

Review of: "Incorporating sustainable marketing in the new product development process: evidence from companies operating in Poland"

Bahman Zangi¹

¹ University of Tehran

Potential competing interests: No potential competing interests to declare.

1. It is suggested to clearly mention the literature and research methodology in the introduction.
2. You have mentioned in the introduction the following sentence that could not be acceptable for year of 2023 (after 7 years of the respective reference). If the ref. was for year of 2022 or 2023 the validity was acceptable but for a sentence about lack of studies for 7 years ago that could not be validated for 2023.

“It should also be noted that there is almost a complete lack of studies in the field of using sustainable marketing in the new product development process (Brzustewicz, 2016)”

3. Each sentence that extracted from any ref. should be clearly addressed in the text.
4. At the end: the subject literature and the research method is weak. The used resources should be updated, the old resources are used a lot. The article is not innovative.