

# QUESTIONNAIRE NUMBER

--	--	--	--	--	--	--

**BUSINESS ENVIRONMENT AND ENTERPRISE PERFORMANCE SURVEY**  
 The European Bank for Reconstruction and Development and the World Bank  
**Enterprise Survey**  
*Innovation Module - Retail and Core (2013)*

<b>A.0 Questionnaire</b>	<b>a0</b>	<b>Module</b>
Retail		2
Core		3

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

<b>Other</b>		<b>a23x</b>
--------------	--	-------------

**A.14i Time Innovation Module interview begins:**

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

**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 BEEPS survey.

	Question in main BEEPS	Yes	No	
<b>Product innovation</b>	H.1	1	2	Ask if H.1 in main BEEPS = yes; <b>O.1a to O.6 (section OA)</b>
<b>Process innovation</b>	H.3	1	2	Ask if H.3 in main BEEPS = yes; <b>O.7 to O.13 (section OB)</b>
<b>Organisational innovation</b>	H.4	1	2	Ask if H.4 in main BEEPS = yes; <b>O.14 (section OC)</b>
<b>Marketing innovation</b>	H.5	1	2	Ask if H.5 in main BEEPS =yes; <b>O.15 (section OD)</b>
<b>Research and development</b>	H.6	1	2	Ask if H.6 in main BEEPS =yes; <b>O.16 to O.19 (section OE)</b>
<b>Acquisition of external knowledge and use of computers</b>	X			Ask all eligible establishments; <b>O.20 to O.22b (section OF)</b>
<b>Protection of innovation</b>				Ask all eligible establishments; <b>O.23a to O.23d (section OG)</b>

**QUESTIONNAIRE NUMBER**

--	--	--	--	--	--	--

**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 O.7).**

**(INTERVIEWER: PLEASE READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING:)**

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

<b>O.1a</b>	How many new or significantly improved products or services did this establishment introduce in the market over the last three years?
-------------	---

Number of new or significantly improved products or services	
<b>NONE</b>	<b>0</b>
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>

***GO TO QUESTION O.7***  
***GO TO QUESTION O.7***

**ECAo1a**

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

**Description**

**ECAo1bx**

**QUESTIONNAIRE NUMBER**

--	--	--	--	--	--	--

**O.2** At the time of its introduction, was this establishment’s main new or significantly improved product or service new to...?  
**(INTERVIEWER: THESE MUST BE ASKED IN THE ORDER THEY APPEAR ON THE TABLE)**  
**(INTERVIEWER: A product or service was new to the establishment’s local market/[INSERT COUNTRY]/international market if the establishment was the only supplier of such a product or service in the local market/[INSERT COUNTRY]/international market at the time of its introduction.)**

<b>READ OUT</b>	Yes	No	<b>DON'T KNOW (SPONTANEOUS)</b>	
In the establishment’s local market – main product or service sold mostly in same municipality where establishment is located	1	2	-9	<b>ECAo2a</b>
In <b>[INSERT COUNTRY]</b> – main product or service sold mostly across the country where establishment is located	1	2	-9	<b>ECAo2b</b>
In the international market – main product or service sold mostly to nations outside country where establishment is located	1	2	-9	<b>ECAo2c</b>

**O.3** Please compare this main new or significantly improved product or service with the closest product or service already offered by this establishment. In what aspects are these two products or services different from each other?  
**SHOW CARD 101**  
**(INTERVIEWER: CODE DOES NOT APPLY (-7) IF THE ESTABLISHMENT IS NEW AND/OR DOES NOT MAKE ANY OTHER PRODUCT)**

<b>READ OUT</b>	Yes	No	<b>SPONTANEOUS</b>		
			<b>DON'T KNOW</b>	<b>DOES NOT APPLY</b>	
New product/service has added new functions/characteristics to the existing product/service	1	2	-9	-7	<b>ECAo3a</b>
New product/service is more efficient / easier to use than the existing product/service	1	2	-9	-7	<b>ECAo3g</b>
New product/service is completely new to the establishment	1	2	-9	-7	<b>ECAo3e</b>
<b>Other (SPECIFY)</b>	1	2	-9	-7	<b>ECAo3f</b>

--

**ECAo3fx**

## QUESTIONNAIRE NUMBER

--	--	--	--	--	--	--	--

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

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

**ECAo4**

<b>O.5</b>	Which of the following best describes the way in which the main new or significantly improved product or service was introduced or developed? <b>(INTERVIEWER: ONLY ONE ANSWER)</b> <b>SHOW CARD 102</b>
------------	--

Developed or adapted by this establishment, from its own 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
<b>OTHER (SPONTANEOUS - SPECIFY)</b>	<b>9</b>
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>

*ECAo5x*

**ECAo5**

**ECAo5x**

<b>O.6</b>	Did the establishment have to purchase or license any inventions, patent or know-how in order to start offering this new or significantly improved product or service?
------------	--

