

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 idea of sustainable marketing into the new product development process is very interesting. However, the research sample could be narrower, for example manufacturing companies. Using one method and that is the online survey method is not enough. Other methods could be used, such as the statistical data analysis method, the comparison method, the Best Practice method, the synthesis method, etc. "The study contributes to the existing literature by presenting the role of sustainable marketing in the new product development process." Stating this contribution for a research paper is not enough. From this point of view, it could be understood that the article does not bring any new findings that could address sustainable marketing for the selected companies. The literature used should be as current as possible and prevail. It is recommended to use literature that is no more than 3 years old. "The companies were listed in the 'Report on the largest investors in Research and Development in Poland in 2012'" ... The data that was used is very old and with regard to societal problems, such as the war in Ukraine or the post-pandemic situation COVID-19, etc., do not take these data into account. The number of research questions should be approximately 4 and at least 2 hypotheses. Also, the results set at the beginning of the Conclusion chapter do not bring "fundamental" findings and therefore the benefit of the entire study. These are general results.

I believe that the above brief recommendation will be helpful and very beneficial for the further creation of scientific and research works. I will look forward to any other reviews of your work.

Best regards,

R. Vaníčková

assist prof.