

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.

The study is of a review and empirical nature. The author presents the issues and views of other authors on sustainable marketing. In the empirical part, it presents the results of research obtained in the form of a questionnaire. This is a useful part, indicating the scope of practical activities of innovative enterprises in this area. The weakness is the small number of respondents, hence the results and conclusions of the empirical research cannot be considered representative (which the author emphasizes). They are of a survey, exploratory nature and can be treated as surveys that will be used in broader research. I don't know why the author mentions research among 743 enterprises in 2005 and 2012 in the methodology, when he only studies 33 objects. Also, the time of testing should be given in advance. Overall - The author has taken up an interesting topic, the current study can be published as an introduction to broader, representative research.