

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

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Please note this review is based on version of the article downloaded in late July.

I broadly agree with the observations set out in this article although they would benefit from tangible examples for each step of the innovation process. These should be drawn from both University tech transfer pathway and for innovations originating within industry, with the latter category of innovation conceptually described alongside the former earlier in the article reflecting the fact that a large proportion of commercially (and socially) successful innovations arise from this area of applied research activity.

'Although the technology transfer process is well defined, it is also clear that succeeding in that process depends not only on the response given to a society's need, but also on the novelty of the solution.' - why is novelty important? for example, to differentiate from market competitors and secure a commercial advantage through formal IP protection (patenting requires novelty as a prerequisite criteria for successful publication & defence of the IP).

'When creating prototypes, design aspects, and functionalities among other characteristics of the invention, can be benefited from a CPS intervention' - specific examples would be beneficial here. I have seen evidence of creative problem solving in technical R&D even further downstream than initial prototype development. e.g., after testing the initial prototype, unexpected issues arise that affect tackling the problem or usability of the technology for users, after which the developer came up with a creative solution to these issues allowing to continue the process towards a successful innovation.

'well-known example of an invention used for a different initial market was 3M and the Post-it Notes' - this needs better explanation, particularly what is meant by 'different initial market'. Different to what? Where is the creative process with respect to 'Innovation' / 'Implement' stages here? For 'Innovation' stage and Tech Transfer to Society, there can also be significant innovation at level of business plan for large scale commercial take-up. e.g., Ikea transforming home furniture with 'build it yourself' system, which at once streamlined scalable modular product design/execution & global logistics whilst tapping ingrained consumer desire to retain some small dosage of hands-on involvement in establishing their own home place within the confines of modern high-pace society.

Conclusions section - what are the implications of the observations set out in this article? The draft is lacking a 'implications/application/future research' section connected with the conclusions that are presented.

