

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,

After reviewing your paper I found it interesting. Please address the comments and suggestions below.

Comment 1: Introduction well-written.

Comment 2: Theoretical background should be significantly expanded with newer references.

Comment 3: Statistical methods could be explained.

Comment 4: If applicable, consider using advanced statistical tools (ex. binary logistic regression) to further analyze the data.

Comment 5: The discussion of the results is concise and if new statistical tools will be added, then the discussion can be additionally expanded.