

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 authors,

I have read your paper with interest and commend you for the efforts you put in conducting the research and writing the paper. I however have a few comments for your consideration to improving the paper for publication.

1. Under materials and methods, kindly state the response rate to justify the ability to generalize the study.
2. Since you explained that the respondents for the survey were selected from employees responsible for marketing activities and holding the highest possible positions in the company on page 5, may be good to include all the multi-stage sampling techniques.
3. It may be good to explain the constructs used for the survey questionnaire and you came by them.
4. Under results on page 5, since you have already explained in the methods that the respondents were mainly managers in the field of marketing or positions related to new product development process, it may be good to indicate the departments of the majority that constituted 75.8% of the total respondents.
5. Again on page 5, explain the group in the positions that constitute the 27.3%.
6. The paper lacks discussion. The results must be well discussed so as the listing of the conclusions. Include tables for the results
7. Need to conceptualize the model of the study and/or hypothesize from the literature review.

Thank you.