

**The impact of employee innovation on organizational performance at salaam
Somali bank in Mogadishu
somalia.**

Background

The study investigates the impact of employee innovation on organizational performance at Salaam Somali Bank. Innovation, recognized as essential for competitive advantage, involves product, process, and market improvements that drive efficiency, customer satisfaction, and growth. Despite the bank's innovative culture, challenges such as limited resources, rigid structures, and risk aversion hinder optimal performance.

Objectives

- To investigate the impact of product innovation on organizational performance at Salaam Somali Bank in Mogadishu.
- To determine the impact of process innovation on organizational performance at Salaam Somali Bank.

Results

The study underscores the positive impact of employee innovation on organizational performance. Both product and process innovations were seen to contribute significantly to improved performance metrics such as sales growth, customer satisfaction, and competitive advantage. Market innovation complements .

Conclusion

The study concludes encouraging employee innovation is. It emphasizes addressing barriers to innovation, enabling Salaam Somali Bank to sustain its competitive edge and enhance profitability.

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