

EBRD/EIB/WB Enterprise Survey Innovation Module - Services

A.0 Questionnaire	a0	Module
If firm is Retail firm		2
If firm is an Other service	s (non-retail) firm	3

A.23Mode of implementation a23	
Face-to-face interview, immediately after the main survey	1
Face-to-face interview, second visit	2
Phone interview	3
OTHER (SPECIFY)	4
REFUSAL (SPONTANEOUS)	-8

Other	
	a23x

A.14i Time Innovation Module interview begins:

Day (dd)	Month (mm)	Year (yyyy)	Hour (00 to 23)	Minutes (00 to 59)
a14id	a14im	a14iy	a14ih	a14imin

INTERVIEWER INSTRUCTIONS

Below is the decision matrix for which parts of the Innovation Module need to be asked. This is based on the answers to questions in the main survey.

	Question in main ES	Yes	No	
PRODUCT INNOVATION	H.1	1	2	Ask if H.1 in main ES = yes; O.1a to HB.23 (section OA)
PROCESS INNOVATION	H.3 H.4a	1 1	2 2	Ask if H.3 or H.4a or H.4b in main ES = yes; O.7 to O.13 (section OB)
ORGANISATIONAL	H.4b H.5	1	2	Ask if H.5 in main ES = yes; O.14 (section OC)
INNOVATION MARKETING INNOVATION	H.6	1	2	Ask if H.6 in main ES =yes; O.15 (section OD)
RESEARCH AND DEVELOPMENT	H.7	1	2	Ask if H.7 in main ES =yes; O.16 to O.19 (section OE)
ACQUISITION OF EXTERNAL KNOWLEDGE AND USE OF COMPUTERS				Ask all eligible establishments; O.20 to O.22b (section OF)
PROTECTION OF INNOVATION				Ask all eligible establishments; O.23a O.23d (section OG)

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OA. PRODUCT INNOVATION

INTERVIEWER: THIS SECTION SHOULD BE ANSWERED BY RESPONDENTS REPORTING A NEW OR SIGNIFICANTLY IMPROVED PRODUCT OR SERVICE IN QUESTION H.1 IN THE MAIN QUESTIONNAIRE.

IF THE RESPONDENT DID NOT REPORT A NEW OR SIGNIFICANTLY IMPROVED PRODUCT OR SERVICE IN QUESTION H.1 IN THE MAIN QUESTIONNAIRE, GO TO SECTION PROCESS INNOVATION (QUESTION 0.7).

INTERVIEWER: PLEASE READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING:

In our first interview, it was reported that this establishment had introduced a new or significantly improved product in the past three years. I would now like to ask some more questions related to that.

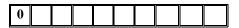
O.1 a	During the	last thr	ree years,	how	many	new	or	significantly	improved	products	did	this
	establishmer	nt introd	uce in the	marke	et?							

Number of new or significantly improved products		
NONE	0	GO TO QUESTION 0.7
DON'T KNOW (SPONTANEOUS)	-9	GO TO QUESTION 0.7
		MNA01a

O.1 b	In fiscal year [insert last complete fiscal year], what was this establishment's main new or
	significantly improved product, that is, the new or significantly improved product that
	represented the largest proportion of annual sales (among all new or significantly improved
	products)?

Description

MNAo1bx



0.2	At the time of its introduction, was this establishment's main new or significantly improved
	product new to?
	(INTERVIEWER: THESE MUST BE ASKED IN THE ORDER THEY APPEAR ON
	THE TABLE)
	(INTERVIEWER: A product was new to the local market/[INSERT
	COUNTRY]/international market if the establishment was the only producer of such a
	product in the local market/[INSERT COUNTRY]/international market at the time of
	the introduction of the product.)

