, still, the author should consider analysing not only the percentages/shares of respondents having some characteristics or using some practices in the studied area, but the correlations or cause-effect relations between them.

I would also suggest presenting the perspective of Polish business in the time the survey was held - about sustainable development, sustainable marketing and innovations in Poland - I think the country's specifics would play a significant role in interpreting the results.

However, the results are interesting and provide insights into the practices in sustainable marketing.