



كلية الدراسات العليا



Sudan University of Science and Technology
College of Graduate Studies
Department of Business Administration

**The Mediating Role of Service Innovation on the
Relationship between Strategic Orientation and Operational
Performance: the Moderating Effect of Technological
Capabilities.**

الدور الوسيط لإبتكار الخدمة في العلاقة بين التوجه
الإستراتيجي و الأداء التشغيلي: الدور المعدل للقدرات
التكنولوجية

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