Yes	1
No	2
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>

**ECAo6**

**QUESTIONNAIRE NUMBER**

--	--	--	--	--	--	--

**OB. PROCESS INNOVATION**

**INTERVIEWER: THIS SECTION SHOULD BE ANSWERED BY RESPONDENTS REPORTING A NEW OR SIGNIFICANTLY IMPROVED PRODUCTION OR DELIVERY PROCESS IN QUESTION H.3 IN THE MAIN QUESTIONNAIRE.**

**IF THE RESPONDENT DID NOT REPORT A NEW OR SIGNIFICANTLY IMPROVED PRODUCTION OR DELIVERY PROCESS IN QUESTION H.3 IN THE MAIN QUESTIONNAIRE, GO TO SECTION ORGANISATIONAL INNOVATION (QUESTION O.14).**

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

**In our first interview, it was reported that your firm 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.**

**O.7** Over the last three years, has this establishment introduced new or significantly improved:

<b>READ OUT</b>	<b>Yes</b>	<b>No</b>	<b>DON'T KNOW (SPONTANEOUS)</b>	
Methods of supplying products or services	1	2	-9	<b>ECAo7a</b>
Logistics, delivery or distribution methods for this establishment's inputs and products or services	1	2	-9	<b>ECAo7b</b>
Ancillary support services, such as purchasing, accounting, computing and maintenance	1	2	-9	<b>ECAo7c</b>

**INTERVIEWER: IF THE ANSWER TO ALL THREE QUESTIONS ABOVE IS 2 (NO), THEN GO TO QUESTION O.14.)**

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

**ECAo8x**

**QUESTIONNAIRE NUMBER**

--	--	--	--	--	--	--

**O.9** At the time of its introduction, was this establishment’s main new or significantly improved method of supplying products or services new to other firms operating:  
**(INTERVIEWER: THESE MUST BE ASKED IN THE ORDER THEY APPEAR ON THE TABLE)**  
**(INTERVIEWER: A method of supplying products or services was new to the establishment’s local market/[INSERT COUNTRY]/international market if the establishment was the only one using such method of supplying products or services in the local market/[INSERT COUNTRY]/international market at the time of its introduction.)**

<b>READ OUT</b>	Yes	No	<b>DON'T KNOW (SPONTANEOUS)</b>	
In the establishment’s local market – main product or service sold mostly in same municipality where establishment is located	1	2	<b>-9</b>	<b>ECAo9a</b>
In <b>[INSERT COUNTRY]</b> – main product or service sold mostly across the country where establishment is located	1	2	<b>-9</b>	<b>ECAo9b</b>
In the international market – main product or service sold mostly to nations outside country where establishment is located	1	2	<b>-9</b>	<b>ECAo9c</b>

**O.10** Please compare this main new or significantly improved method of providing products or services with the method of supplying products or services previously used by this establishment. Did it require significant changes in:

<b>READ OUT</b>	Yes	No	<b>SPONTANEOUS</b>		
			<b>DON'T KNOW</b>	<b>DOES NOT APPLY</b>	
Techniques	1	2	<b>-9</b>	<b>-7</b>	<b>ECAo10a</b>
Machinery and equipment	1	2	<b>-9</b>	<b>-7</b>	<b>ECAo10b</b>
Software	1	2	<b>-9</b>	<b>-7</b>	<b>ECAo10c</b>
Management	1	2	<b>-9</b>	<b>-7</b>	<b>ECAo10d</b>

**QUESTIONNAIRE NUMBER**

--	--	--	--	--	--	--

**O.11** Which of the following best describes the way in which this establishment introduced or developed the main **new or significantly improved** method of supplying products or services?  
**(INTERVIEWER: ONLY ONE ANSWER)**  
**SHOW CARD 103**

Developed or adapted by this establishment, from its own 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
<b>OTHER (SPONTANEOUS - SPECIFY)</b>	<b>9</b>
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>

*ECAo11x*

**ECAo11**

--

**ECAo11x**

**O.12** Did the establishment have to purchase or license any inventions, patent or know-how in order to apply this new method of supplying products or services?

