

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

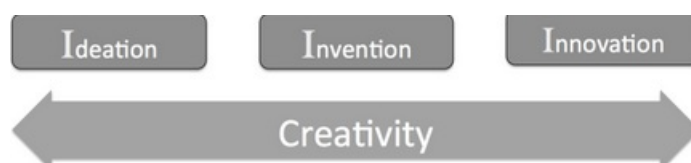
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Is creativity the seed of innovation?

I am extremely humbled by your invitation to serve as a reviewer for the above named article. I start by commending the author for such a thought provoking article. The author attempted to disintegrate these two related concepts; innovation and creativity. It is a well-articulated article and interesting to read. However I would like the author to motivate on the following points

- i. How different is the 3I's innovation model from the CPS four sight model. Can the 3I's innovation model stand on its own? The reason I ask this is because the author has in many instances made reference to the CPS four sight model! To me that 3I's innovation model is founded from the CPS four sight model! I think the unique value of the article should come out clearly.
- ii. Focusing on the 3I's innovation model as demonstrated by figure 1. I advise the author to develop some assumptions for his model. Because the assumptions of the model can help to clarify the following
 - a. Is the model operationalized at the firm level or at the macro-level
 - b. When you talk of new idea or new knowledge, are the new ideas purely endogenous or semi-endogenous. The paper argues that the new ideas come from R&D from universities and technology transfer offices. What is the role of other innovation actors and agents in this model? E.g. the government, environment, industry and how do they enter in figure 1
 - c. Can the 3I's innovation model, accommodate all measures of innovation? Public or private etc.
 - d. What are the inter temporal assumption in this model. After how long do we move to the next I, i.e after how long after ideation with the invention take place. After invention how long will it take to realize innovation?
- i. The figure 1 has 2 types of arrows the following arrow is not clear to me



What is the flow is it from

Ideation-Invention-Innovation or

innovation-invention –ideation or

both.

Because this seems to me a double sided arrow which denotes equality both sides

Best regards