

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

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The article explores the relationship between creativity and innovation. The author aims to determine whether creativity is merely the initial step of innovation or if it is present throughout the entire innovation process. The paper introduces the Three I's Innovation Model, arguing that creativity, particularly Creative Problem Solving, has a significant impact on every stage of the innovation chain.

However, there are a few areas where the article could be further improved. Firstly, the empirical evidence supporting the claims made in the paper is limited. While the author briefly mentions a study conducted in Denmark, it would be beneficial to include more empirical studies or examples to strengthen the arguments and generalize the findings.

Furthermore, the article could benefit from a more critical analysis of potential limitations or challenges in applying the Three I's Innovation Model or the FourSight Model in practice. Addressing potential counterarguments or discussing alternative perspectives would enhance the depth and robustness of the article.

Moreover, the article would benefit from providing practical implications or recommendations for organizations seeking to foster creativity and enhance the innovation process. Including specific strategies or best practices based on the discussed models and theories would make the article more actionable and applicable for practitioners.