

**The Impact of Innovation Management On sustainability and profitability of  
Technology Companies “SAAS” In Jordan**

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## **Declaration**

As the author of this paper, I declare that this thesis presented for the degree of Master of Business Administration is an original report of my research and has been written by me. Due references have been provided on all supporting literatures and resources. I also confirm that this work has not been submitted for any other degree or professional qualification. Some of the work described in this thesis, which was later revised, had been written and submitted in the courses Research Methods (2021) and Academic Writing for MBA (2022) at Ilia State University Business School.

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## Abstract

The focus of this research paper is to investigate The Impact of Innovation Management On sustainability and profitability of Companies “Technology Companies “SAAS””. The primary research questions addressed are: How is innovation management understood or defined within the technology Field, and what influence does that understanding have on the followed practices and approaches? What is the impact of innovation management on the profitability and sustainability of Tech companies? What are the elements that affect the innovation management implementation in tech. companies for profitable sustainable autosomes? and What are the limitations in technology companies for effectively implementing innovation management for both sustainability and profitability? To accomplish this, a mixed-methodology approach allowed for a comprehensive and in-depth exploration of the paper topic. The qualitative approach involved in Thematic analysis was to identify themes, patterns, and several perspectives on innovation management. The quantitative approach followed by surveys distributed to employees occupying different roles in tech companies in the Gulf area and Jordan. approach was employed. The findings of this study reveal several important insights. Firstly, Companies that prioritize innovation management and adopt strategic and dynamic approaches tend to foster a culture of sustained development, driving long-term growth. Agile Innovation, Continuous Improvement, Design Thinking, Disruptive Innovation, and Open Innovation are effective strategies that can lead to significant revenue growth for technology companies, and the Effective innovation management requires understanding the diverse perspectives of executives, managers, and employees, tracking key measurements such as ROI and revenue growth, and addressing barriers while leveraging enablers like supportive leadership and open communication. The study recommends that the management of each company whatever was its type of work should work on developing its strategy towards allow with wide range the innovation of its employees, which will be reflected on the organization internal and external reputation and sustainability. Moreover, with regard to the technological

innovation in the world nowadays, the company should adapt with all needed technological practices in its work, which will allow the company to be innovative throughout its employees' ideas toward developing the company's activities in an innovative way, it is a must for companies work in a fast changeable environment. In the research, I will try to identify key terms of innovation management, its importance to the organizations' survival, creating a competitive advantage, sustaining success, or overcoming crisis, and maintaining its position or market share. So, there`s a focus on the international organizations, which includes firms that cover different sectors.

**Key Words:** Innovation management; Sustainability innovation; organizational performance; innovation practices performance; Innovation management impact.