

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

Abdul Rahman Zahari¹

¹ Universiti Tenaga Nasional

Potential competing interests: No potential competing interests to declare.

In general, this paper has contributed to the knowledge of sustainability marketing. However, there are a few suggestions that the author/s can use to improve this manuscript.

1. The abstract is sufficient but can be improved by adding benefits to the practitioners.
2. Introduction-the author/s mentioned the scarcity of studies on sustainability marketing but less about the motivation of doing such research in Poland.
3. A very brief explanation of the theoretical background, which the author/s did not connect the current study with the underpinning theory/ies. Moreover, the citations in this section are outdated and need to be linked with more recent years of journal publications.
4. The methods did not expose the sources of items used in this study. The authors also undisclosed whether they have adapted or adopted the questions used in their study. The data was collected in 2017, which will affect the state of knowledge. Moreover, the response rate is only 26.6% (33 of 124), which may reflect the generalizability of the findings. What did the author/s do to improve the response rate? E-mail reminder, perhaps. What kind of analyses has been executed via SPSS?