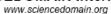
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Journal Name:	Advances in Research
Manuscript Number:	2014_AIR_15533
Title of the Manuscript:	MEASURING INNOVATION CULTURE: DEVELOPMENT AND VALIDATION OF A MULTIDIMENSIONAL QUESTIONNAIRE
Type of the Article	Original Research Article

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This journal's peer review policy states that \underline{NO} manuscript should be rejected only on the basis of 'lack of Novelty', provided the manuscript is scientifically robust and technically sound.

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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Compulsory REVISION comments		
Minor REVISION comments	I have no clue on the term "Radiography". Can you think of an alternative?	
	Add over 100 spaces between words that currently stick together.	
	78: little attention to relevant factors such AS the behavior of members of the organization [add as]	
Optional/General comments	You introduced a tricky contradiction: innovation culture in organizations – which is a collective entity - from the perspective of individuals. I expected more depth on this issue.	
	57/58: We are therefore interested in three dimensions via which these 58 factors could contribute to fostering innovation: society, organization, and the individual. → you might consider to apply Ken Wilber's integral AQAL model, describing three supportive quadrants: individual intentions, individual behaviour and the (social) system, the fouth being culture.	
	For a next study I would introduce two additional dimensions on Safety. You have linked it to the organization's openness to the proposals. To my knowledge this is great but not sufficient: safety should also be measured as (1) social and psychological safety and (2)	

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economic safety. Employees will not be creative when the results will jeopardize their employability.	
The topic is highly relevant as it introduces contexts to the effectiveness of innovation, as well as the individual motives and skills.	

Reviewer Details:

Name:	Marcel van Marrewijk
Department, University & Country	Research to Improve, Trusting Companies International and Virtu et Fortuna, Vlaardingen, Netherland

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