

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

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Potential competing interests: No potential competing interests to declare.

Based on the Three I's Innovation Model, the author of this current study investigates the connection between creativity and innovation. As a result, innovation and creativity have been closely linked as essential elements at all stages of invention. The paper emphasizes a unique and comprehensive strategy for innovation and creativity. It is underlined that creativity can also be seen as a system and a process, in addition to innovation. However, neither the theoretical nor the practical importance of the article's results can be said about them. To convey the idea that creativity is the basis for innovation, the author must elaborate on the various meanings of creativity. The idea of creativity is expansive and varied, encompassing a wide range of interpretations that go beyond the simple act of producing art. The author can shed light on the numerous facets of creativity and how they contribute to innovation by exploring these varied viewpoints.

Furthermore, it is clear from the author's strong dependence on outdated references. Current references ought to be explored to contribute to the ongoing discussions. The inclusion of current recent research is equally important to build upon the fundamental works that have formed our understanding of creativity. The authors must look into how creativity sparks ground-breaking concepts and game-changing discoveries if they are to genuinely underline that creativity is the root of innovation.

The author should also explain how the ability to think creatively and imaginatively beyond preconceived notions results in the creation of ground-breaking goods, services, and solutions that influence the trajectory of human progress. Additionally, case studies and real-world examples showing how creativity has sparked innovation in many fields would be helpful. Thus, readers can be motivated to unleash their creativity by sharing engrossing tales of innovators on how creativity helps to make a major difference. It would be beneficial to include quantitative or empirical analysis, a thorough discussion of the mechanism linking creativity with invention, as well as a look at the novelty of their findings, to improve the study. The total impact of the research could be increased by including tests of their claims and additional theoretical development. The author should be clear on what research approach is being deployed. Why that approach and the limitations as well. This would contribute to opening up directions for future research. Finally, the author ought to address the limitations that frequently prevent people from completely embracing their creative potential. For example, the level of education, societal norms, and gender can all hinder creativity.