READ OUT	Yes	No	DON'T KNOW (SPONTANEOUS)	
This establishment's local market	1	2	-9	MNAo2a
[INSERT COUNTRY]	1	2	-9	MNAo2b
International market	1	2	-9	MNAo2c

0.3	Please compare this main new or significantly improved product with the closest product
	already produced in this establishment. In what aspects are these two products different from
	each other?
	SHOW CARD 101

	_		SPON]	
READ OUT	Yes	No	DON'T KNOW	DOES NOT APPLY	
New product or service has added new functions to an existing product	1	2	-9	-7	MNAo3a
New product or service has completely new functions compared to the existing product	1	2	-9	-7	MNAo3i
New product or service is cheaper to produce compared to the existing product	1	2	-9	-7	MNAo3h
New product or service is completely new to the establishment	1	2	-9	-7	MNAo3e
New product or service is more efficient or easier to use than the existing product or service	1	2	-9	-7	MNA03g
Other (SPECIFY)	1	2	-9	-7	MNAo3f

	MNAo3fx

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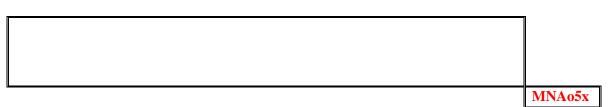
O.4 In fiscal year [insert last complete fiscal year], what percentage of this establishment's total annual sales was accounted for by products that were introduced or significantly improved over the last three years?

	Percent	
Percentage of annual sales accounted for by new or	%	
significantly improved products	, •	
DON'T KNOW (SPONTANEOUS)	-9	
ALL NEW OR SIGNIFICANTLY IMPROVED		
PRODUCTS WERE INTRODUCED IN THE CURRENT	-6	
FISCAL YEAR (SPONTANEOUS)		
		MNA04

0.5	Which of the following best describes the way in which the main new or significantly
	improved product was introduced or developed?
	(INTERVIEWER: ONLY ONE ANSWER)
	SHOW CARD 102
	·

Developed or adapted by this establishment, from its own original ideas	1
Licensed products or services from another firm	2
Developed in cooperation with domestic suppliers	3
Developed in cooperation with suppliers from abroad	4
Developed in cooperation with domestic client firms	5
Developed in cooperation with client firms from abroad	6
Developed in cooperation with external academic or research institutions	7
Introduced the establishment's own version of a product or service already supplied (by another firm)	8
Other (SPONTANEOUS - SPECIFY)	9
DON'T KNOW (SPONTANEOUS)	-9

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MNAHB.13 Does any of the following describe why this establishment introduced this main new or significantly improved product:

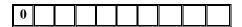
				SPONTANEOUS	
READ EACH OPTION ALOUD		Yes	No	DON'T KNOW	DOES NOT APPLY
To replace an old product or service sold by this establishment	MNAhb13a	1	2	-9	-7
To extend the range of products sold by this establishment	MNAhb13d	1	2	-9	-7
To open up new markets or increase market share	MNAhb13e	1	2	-9	-7
To lower the cost of production	MNAhb13f	1	2	-9	-7
To keep up with competition	MNAhb13g	1	2	-9	-7
To comply with regulations or standards	MNAhb13h	1	2	-9	-7
To deal with a decrease in the demand for other products	MNAhb13i	1	2	-9	-7

0.6	Did the establishment have to purchase or license any inventions, patent or know-how in
	order to start producing this new or significantly improved product?

Yes	1	
No	2	GO TO QUESTION 0.7
DON'T KNOW (SPONTANEOUS)	-9	GO TO QUESTION 0.7
		MNA06

HB.23	Was the latest invention, patent or know-how licensed or purchased from:
	SHOW CARD 103

A [COUNTRY] firm	1	
A [COUNTRY] research institute or university	2	
A foreign firm	3	
A foreign research institute or university	4	
Other	5	
DON'T KNOW (SPONTANEOUS)	-9	
		hb23



OB. PROCESS INNOVATION

INTERVIEWER: THIS SECTION SHOULD BE ANSWERED BY RESPONDENTS REPORTING A NEW OR SIGNIFICANTLY IMPROVED PRODUCTION OR DELIVERY PROCESS IN QUESTIONS H.3 AND/OR H.4A/H.4B IN THE MAIN QUESTIONNAIRE.

IF THE RESPONDENT DID NOT REPORT A NEW OR SIGNIFICANTLY IMPROVED PRODUCTION OR DELIVERY PROCESS IN QUESTIONS H.3 AND/OR H.4A/H.4B IN THE MAIN QUESTIONNAIRE, GO TO SECTION ORGANISATIONAL INNOVATION (QUESTION 0.14).

