

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 paper provides some insights for Poland. Assuming the theoretical and methodological issues can be resolved reasonably well from research gaps of why global readers need to know this issue, this paper might make more contributions to knowledge. Besides, the last section (Conclusion) can be upgraded: Authors should develop and discuss further the theoretical, practices and policies implications of this paper.