

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 unique contribution of the article needs to be stressed upon. Significance of the study needs further elaboration. Why the study on the role of sustainable marketing in the new product development process is required needs to be explained based on extant literature. Literature Review needs to be updated. Data presentation needs improvement. Results should be presented in some tabular format for easy comprehension. No statistical analysis has been carried out. It will add more value to the paper. The questionnaire may be added. Details on the profile of companies is also missing. The conclusion should be aligned with the objectives. Scope of further research is missing.