INTERVIEWER: PLEASE READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING:

In our first interview, it was reported that this establishment had introduced a new or significantly improved production or delivery methods in the past three years. I would now like to ask some more questions related to that.

0.7	During the last three years, did this establishment introduce new or significantly improved:

READ OUT	Yes	No	DON'T KNOW (SPONTANEOUS)	
Production methods	1	2	-9	MNA07a
Logistics, delivery or distribution methods for this establishment's inputs and/or products	1	2	-9	MNA07b
Ancillary support services, such as purchasing, accounting, computing and maintenance	1	2	-9	MNA07c

INTERVIEWER: IF THE ANSWER TO ALL THREE QUESTIONS ABOVE IS 2 (NO), THEN GO TO QUESTION 0.14.

O.8 Please give a short description of this establishment's most important new or significantly improved production or delivery method.
 (INTERVIEWER: The most important production or delivery method innovation is the production or delivery method innovation that had the largest impact on the operations of the establishment.)

MNA08x

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0.9	At the time of its introduction, was this establishment's main new or significantly improved					
	production or delivery method new to other firms operating:					
	(INTERVIEWER: THESE MUST BE ASKED IN THE ORDER THEY APPEAR ON					
	THE TABLE)					
	(INTERVIEWER: A production or delivery method was new to the local market/[INSERT COUNTRY]/international market if the establishment was the only one					
	using such production or delivery method in the local market/[INSERT COUNTRY]/international market at the time of its introduction.)					

READ OUT	Yes	No	DON'T KNOW (SPONTANEOUS)	
In this establishment's local market	1	2	-9	MNA09a
In [INSERT COUNTRY]	1	2	-9	MNA09b
In the international market	1	2	-9	MNA09c

0.10	Please compare this main new or significantly improved production or delivery method with the
	production or delivery method previously used by this establishment. Did it require significant
	changes in:

READ OUT	Yes	No	DON'T KNOW (SPONTANEOUS)	
Techniques	1	2	-9	MNAo10a
Machinery and equipment	1	2	-9	MNAo10b
Software	1	2	-9	MNAo10c
Management	1	2	-9	MNAo10d

MNAHC.8 Is this main new or significantly improved process similar to any process that was or is being used by this establishment?

Yes	1	
No, the new or significantly improved process is completely new	2	GO TO QUESTION 0.11
DON'T KNOW (SPONTANEOUS)	-9	GO TO QUESTION 0.11
		MNAhc8

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Please compare this main new or significantly improved process with the process that was used MNAHC.9 for the same purpose in this establishment. In what aspects is this main new or significantly improved process different from the original?

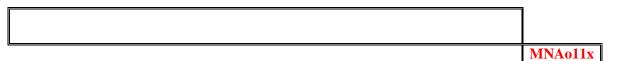
				(SPONTANEOUS)	
READ EACH OPTION ALOUD		Yes	No	DON'T KNOW	DOES NOT APPLY
It automates manual processes, partially or fully	MNAhc9a	1	2	-9	-7
It lowers costs compared to the old process	MNAhc9b	1	2	-9	-7
Is it faster than the old process	MNAhc9d	1	2	-9	-7
Other aspects (SPECIFY)	MNAhc9g	1	2		

MNAhc9gx

0.11	Which of the following best describes the way in which this establishment introduced or
	developed the main new or significantly improved production or delivery method?
	(INTERVIEWER: ONLY ONE ANSWER)
	SHOW CARD 104

Developed or adapted by this establishment, from its own original ideas	1]
Licensed technology or process from another firm	2	
Developed in cooperation with domestic suppliers	3	
Developed in cooperation with suppliers from abroad	4	
Developed in cooperation with domestic client firms	5	
Developed in cooperation with client firms from abroad	6	
Developed in cooperation with external academic or research institutions	7	
Bought a new machine or equipment to adopt the new technology	8	
OTHER (SPONTANEOUS- SPECIFY)	9	
DON'T KNOW (SPONTANEOUS)	-9	
		MNA ₀ 11

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HC.16 Does any of the following describe why this establishment introduced the main new or significantly improved process?

