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 mar- kets. This paper outlines the current progress in understanding the impact of or- ganizational and technological innovations on firm performance within the Mo- roccan industrial context. A systematic literature review revealed a significant research gap specific to Morocco's industrial landscape. This review also facili- tated 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