

Review of: "Is creativity the seed of innovation?"

Andrew Penaluna¹

¹ University of Wales Trinity Saint David

Potential competing interests: No potential competing interests to declare.

I enjoyed reading the article, even though it seems to offer a generalistic overview. As many other reviews mention, there is a considerable literature on this that has not been picked up on, thus it may not satisfy an academic audience. From a practical / practitioner perspective however, I see this as useful, especially as it aligns with EU and OECD's 'Two I' assessment for schooling, where educators are challenged to make the distinction between assessing work that is based on knowns using the notion of correctness, with work that offers new insights and future visioning. The latter usually being based on process rather than 'correct' output.

An unexplored area, though hinted upon, is learning to be flexible and adaptable to change factors. This requires constant shifts between divergent and convergent thinking, so does not quite fit the somewhat simplistic discussion here (See Design Council 'Double Diamond' at <https://www.designcouncil.org.uk/our-resources/the-double-diamond/>).

A term in increasing use in creative discourses is 'definitional dependency', which is related to the need for clear definitions in academic research, so as to ensure robustness. Creatives rarely limit themselves to definitions as they frequently 'break' them to discover new knowledge that lie beyond artificial boundary making.

This leads me to borrow terms from Anthropology, because overall, the article feels like an outsider or 'emic' perspective, as opposed to an 'etic' insider view, and this I feel should be expressed from outset - so that we know where the author is coming from (epistemological clarity).

To conclude, whilst as an academic who has worked in this area for around 35 years, I would probably be reluctant to publish the article, as an entrepreneur and practitioner of a longer period, I think the simplicity here has its own value.