

Comparative Study of Impact of Innovation on Business Performance of Dlog PLC and Mtel PLC

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Telecommunication is one of the competitive and innovative industries in Sri Lanka. The current study is conducted with the objective of examining the relationship between innovation and business performance and to identify what gives Dlog PLC the superior business performance compared to Mtel PLC in term of product innovation and marketing innovation comparatively. Research strategy was considered as survey method. Product innovation and marketing innovation are considered as independent variables. Business performance is considered as dependent variable. The target population is customers of Dlog PLC and Mtel PLC. Sample profile of 70 is selected for the collection of quantitative data through semi-structured questionnaires using simple random sampling method. The data was analyzed using ordinal logistics regression analysis model with the aid of SPSS. The final outcome of the research shows product innovation has more impact on business performance of Dlog PLC than marketing innovation compared to Mtel PLC.

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