

## **The Affect of Total Quality Management on Firm's Innovation Performance: A Literature Review**

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**Abstract :** Innovation for businesses means a new product and service and sometimes a new implementation. Total Quality Management is a management philosophy which focus on customer, process and system. There is a certain relationship between principles of Total Quality Management and innovation performance. Main aim of this study is to show how the implementation and principles of Total Quality Management (TQM) affect a firm's innovation performance. Also, this paper discusses positive and negative affects of Total Quality Management on innovation performance and demonstrates some examples.

**Keywords :** innovation, innovation types, total quality management, principles of total quality management

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