

The Impact of Organizational Readiness on Innovation in the Jordanian Telecommunications Companies: The Mediating Role of Employee Engagement.

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Abstract

This study aims to measure the impact of organizational readiness and its dimensions (organizational culture, organizational climate, and organizational capacity) on innovation and its dimensions (service innovation, process innovation, and entering new markets) and measure the mediating role of employee engagement. The sample was employees in the headquarters of Jordanian telecommunications companies; 255 questionnaires were collected. The data were analyzed using the SPSS program to ensure its validity and define the impact between variables.

Results indicate a positive effect of organizational readiness and its dimensions on innovation and its dimensions, except the organizational culture dimension. Employee engagement did not have a mediating role in the relationship between organizational readiness and innovation. Based on these results, the study recommends Jordanian telecommunications companies' managers pay more attention to their organizational readiness to innovate and consider readiness as an investment to implement their future projects successfully.

Keywords: employee engagement, innovation, organizational readiness.