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13 APPENDIX: Questionnaire



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Definitions

- **Diffusion:** Spread of an innovation through a social system.
- **Collaboration:** Working towards a mutual goal through cooperation as opposed to competition.
- **Outsourcing:** Contracting out of work, instead of having it performed in-house.
- **Joint Venture:** Business arrangement where two or more companies form a jointly owned/managed business for a specific purpose.
- **Gatekeepers:** Person controlling flow of information through a single channel.
- **Long-term contracts:** Collective agreement which is negotiated for periods of two or more years; any contract between two parties which is intended to last for a period of several years.
- **Partnership:** Type of business organization where, unlike a limited company, the partners who own the business do not have limited liability.
- **Corporate Culture:** Beliefs, values and customs, which characterize how a company functions and the attitudes of its personnel to the market, the organization and themselves.
- **Technology Transfer:** How a customer learns to use a new technology that has been introduced to the market.



Instructions

Using a scale of 1 to 5, please select [encircle] the figure which illustrates your impression about the best diffusion mechanisms in your industry.

1. Excellent / Very good
2. Medium
3. Low
4. Poor
5. I do not know.





As a method of diffusing cell phones do suppliers use the following methods:

Is collaboration effective in the diffusion of cell phones?	1	2	3	4	5
Is corporate research effective in the diffusion of cell phones?	1	2	3	4	5
Are outsourcing agreements effective in the diffusion of cell phones?	1	2	3	4	5
Are joint ventures effective in the diffusion of cell phones?	1	2	3	4	5
Are gatekeepers effective in the diffusion of cell phones?	1	2	3	4	5
Are long-term contracts effective in the diffusion of cell phones?	1	2	3	4	5
Is partnership effective in the diffusion of cell phones?	1	2	3	4	5
Is board participation effective in the diffusion of cell phones?	1	2	3	4	5
Is corporate culture effective in the diffusion of cell phones?	1	2	3	4	5
Is technology transfer effective in the diffusion of cell phones?	1	2	3	4	5
Are technology conferences effective in the diffusion of cell phones?	1	2	3	4	5
Is technical expertise effective in the diffusion of cell phones?	1	2	3	4	5
Is billboard advertising effective in the diffusion of cell phones?	1	2	3	4	5
Is radio advertising effective in the diffusion of cell phones?	1	2	3	4	5
Is newspaper advertising effective in the diffusion of cell phones?	1	2	3	4	5
Are expeditions effective in the diffusion of cell phones?	1	2	3	4	5
How do competing technologies influence diffusion of cell phones?	1	2	3	4	5
How does price influence the diffusion of cell phones?	1	2	3	4	5
How does convenience versus the price ratio influence diffusion of cell phones?	1	2	3	4	5
How does the Industry Structure influence diffusion through cooperation and competition?	1	2	3	4	5
How do regulations and legislation influence diffusion of cell phones?	1	2	3	4	5
How do Clusters influence diffusion of cell phones?	1	2	3	4	5

