

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

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The paper was presented the important role of creativity in the innovation process. Based on reviewing creativity and innovation from three perspectives, individual perspective, social environment, and systemic perspective, the author proposed the framework of the Three I's Innovation model integrated the FourSight model. In the research conceptual framework, creativity which has been involved into three stages goes through the whole process and carries out the innovative products.

The research topic is quite interesting. The Author's claim and written style is clear and have a good organizational structure set up for the paper. The paper provides insightful discussions about how to enhance the effects of creativity concept and invention techniques. However, Conclusion still needs to be expanded. Current conclusion simply reiterates what has been discussed already. The author should explain what the implications and the contribution for theory and practice.

You might consider citing following sources in explaining the commercialization of generation innovation process.

Roy Rothwell, (1994) "Towards the Fifth-generation Innovation Process", International Marketing Review, Vol. 11 Issue: 1, pp.7-31,