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*Abstract: The role of the top manager in technology intensive industries has become much more multidimensional and multi-disciplinary. A critical concern of this discipline is optimizing returns to the company's stakeholders over the long term. This means sustaining performance by balancing strategic investments in technology with short-term profitability. The purpose of this study was to investigate technology management principles in widespread use in technology intensive industries and to explore their relationship to company performance. A non-probability, judgment sample of companies listed on the Johannesburg Stock Exchange (JSE) were taken. The study makes a contribution to the field of strategic management research by integrating the dimensions of several previous studies, to derive a more comprehensive taxonomy of technology management archetypes. Two distinct technology management factors obtained with the analysis were proved to positively influence the company performance dimensions and were classified as R&D Commitment and Control Market Planning factors. The results show that strategic management choices can significantly affect company performance. It thereby indicates which of the underlying dimensions have the strongest relationship with company performance.*

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*Abstract: This study first reviews concepts and practices linked with Quality Management, Innovation and Performance. Then we investigate the relation between the three concepts aforementioned in the context of the textile sector in Portugal, through a questionnaire, based on different assessment levels. The study and the respective data analysis was based on the responses obtained from a total of 66 questionnaires, sent to ATP certified Portuguese companies in the textile sector. The results reveal that there is a direct relationship between Quality Management and Innovation and Innovation and Performance. However, regarding Quality Management and Performance, rather than a direct relationship, there seems to exist an indirect relationship. Thus, in this study, Innovation appears as a mediator between Quality Management and Performance. Therefore, an organization should have a set of good practices in terms of Quality Management, and whenever possible, promote Innovation as the differentiating factor in order to increase competitiveness.*

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