

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.

Dear Author,

The topic raised in the article is interesting, but the article needs improvement. The theoretical part should definitely analyze and show the situation from the Polish perspective. The Results section presents a simple representation of percentage data without taking into account any correlations between individual factors. I also recommend adding visual graphs. The article does not contain a discussion section in relation to the obtained results. The summary does not indicate further research directions.

Kind regards.