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13 APPENDIX: Questionnaire
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:

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