

# **Abstract**

**Mahmoud Ahmady**

## **The Influence of Total Quality Management (TQM) on the Integrated Innovation Management (IIM) as a Superior Competitive Intelligence towards Sustainability in Higher Education Institutions**

It has become essential to understand why and how certain enabling environments encourage sustainability and help optimize its competitive intelligence. Among other things, the research can identify how knowledge translates into innovative action and how diversity can drive positive change. In addition, one of the ways in which universities assure quality and acquire recognition in their home countries and abroad is through accreditation and certification. As a result, in this paper it is mentioned about relationship between total quality management integrated with the sustainability of higher education through hightailed the crucial challenges and the benefits after dealing with them