

## **Abstract**

Due to the rapid technological progress, especially technology-oriented companies in dynamic branches face ever and anon challenges. In order to remain competitive of competing or foster the competitive position enterprises always need to be a step ahead of the market. Generating successful technical innovations is essential for the competitive ability and productivity of technology-oriented companies. Innovations facilitate penetrating new markets or realize differentiation- and cost advantages in existing fields, compared to competitors.

Despite the outstanding significance of innovations, companies often encounter difficulties realizing innovative ideas. Innovation-processes are mostly highly complex procedures, which are characterized by multifarious interdependencies and connections to other internal activities. The focus is on determining central success factors which have a significant influence on the innovation capability.

The factors were identified by analyzing the current theoretical and empirical literature. On the one hand, factors which predominately influence innovation capability, and hence promote technical innovations were detected. On the other hand, factors which directly impact the success of individual technical innovation projects were found. In addition to that, enterprises need to inherit a strategic and innovation-oriented orientation to be successful. The prevalent company-internal examination was completed by taking external factors into account.

The 22 success factors were evaluated and specific recommendations for practice were deduced. On the basis of the “resource-based view”, the “market-based view” and the “situational approach”, similarities and contradictions, in terms of the successful effect of individual factors were discovered. Concluding, this thesis accomplished to show that success of innovations is not based on specific factors, but rather can be attributed to the interaction of several contributions throughout the innovation project.