

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

Jian-Hang Wang

Potential competing interests: No potential competing interests to declare.

This article provides valuable insights by presenting the Three I's Innovation Model framework, which aids in comprehending the process of generating new relationships between ideation, invention, and innovation. The main purpose of this article is to explain the connection between creativity and innovation, focusing on the various stages from initial ideas to the development of solution sketch models.

Nevertheless, in order to establish a distinct research niche, this article should emphasize the significance of the topic and identify gaps in the existing literature. Additionally, it should formulate a research question that addresses these gaps while building upon the academic tradition. Furthermore, the conclusion section should delve deeper into the theoretical and managerial implications derived from the findings of this article.