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**The Role of Technological Creativity in the Development of Iraqi
Companies: Applied Research in (Al-Narjis General Contracting
Company in Basra as a Model)**

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Abstract: Technological innovation is one of the driving and basic tools for companies' growth strategies, and the main objective of this study is to clarify and understand the method of technological innovation that affects the growth and development of companies and increase their efficiency and potential, and many studies have been presented in this field to clarify the meaning of technological innovation in the field of product and process development As well as its improvement in a way that contributes to the improvement and development of the company. Al-Narjis Company was the focus of our study due to its importance in the level of business and its creativity in Basra Governorate, and a random sample consisting of (57) technicians was taken and tested with the SPSS.24 program, and results were reached that technological innovation is an important feature of the company and its development and it has a major role in its continuity. Then, a set of recommendations were made necessary for the company to continue with scientific research towards the development of operations and the product and its improvement in a way that enables the company to keep pace with developments in its field and the need to allocate sufficient money for that in a way that achieves quick and amazing results.