

# **The Impact of Sustainability on Competitive Innovation in Jordanian Pharmaceutical Companies: The Mediating Role of Dynamic Capabilities.**

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## **Abstract**

Sustainability is one of the modern concepts in the companies' world, this study aimed to investigate the impact of sustainability on competitive innovation in Jordanian Pharmaceutical Companies and tested the impact of the mediating role of dynamic capabilities. In this context, this thesis used questionnaire methodology as a tool for data collection and the analysis process of collected data by the descriptive statistical technique. The results indicated sustainability had a significant effect on competitive innovation, and human sustainability had a significant effect on the new process and new methods of innovation, and dynamic capabilities had a statistically significant effect on the relationship between sustainability and competitive innovation. The researcher recommended the top management to encourage the role of human competencies of the employees when introducing and developing new products, and companies should pay more attention to the effect of the economic and social side of sustainability when obtaining licenses to use new technology in order to improve their production processes.

**Keywords:** Competitive innovation, Dynamic capabilities, Human sustainability, New process,  
New product.