

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.

1. In the introduction, the author points out that "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". publications where this issue has already been addressed:

- a) Trojanowski T., Marketing mix of confectionery products based on the principles of sustainable development, Difin Publishing House, Warsaw 2018
- b) Trojanowski T., Environmental and Social Approach to Creating a Product Strategy in Confectionery Industry Enterprises, Polish Journal of Environmental Studies, Vol. 31, No. 5 (2022), 1-13; DOI: 10.15244/pjoes/148185
- c) Trojanowski T., Designing sustainable products, Scientific Journals of the Silesian University of Technology 2017, Series: Organization and Management, issue 100, col. no. 1927
- d) Trojanowski T., Sustainable management of production activities in Polish enterprises of the food industry, "Management Theory and Studies for Rural Business and Infrastructure Development", Vol. 42 No. 1, (2020)
- e) Trojanowski T.W., Kazibudzki P.T., Prospects and Constraints of Sustainable Marketing Mix Development for Poland's High-Energy Consumer Goods, Energies 2021, 14(24)
- f) Kazibudzki PT, Trojanowski TW. Examination of marketing mix performance in relation to sustainable development of the Poland's confectionery industry. PLOS ONE. 2020;15: e0240893. doi:10.1371/journal.pone.0240893

2. In the Materials and methods section, the author does not specify in which enterprises the research was carried out, in which industry / sector of the economy these enterprises operate? What is the division in terms of employment (micro, small, medium, large enterprises? The information "The conducted research covered the most innovative companies operating in Poland in various industries and having a diverse form of ownership and a number of employees" is not complete and it's not accurate.

It is a pity that the author did not present at least to a minimal extent the statistical process showing the selection of the minimum sample.

The research was conducted in 2017, so 6 years ago. So this is not new research.

3. In the Results part, the percentage values of the obtained test results are presented. To better illustrate the results, I suggest presenting the data in graphical form. Part 4 contains as many as 10 sub-points, which distorts the proportions of the article.

4. After the Results part, I suggest placing the Discussion part

5. In the Conclusions part, the author indicates,, the empirical study was based on a small and unrepresentative sample, hence the results obtained cannot be generalized. Despite the aforementioned limitations, the results of this study may be helpful in formulating research questions and hypotheses for future qualitative and quantitative research.

6. The publication contains 29 source items, only 6 of them are from the last five years. I suggest updating the bibliography