

# 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 paper is interesting and useful, it provides an overview of marketing elements in the development of new products in Poland. However, in my opinion, the article should be supplemented with several important details, for example, both the theoretical and practical sections lack emphasis on sustainable marketing (which is mentioned in the title). The research data should be renewed and then there would be a good comparison in dynamics. It would also be desirable to create a representation of the data in the form of tables and/or images so that they are easier to perceive and better understood. The conclusion part needs to be clarified.