

would be requiring the sustainable meeting of the needs of the customers, as well as ensuring that the organizational products and services are protected and enhanced during the entire innovative behaviours and strategies of the comp. however; the innovativeness can be leading to the competitive advantage and disadvantage for the organizations, there would be higher ability for the companies to grow and to sustain their capabilities for ensuring the development of a sustainable approach, through which the organizational products and services would be focusing on the enhancement of the organizational positioning and the enhancement of the capability of the customers to develop new products and serves however, the implanting of the innovativeness in every dimension of the company will allow the companies to grow faster and provide different competitive advantages (Hong, Sakchutchawan, Callaway, & Kunnathur, 2011). This project studies the positive or the negative impacts of the innovativeness on the organizational competitiveness.

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### **Discussion and explanation of the topic**

The choice of the best strategy is considered to be based on the idea of creating the highest value for the customers that would ensure their satisfaction this would be conducted throughout innovative approaches and processes. Throughout continuous innovation and creativity organizations would be able to deliver highest value that will fill the needs of the customers on the short run and the long run and will develop a loyalty of the customers in their organization and will ensure that the customers would have a commitment to the organization and its products. According to Bartes 2009, the current century is the century of the information technology, knowledge management, and innovativeness (Hana, 2013). **Innovation** is considered to be an action or a process

save money to provide all the capabilities required by the employee in order to achieve innovative ideas is the primary without any kind of frustrating first scare. Companies have through access to the best scientific and innovative methods. On the other level, it should make sure the company the beginning of the process will start innovative in terms of marketing research ended. It is all the processes of refining carried out by the firm will be pay me customer satisfaction and you have to make sure that the process should development will contribute to increased customer satisfaction and strengthening the relationship between them and the company (Hana, 2013). On the other level, the process is innovative is not confined to products that advance to the client only, but can it be applied to products and processes offered by the company in order to produce all the products and services the customer and the ability the company will be granted to increase the existing products and new, increasing pressure operations and effectiveness specifications from where the company can achieve competitive advantage against competitors in the markets. In addition to this has been to make sure that the process is innovative can it be a source of psychological features of the company or is breathing could be a source of strength or a source of weakness and it would be through asymmetry to Turkey from Islam operation innovative appropriate manner that will lead to the inability of the company to guide the process innovative customer service company (Hong, Sakchutchawan, Callaway, & Kunnathur, 2011).

## **Summary**

in the end it had been suggested that the use of innovation and creativity within the organization will lead to the development of the organizational performance and ability to develop new products or new phone for current flow is the highest paid for the car