



SDI Review Form 1.6

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

General guideline for Peer Review process:

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

To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



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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)
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	<p>I have no clue on the term “Radiography”. Can you think of an alternative?</p> <p>Add over 100 spaces between words that currently stick together.</p> <p>78: little attention to relevant factors such AS the behavior of members of the organization [add as]</p>	
<u>Optional/General</u> comments	<p>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.</p> <p>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 fourth being culture.</p> <p>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)</p>	



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