

Review of: "Understanding Creativity"

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The article addresses an important and current theme, of great interest to management. However, there are too many direct citations and corporate references, instead of new scientific papers. The discussion and conclusion are weakened by highlighting more what would be the individual perspective of the interviewees, due to possible biases of interpretation. In addition, the generalization of the results is compromised as they all come from the same country, as mentioned in the limitations concerning the same.

Finally, I consider that further refinement of the research is necessary, in its updating of references, research methods, and in highlighting emerging contributions and categories. It's necessary also to review, for example, the phrase "machines can to a degree automate." There is, therefore, a potential for development to improve the paper for future events and publications.