			SPONTA	NEOUS
READ EACH OPTION ALOUD	Yes	No	DON'T KNOW	DOES NOT APPLY
To raise the quality of products sold or services offered by this establishment MNAhc16b	1	2	-9	-7
To raise the volume of products sold or services offered MNAhc16c	1	2	-9	-7
To extend the range of products sold by this establishment MNAhc16d	1	2	-9	-7
To open up new markets or increase market share MNAhc16e	1	2	-9	-7
To lower the cost of offering services MNAhc16f	1	2	-9	-7
To keep up with competition MNAhc16g	1	2	-9	-7
To comply with regulations or standards MNAhc16h	1	2	-9	-7
To raise the flexibility or speed of selling products or offering services MNAhc16j	1	2	-9	-7

O.12 Did the establishment have to purchase or license any inventions, patent or know-how in order to apply this new production or delivery method?

Yes	1	
No	2	
DON'T KNOW (SPONTANEOUS)	-9	
		MNAo12

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OC. ORGANISATIONAL INNOVATION

INTERVIEWER: THIS SECTION SHOULD BE ANSWERED BY RESPONDENTS REPORTING NEW OR SIGNIFICANTLY IMPROVED ORGANISATIONAL OR MANAGEMENT PRACTICES OR STRUCTURES IN QUESTION H.4 IN THE MAIN QUESTIONNAIRE.

IF THE RESPONDENT DID NOT REPORT NEW OR SIGNIFICANTLY IMPROVED ORGANISATIONAL OR MANAGEMENT PRACTICES OR STRUCTURES IN QUESTION H.4 IN THE MAIN QUESTIONNAIRE, GO TO SECTION MARKETING INNOVATION (QUESTION 0.15).

INTERVIEWER: PLEASE READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING:

In our first interview, it was reported that this establishment had introduced a new or significantly improved organizational or management practices or structures in the past three years. I would now like to ask some more questions related to that.

0.14	During the last three years, did this establishment introduce new or significantly improved
	organizational methods in the following areas for the first time?
	SHOW CARD 106

READ OUT	Yes	No	DON'T KNOW (SPONTANEOUS)	
New knowledge management systems to better use or exchange information, knowledge and skills within the establishment	1	2	-9	MNAo14a
Introduction of management systems for general production or supply operations (such as supply chain management systems, lean production, business reengineering, quality management systems)	1	2	-9	MNAo14b
New methods for distributing responsibilities and decision making among employees	1	2	-9	MNAo14c
A significant change to the management structure of the establishment (such as creating new divisions or departments, integrating different departments or activities)	1	2	-9	MNAo14d
New types of collaborations with other businesses, research organizations or consumers	1	2	-9	MNAo14e
Outsourcing or subcontracting of business activities in production, procurement, distribution, recruiting or ancillary services	1	2	-9	MNAo14f

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OD. MARKETING INNOVATION

INTERVIEWER: THIS SECTION SHOULD BE ANSWERED BY RESPONDENTS REPORTING NEW OR SIGNIFICANTLY IMPROVED MARKETING METHODS IN QUESTION H.5 IN THE MAIN QUESTIONNAIRE.

IF THE RESPONDENT DID NOT REPORT NEW OR SIGNIFICANTLY IMPROVED MARKETING METHODS IN QUESTION H.5 IN THE MAIN QUESTIONNAIRE, GO TO SECTION RESEARCH AND DEVELOPMENT (QUESTION 0.16).

INTERVIEWER: PLEASE READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING:

In our first interview, it was reported that this establishment had introduced a new or significantly improved marketing methods in the past three years. I would now like to ask some more questions related to that.

0.15	During the last three years, did this establishment introduce new or significantly improved
	marketing methods in the following areas for the first time?
	SHOW CARD 107

READ OUT	Yes	No	DON'T KNOW (SPONTANEOUS)	
Significant changes in the product's appearance	1	2	-9	MNAo15a
Introduction of a new method of advertising or product promotion (such as use of a new media for advertising, a new brand image or logo, a new trademark)	1	2	-9	MNAo15b
Introduction of a new method of product placement or sales channels (such as product licensing, franchising, direct selling, exclusive retailing, tailoring or customizing the presentation of the product to different types of customers)	1	2	-9	MNAo15c
New pricing strategies to market the establishment's goods or services, excluding pricing methods used solely to differentiate prices by customer segments	1	2	-9	MNAo15d

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OE. RESEARCH AND DEVELOPMENT

INTERVIEWER: THIS SECTION SHOULD BE ANSWERED BY RESPONDENTS THAT REPORTED SPENDING ON RESEARCH AND DEVELOPMENT ACTIVITIES IN QUESTION H.6 IN THE MAIN QUESTIONNAIRE.

