

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

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The title of the article stimulates curiosity. A question mark at the end of the article title encourages us to look for an answer to it and grabs the reader's attention. The author of the article examines the relationship between creativity and innovation based on the Three I's Innovation Model. From the author's point of view, creativity and innovation have been tightly related as key components at all stages of innovation. The article highlights an original and systemic approach to creativity and innovation. It is emphasized that not only innovation, but also creativity can be viewed as a system and a process. The article mentions the role of universities in introducing innovations, explores the relationship between creativity, technology transfer, and innovation. Finally, the Three I's Innovation Model is discussed, highlighting the role of creativity in all stages. It is to be regretted that the article ends with conclusions that are not characterized by either theoretical or practical significance.

We are saddened by the fact that the article does not meet the requirements for a scientific article either in terms of content or structure. We have missed the formulation of a scientific problem, a reasonable research methodology and the resulting research instruments, empirical research, scientific discussion, theoretically and practically significant conclusions. We believe that according to the described the Three I's Innovation Model, the research corresponds only to the first stage of innovative research (Ideation).