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

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I don't really understand the contribution of this paper. What is novel or original since it seems to me that it opens with a question that has been already been widely researched and there is plenty of literature supporting the answer to the question. In fact, the author dedicates the paper to bring together the literature that connects creativity and innovation. The whole paper does not have a clear focus and it is a collection of sections that do not seem to be connected, especially, I don't understand the role of the Technology Transfer Offices in the whole structure or storyline. It would have been interesting to see how creativity is present at each stage of the innovation process maybe perhaps bringing empirical data or contrasting different types of innovation processes.