

**RELATIONSHIP BETWEEN ORGANIZATIONAL PRACTICES AND
INNOVATION MANAGEMENT SUCCESS: A STUDY OF SELECTED
MANUFACTURING COMPANIES IN CENTRAL PROVINCE.**

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ABSTRACT

Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for different businesses or services. Today's organizations operate in a rapidly changing, competitive, and quickly adapting to their environment. By observing the fact that, employees are reluctant to engage in innovation activities even if they are hard or technological. Consequently, based on the existing literature, organizational practices (fostering a culture of innovation, providing incentives for innovation, promoting continuous skill development, suggestion boxes, and benchmarking activities) positively influence employee propensity to engage in innovation activities. In addition, organizationally encouraging employees is at a low level. Therefore, it is important to pay attention to the human resources sector. The target population of this research was lower-level and managerial-level employees of the selected companies. An empirical survey was conducted using a sample of 180 individuals. The study was conducted using a qualitative approach via focus group interviews. Convenience sampling was used to select the manufacturing companies. The findings indicate that the selected organizational practices, such as fostering a culture of collaboration, providing incentives for innovation, and promoting continuous skill development, had a positive impact on innovation management success. It can be concluded that neglecting these key organizational practices can improve employees' innovative mindsets. Even if the technological aspects are managed effectively, they are a significant factor in the underperformance of innovation management initiatives. This study offers valuable insights for Human Resource professionals by outlining practical guidelines for enhancing the organizational practices that drive innovation management success. As manufacturing evolves with new technologies, it can create new job opportunities, provide infrastructure, reduce costs, prototyping, and test new ideas.

Keywords: Employee performance; human resource strategies; innovation management; manufacturing industry; organizational practice.