

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

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The text presents an interesting discussion about the relationship between creativity and innovation. This is an important issue to understand the innovation process, and therefore its guidelines, motivators and the question of innovation capability and its relationship with the competitiveness. However, the author brings to the discussion a somewhat old theoretical basis, since there are more recent discussions and articles on the subject. There is also a lack of profound discussion among the topics presented throughout the text. The Three I's innovation model, Joint View of Creativity and Innovation, Creativity, Technology Transfer, and Innovation topics were addressed, but in an article, they should be better discussed and presented, as well as their relationships. Furthermore, the conclusions lack to present the academic and managerial developments of the results and future research suggestions.