

Abstract

The research aims to study and analyze the use of sustainable innovation thinking strategies in managing quality costs and enhancing competitive advantages, as well as studying and analyzing the theoretical foundations and cognitive foundations of both sustainable innovation thinking strategies and quality cost management, and studying and analyzing the impact of using sustainable innovation thinking strategies in managing quality costs and competitive advantages, The research also aims to identify the extent of interest of the economic unit in question using sustainable innovation thinking strategies in managing quality costs and enhancing competitive advantages, As well as the application of sustainable innovation thinking strategies in the economic unit in question through the selection of the solar heater product, and its reflection on quality cost management and enhancing competitive advantages, to achieve the objective of the research and test its hypotheses, Al-Zorah Public Company was chosen as the research object, and sustainable innovation thinking strategies were applied in it through the selection of the solar heater product, and its reflection on quality cost management and enhancing competitive advantages, The research reached a set of conclusions, the most important of which are the following: The economic unit in question did not obtain the ISO 14001 Environmental Management Standard certificate, which indicates the lack of the economic unit in question of the importance of this certificate and the extent of its interest in adhering to environmental standards, and taking into account the issue of reducing environmental pollution, which is one of the main dimensions of sustainability, The solar heater is one of the important means that preserve the environment and reduce environmental pollution, because it is completely dependent on solar energy (clean energy), which does not cause harm to the environment, In addition, the possibility of applying sustainable innovation thinking strategies in the economic unit in question and disclosing the amount of sales achieved, and net profits, as the application of sustainable innovation

thinking strategies through the selection of the solar heater product in Al-Zorah State Company proved to achieve large sales, as well as economic returns, and environmental benefits achieved, The application of sustainable innovation thinking strategies in the economic unit in question through the selection of the solar heater product also contributes to achieving many competitive advantages, including: (reducing environmental pollution, preserving natural resources from depletion and waste, maximizing economic profits, and achieving customer satisfaction), and is a sustainable innovative idea of high quality and efficiency, which leads to improving the competitive position of the economic unit in question.

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**" Using Sustainable Innovation Thinking Strategies in
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