IF THE RESPONDENT DID NOT REPORT SPENDING ON RESEARCH AND DEVELOPMENT ACTIVITIES IN QUESTION H.6 IN THE MAIN QUESTIONNAIRE, GO TO SECTION ACQUISITION OF EXTERNAL KNOWLEDGE (QUESTION 0.20).

INTERVIEWER: PLEASE READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING:

I would now like to ask you questions related to spending on research and development activities.

0.16	During the last three years did this establishment spend on research and development activities
	within the establishment?

(INTERVIEWER: Research and development (R&D) is defined as creative work undertaken on a systematic basis in order to increase the stock of knowledge. For example, laboratory research for a new chemical compound of paint would be research and development while market research surveys or internet surfing would not be research and development.)

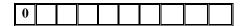
Yes	1	
No	2	GO TO QUESTION 0.18
DON'T KNOW (SPONTANEOUS)	-9	GO TO QUESTION 0.18
		MNA016

0.17 In fiscal year [INSERT last complete fiscal year], how much did this establishment spend on research and development activities performed within this establishment? Please include personnel cost, materials and purchase of fixed assets.

	LCUs	
Expenditures on R&D performed within this establishment		
(include personnel cost, materials and purchase of fixed assets)		
DON'T KNOW (SPONTANEOUS)	-9	
ESTABLISHMENT SPENT ON R&D PRIOR TO FISCAL		
YEAR [INSERT last complete fiscal year], BUT NOT IN	-7	
FISCAL YEAR [INSERT last complete fiscal year]	-7	
(SPONTANEOUS)		
		M

O.18 During the last three years, did this establishment spend on research and development activities contracted with other companies?

Yes	1	
No	2	GO TO QUESTION 0.20
DON'T KNOW (SPONTANEOUS)	-9	GO TO QUESTION 0.20
		MNAo18



0.19 In fiscal year [INSERT last complete fiscal year], how much did this establishment spend on research and development activities contracted with other companies?

	LCUs	
Expenditures on R&D contracted with other companies		
DON'T KNOW (SPONTANEOUS)	-9	
ESTABLISHMENT SPENT ON R&D PRIOR TO		
FISCAL YEAR [INSERT last complete fiscal year],	-7	
BUT NOT IN FISCAL YEAR [INSERT last	-,	
complete fiscal year] (SPONTANEOUS)		
		MNAo19

OF. ACQUISITION OF EXTERNAL KNOWLEDGE AND USE OF COMPUTERS

INTERVIEWER: ASK ALL RESPONDENTS WHO ANSWER THE INNOVATION MODULE

INTERVIEWER: PLEASE READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING:

I would now like to ask you questions related to the acquisition of external knowledge and use of computers.

O.20 During the last three years, did this establishment spend on the acquisition of external knowledge? This includes purchase or licensing of patents and non-patented inventions, knowhow and other types of knowledge from other businesses or organizations.

Yes	1	
No	2	GO TO QUESTION 0.22a
DON'T KNOW (SPONTANEOUS)	-9	GO TO QUESTION 0.22a
		MNAo20

O.21 Was the latest invention, patent or know-how licensed or purchased from SHOW CARD 108

A [COUNTRY] firm	1	
A [COUNTRY] research institute or university	2	
A foreign firm	3	
A foreign research institute or university	4	
Other	5	
DON'T KNOW (SPONTANEOUS)	-9	
		Ν

MNAo21

0.22a At the end of fiscal year [insert last complete fiscal year], what percent of this establishment's workforce regularly used personal computers in their jobs?

	Percent
Percentage of workforce that used computers	%
DON'T KNOW (SPONTANEOUS)	-9

MNAo22a

O.22b Three fiscal years ago, at the end of fiscal year [insert three complete fiscal years ago], what percent of this establishment's workforce regularly used personal computers in their jobs?

