

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.

First of all, I would like to thank Gabriele Marinello, and the Peer Review Team of Qeios for the possibility to read and review of this research paper – thank you!

The objective of this manuscript is to evaluate the scope of the implementation of the concept of sustainable marketing in the new product development process in companies operating in Poland. The research paper is quite valuable, and it has an interesting character. Nevertheless, some drawbacks of its merit should be mentioned. Firstly, the examination is not representative in the statistical perspective, hence it cannot be generalized for the entire population. The sampling was made on the basis of the list of the most innovative enterprises in Poland, hence it is a kind of a limited bundle of case studies. I like the concept of the article because I have published with my colleague two very similar research papers in a few top journals very recently, see e.g. [1,2].

However, our examination was based on two elements, first the survey was made, and next some examination of the answers was conducted. I miss a similar second part in the reviewing manuscript. I also miss in the manuscript some elementary visualization of the obtained results. Showing some charts with the research results would provide in my opinion, an added value to the perception of the manuscript. Taking also into account that the list used during the research was published in 2012 i.e. 11 years ago, I think that the author should provide more information and describe why this specific list was considered for the research and why it is still valid and current today. Activities in this area are rapidly developing; thus, it is worth describing the Polish business ecosystem in that area at the present moment.

I'm convinced, it would add a lot to the perception of the article if it would be possible to extend the research to a more current period and a larger number of firms, as well as to use newer bibliographic sources. The research results, would definitely look more interesting if the research data was elaborated in the more extended way from the viewpoint of statistical methods, the purpose of which is to point out the hidden relationships between the investigated variables. I also think that current bibliographic references in the article should be extended, see e.g. [1,2].

Concluding my review, I think I am going to wrap it up in the following way: the topic raised in the article is interesting, but the article needs improvement in order to make it a valuable contribution to the present state of the marketing science.

References:

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