

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

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[http://An interesting article about whether creativity is the seed of innovation. The author starts with definitions, first explaining that in order to understand the relationship between creativity and innovation, it is necessary to start by defining them. At the end of the article, the author concludes that creativity is not only about ideation. It impacts the creation of a new invention based on a creative idea and the process to put that invention into society or into a market that is willing to pay for it. Without denying the positive qualities of the article, it must be concluded that the article is too general, no specific examples or descriptions of situations are given. The author mentions only one study in Denmark on this topic, which found that the stimulation of creativity in the work environment positively influences product innovation, but is not associated with process innovation. It is not clear from the article whether the author conducted this research himself or used data from other researchers. It should be noted that the study was conducted in 2012. No more recent data? The sources used in the article are not indicated on the pages where the opinion of the author of the source is quoted or referenced. Therefore, it is practically impossible to find the opinions mentioned in the article in the indicated sources. In the article, several chapters end with quotations without the author explaining whether he agrees or disagrees with the quoted opinion. At the end of the article, the author does not give any proposals on how to eliminate the problems found during the research, how to improve the shortcomings indicated in the article.](#)