	Percent	
Percentage of workforce that used computers three fiscal years ago	%	
DON'T KNOW (SPONTANEOUS)	-9	
THE ESTABLISHMENT WAS NOT IN BUSINESS THREE YEARS AGO (SPONTANEOUS)	-7	
		MNAo22

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OG. PROTECTION OF INNOVATION

INTERVIEWER: ASK ALL RESPONDENTS WHO ANSWER THE INNOVATION MODULE

INTERVIEWER: PLEASE READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING:

I would now like to ask you questions related to protection of innovation.

0.23a Has this establishment ever been granted a patent?

Yes No
DON'T KNOW (SPONTANEOUS)

MNAo23a

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-9

O.23b During the last three years, did this establishment apply for a patent or a trademark? SHOW CARD 109

Yes, for a patent only	1
Yes, for a trademark only	2
Yes, for both a patent and a trademark	3
No	4
DON'T KNOW (SPONTANEOUS)	-9

MNAo23b

0.23c During the last three years, in which country or countries did this establishment apply for a patent or a trademark?

Country or countries where the establishment applied for a patent or a trademark		
DON'T KNOW (SPONTANEOUS)	-9	
		MNAo23cx

O.23d During the last three years, has this establishment been granted a patent or a trademark? SHOW CARD 110

Yes, a patent only	1
Yes, a trademark only	2
Yes, both a patent and a trademark	3
No	4
DON'T KNOW (SPONTANEOUS)	-9

MNAo23d

QUESTIONNAIRE NUMBER id

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A.15i Time innovation module interview ends:

Day (dd)	Month (mm)	Year (yyyy)	Hour (00 to 23)	Minutes (00 to 59)
a15id	a15im	a15iy	a15ih	a15imin

ASK IF INNOVATION MODULE WAS COMPLETED AT A LATER TIME THAN THE MAIN QUESTIONNAIRE.

A.24 Same respondent as for the main interview?	A.24	Same respondent as for the main interview?

Yes No	1 2	THANK THE RESPONDENT AND END THE INTERVIEW
		a24

A.15a Please complete the following information about the interviewee(s)

	Main respondent		_
Position in the firm		a15a1ax	
Years with the firm		a15a2a	1=LESS THAN ONE YEAR
Years in the position		MNAa15a4a	1=LESS THAN ONE YEAR
Gender		a15a3a	1=MALE, 2=FEMALE DO NOT READ OUT

	Second respondent	DOES NOT APPLY		-
Position in the firm		-7	a15a1bx	
Years with the firm		-7	a15a2b	1=LESS THAN ONE YEAR
Years in the position		-7	MNAa15a4b	1=LESS THAN ONE YEAR
Gender		-7	a15a3b	1=MALE, 2=FEMALE DO NOT READ OUT

	Third respondent	DOES NOT APPLY		_
Position in the firm		-7	a15a1cx	
Years with the firm		-7	a15a2c	1=LESS THAN ONE YEAR
Years in the position		-7	MNAa15a4c	1=LESS THAN ONE YEAR
Gender		-7	a15a3c	1=MALE, 2=FEMALE DO NOT READ OUT

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INTERVIEWER: DO NOT READ OUT:

A.16 It is my perception that the responses to the questions regarding opinions and perceptions are:

Truthful	1]
Somewhat truthful	2	
Not truthful	3	
		a16

A.17 The responses to the questions regarding figures (productivity and employment numbers):

Are taken directly from establishment records	1	
Are estimates computed with some precision	2	
Are arbitrary and unreliable numbers	3	
Are partially taken directly from establishment records and partially estimated	4	
		a17

INTERVIEWER COMMENTS:

a17x

(Problems occurred/extraordinary circumstances which could influence results)

SUPERVISORS PLEASE ANSWER:

A.18 This questionnaire was completed in:

One visit in face-to-face interview with one person	1	
One visit in face-to-face interview with different managers/staff	2	
Several visits		

a18

A.19 If option 2 or 3 in A.18, estimate duration of the whole interview

Hour (00 to 23)	Minutes (00 to 59)
a19h	a19m