

# 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 topic is very interesting but the review literature does not concentrate on the recent relevant articles (maybe the author should consider recent five years articles). The research gap is not clearly stated why this study has been conducted? The paper needs more rigor in terms of methodology and methods that will help to improve the paper. The details of results are presented in textual form but might be more interesting if bar or pie charts are used. Authors may consider using more sophisticated methods to do the analysis. The paper must be revisited and rewritten to be published in the journal.

Regards,