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IMPACT OF TURBULANT ENVIRONMENT ON INNOVATIVE PROJECTS

In today's fast-paced business environment, innovation has become a key driver of organizational success. However, the ability to innovate can be significantly affected by the turbulent environment in which organizations operate. This thesis aims to explore the impact of a turbulent environment on

innovative projects, specifically focusing on the relationship between environmental factors and innovation performance.

To achieve this objective, a mixed-methods approach will be employed, combining both qualitative and quantitative data collection techniques. The study will start with an extensive literature review to identify the relevant theoretical frameworks and empirical studies related to the impact of environmental factors on innovation. Then, a survey questionnaire will be developed and administered to a sample of firms operating in various industries to collect quantitative data on the level of environmental turbulence, innovation capability, and performance.

Furthermore, to provide a deeper understanding of the relationship between environmental factors and innovation performance, semi-structured interviews will be conducted with key informants within these firms. The interview data will be analyzed using a thematic analysis technique to identify the themes and patterns that emerge from the data.

The findings of this study are expected to contribute to the existing body of knowledge by providing insights into the complex relationship between environmental factors and innovation performance. The study will also help organizations to better understand the impact of environmental turbulence on innovative projects and provide practical recommendations on how to manage such projects in a turbulent environment.

Overall, this research will shed light on the factors that facilitate or hinder innovation in a turbulent environment and provide valuable insights for firms looking to improve their innovation performance in such environments.