

Impact of organizational and technological innovation on firm performance -Literature review

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Abstract. Innovation has been widely recognized by researchers as essential for sustainable firm growth and for maintaining competitiveness in dynamic markets. This paper outlines the current progress in understanding the impact of organizational and technological innovations on firm performance within the Moroccan industrial context. A systematic literature review revealed a significant research gap specific to Morocco's industrial landscape. This review also facilitated the development of a conceptual model, which highlights key hypotheses and relationships. The next step involves empirical testing to validate the model and generate actionable insights.

Keywords: Innovation , Literature review , Firm Performance