Yes	1
No	2
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>

**ECAo12**

--	--	--	--	--	--	--

**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 O.15).**

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

**In our first interview, it was reported that your firm 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.**

**O.14** Over the last three years, has this establishment introduced new or significantly improved organizational methods in the following areas **for the first time?**  
**SHOW CARD 104**

<b>READ OUT</b>	<b>Yes</b>	<b>No</b>	<b>DON'T KNOW</b>	
New knowledge management systems to better use or exchange information, knowledge and skills within the establishment	1	2	-9	<b>ECAo14a</b>
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	<b>ECAo14b</b>
New methods for distributing responsibilities and decision making among employees	1	2	-9	<b>ECAo14c</b>
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	<b>ECAo14d</b>
New types of collaborations with other businesses, research organizations or consumers	1	2	-9	<b>ECAo14e</b>
Outsourcing or subcontracting of business activities in production, procurement, distribution, recruiting or ancillary services	1	2	-9	<b>ECAo14f</b>



**QUESTIONNAIRE NUMBER**

--	--	--	--	--	--	--

**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 O.16).**

**(INTERVIEWER: PLEASE READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING:)**

**In our first interview, it was reported that your firm 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.**

<b>O.15</b>	Over the last three years, has this establishment introduced <b>new or significantly improved</b> marketing methods in the following areas <b>for the first time?</b> <b>SHOW CARD 105</b>
-------------	---

<b>READ OUT</b>	<b>Yes</b>	<b>No</b>	<b>DON'T KNOW</b>	
Significant changes in the product's appearance	1	2	<b>-9</b>	<b>ECAo15a</b>
Introduction of a <b>new method of advertising or product promotion</b> , such as use of a new media for advertising, a new brand image or logo, a new trademark	1	2	<b>-9</b>	<b>ECAo15b</b>
Introduction of a <b>new method of product placement or sales channels</b> , such as product licensing, franchising, direct selling, exclusive retailing, tailoring or customizing the presentation of the product to different types of customers	1	2	<b>-9</b>	<b>ECAo15c</b>
<b>New pricing strategies</b> to market the establishment's goods or services, excluding pricing methods used solely to differentiate prices by customer segments	1	2	<b>-9</b>	<b>ECAo15d</b>

**QUESTIONNAIRE NUMBER**

--	--	--	--	--	--	--

**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 O.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.**

**O.16** Over 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	<b>GO TO QUESTION 0.18</b> <b>GO TO QUESTION 0.18</b>
No	2	
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>	

**ECAo16**

**O.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)	
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>
<b>ESTABLISHMENT SPENT ON R&amp;D PRIOR TO FISCAL YEAR [INSERT last complete fiscal year], BUT NOT IN FISCAL YEAR [INSERT last complete fiscal year] (SPONTANEOUS)</b>	<b>-7</b>

**ECAo17**

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

Yes	1	<b>GO TO QUESTION 0.20</b> <b>GO TO QUESTION 0.20</b>
No	2	
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>	

**ECAo18**

QUESTIONNAIRE NUMBER

--	--	--	--	--	--	--

<b>O.19</b>	In fiscal year <b>[INSERT last complete fiscal year]</b> , how much did this establishment spend on research and development activities contracted with other companies?
-------------	--

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

<b>ECAo19</b>
---------------

# QUESTIONNAIRE NUMBER

--	--	--	--	--	--	--

---

## OF. ACQUISITION OF EXTERNAL KNOWLEDGE AND USE OF COMPUTERS

---

### 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** Over 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, know-how and other types of knowledge from other businesses or organizations.

Yes	1	<b>GO TO QUESTION 0.22a GO TO QUESTION 0.22a</b>
No	2	
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>	

<b>ECAo20</b>
---------------

**O.21** Was the latest invention, patent or know-how licensed or purchased from:  
**SHOW CARD 6**

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

<b>ECAo21</b>
---------------

**O.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	%	
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>	

<b>ECAo22a</b>
----------------

**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	%	
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>	
<b>THE ESTABLISHMENT WAS NOT IN BUSINESS THREE YEARS AGO (SPONTANEOUS)</b>	<b>-7</b>	

<b>ECAo22b</b>
----------------

--	--	--	--	--	--	--

**OG. PROTECTION OF INNOVATION**

**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.**

**O.23a** Has this establishment ever been granted a patent?

Yes	1
No	2
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>

**ECAo23a**

**O.23b** During the last three years, did this establishment apply for a patent or a trademark?  
**SHOW CARD 107**

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

**GO TO QUESTION VEB.1**

**ECAo23b**

**O.23c** Over 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	
<b>DON'T KNOW (SPONTANEOUS)</b>	<b>-9</b>

**ECAo23cx**

**O.23d** Over the last three years, has this establishment been granted a patent or a trademark?  
**SHOW CARD 8**

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

**ECAo23d**

QUESTIONNAIRE NUMBER

--	--	--	--	--	--	--

**A.15i Time innovation module interview ends:**

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

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

Yes	1	<b>THANK THE RESPONDENT AND END THE INTERVIEW</b>
No	2	
		<b>a24</b>

**A.15a** Information about the respondent for the innovation module

	Innovation module respondent		
Position in the firm		<b>a15a1dx</b>	
Years with the firm		<b>a15a2d</b>	1=LESS THAN ONE YEAR
Years in the position		<b>ECAa15a4d</b>	1=LESS THAN ONE YEAR
Gender		<b>a15a3d</b>	1=MALE, 2=FEMALE DO NOT READ OUT