

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.

Thank you for this interesting article. I have a few, I hope, constructive remarks: 1. You've cited three times your name in the introduction. I understand your author's pride. However, I find it irrelevant. I guess that the empirical body on new product development is huge (as shown partially in the literature background). 2. The rational explanation for using Poland as a case study is needed- why in Poland activities would be different (maybe)? I am not saying that you should not use Polish case, however, an introduction to this choice is necessary. 3. The literature study requires some extension and a summary leading to the research part. 4. The report used in the empirical part is from 2012- this a century from the "innovation" point of view. This is also the case in your survey (2017). 5. Some statistical calculations are needed in the empirical part. Some figures presenting your results would also be helpful. 6. Conclusions are very generic- I understand the challenge of concluding from 33 responses.