

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

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**Potential competing interests:** No potential competing interests to declare.

Thank you very much for the opportunity to review the article. I find the article very interesting and informative. The interactions between creativity, innovation and technology transfer is very intriguing. The article also tactfully links the arguments to the four P of creativity and the Three I's innovation model.

However, the Authors would enhance the work by updating the literature sources used. Perhaps adding say ten (10) current sources from 2016 to 2023. Furthermore, it would have been even better to consider collecting and analysing some primary data. For example, interviews with key respondents in a Research and Development institution. Additionally, some few grammatical errors can be addressed as well.

Notwithstanding the above, the article is a good read.

Regards