

EBRD/EIB/WB Enterprise Survey
Innovation Module - Services (2013)

A.0 Questionnaire a0	Module
If firm is Retail firm	2
If firm is a Services (non-Retail) firm	3

A.23 Mode of implementation a23	
Face-to-face interview, immediately after the main survey	1
Face-to-face interview, second visit	2
Phone interview	3
Online module	4
OTHER (SPECIFY)	5
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	1	2	Ask if H.3 or H.4a or H.4b in main ES = yes; O.7 to O.13 (section OB)
	H.4a	1	2	
	H.4b	1	2	
Organizational innovation	H.5	1	2	Ask if H.5 in main ES = yes; O.14 (section OC)
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 O.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 or service in the past three years. I would now like to ask some more questions related to that.

O.1a	During the last three years, how many new or significantly improved products or services did this establishment introduce in the market?
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Number of new or significantly improved products	
NONE	0
DON'T KNOW (SPONTANEOUS)	-9

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

MNAo1a

O.1b	In fiscal year 2012, 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)?
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Description

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MNAo1bx

O.2	<p>At the time of its introduction, was this establishment's main new or significantly improved product or service new to...?</p> <p>(INTERVIEWER: THESE MUST BE ASKED IN THE ORDER THEY APPEAR ON THE TABLE)</p> <p>(INTERVIEWER: A product or service was new to the local market/[INSERT COUNTRY]/international market if the establishment was the only producer or service provider of such a product or service in the local market/[INSERT COUNTRY]/international market at the time of the introduction of the product or service.)</p>
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READ OUT	Yes	No	DON'T KNOW (SPONTANEOUS)	
This establishment's local market	1	2	-9	MNAo2a
Morocco	1	2	-9	MNAo2b
International market	1	2	-9	MNAo2c

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O.3	<p>Please compare this main new or significantly improved product or service with the closest product or service already produced or offered by this establishment. In what aspects are these two products or services different from each other?</p> <p>SHOW CARD 101</p>
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READ OUT			SPONTANEOUS		
	Yes	No	DON'T KNOW	DOES NOT APPLY	
New product or service has added new functions or characteristics to an existing product or service	1	2	-9	-7	MNAo3a
New product or service has completely new functions compared to the existing product or service	1	2	-9	-7	MNAo3i
New product or service is cheaper to produce or offer compared to the existing product or service	1	2	-9	-7	MNAo3h
New product or service 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	MNAo3g
Other (SPECIFY)	1	2	-9	-7	MNAo3f

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MNAo3fx

O.4	In fiscal year 2012, 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?
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	Percent
Percentage of annual sales accounted for by new or significantly improved products or services	%
DON'T KNOW (SPONTANEOUS)	-9
ALL NEW OR SIGNIFICANTLY IMPROVED PRODUCTS OR SERVICES WERE INTRODUCED IN THE CURRENT FISCAL YEAR (SPONTANEOUS)	-6

MNAo4

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

MNAo5

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MNAo5x

MNAHB.13	Does any of the following describe why this establishment introduced this main new or significantly improved product or service: READ EACH OPTION ALOUD
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	Yes	No	SPONTANEOUS	
			DON'T KNOW	DOES NOT APPLY
To replace an old product or service sold or offered by this establishment MNAhb13a	1	2	-9	-7
To extend the range of products or services sold or offered 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 offering services 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 or services MNAhb13i	1	2	-9	-7

O.6	Did the establishment have to purchase or license any inventions, patent or know-how in order to start supplying or offering this new or significantly improved product or service?
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Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

MNAo6

HB.23	Was the latest invention, patent or know-how licensed or purchased from SHOW CARD 103
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A Moroccan firm	1
A Moroccan 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 QUESTION 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 QUESTION H.3 AND/OR H.4A/H.4B IN THE MAIN QUESTIONNAIRE, GO TO SECTION ORGANIZATIONAL INNOVATION (QUESTION O.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 method of supplying products or services in the past three years. I would now like to ask some more questions related to that.

O.7 During the last three years, did this establishment introduce new or significantly improved:

READ OUT

	Yes	No	DON'T KNOW (SPONTANEOUS)	
Methods of supplying products or services	1	2	-9	MNAo7a
Logistics, delivery or distribution methods for this establishment's inputs and/or products or services	1	2	-9	MNAo7b
Ancillary support services, such as purchasing, accounting, computing and maintenance	1	2	-9	MNAo7c

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 supplying products or services innovation is the method of supplying products or services innovation that had the largest impact on the operations of the establishment.)

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MNAo8x

O.9	<p>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:</p> <p>(INTERVIEWER: THESE MUST BE ASKED IN THE ORDER THEY APPEAR ON THE TABLE)</p> <p>(INTERVIEWER: A method of supplying products or services was new to the 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.)</p>
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READ OUT	Yes	No	DON'T KNOW (SPONTANEOUS)	
In this establishment's local market	1	2	-9	MNAo9a
In Morocco	1	2	-9	MNAo9b
In the international market	1	2	-9	MNAo9c

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

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MNAHC.8	Is this main new or significantly improved process similar to any process that was or is being used by this establishment?
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Yes	1
No, the new or significantly improved process is completely new	2
DON'T KNOW (SPONTANEOUS)	-9

GO TO QUESTION 0.11

GO TO QUESTION 0.11

MNAhc8

MNAHC.9	Please compare this main new or significantly improved process with the process that was used for the same purpose in this establishment. In what aspects is this main new or significantly improved process different from the original? READ EACH OPTION ALOUD
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				(SPONTANEOUS)	
		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) _____ MNAhc9gx _____	MNAhc9g	1	2		

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 104
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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 abroad	4
Developed in cooperation with domestic client firms	5
Developed in cooperation with client firms 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

MNAo11

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MNAo11x

MNAHC.16	Does any of the following describe why this establishment introduced the main new or significantly improved process? READ EACH OPTION ALOUD
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	Yes	No	SPONTANEOUS	
			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 or services offered 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 method of supplying products or services?
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Yes	1
No	2
DON'T KNOW (SPONTANEOUS)	-9

MNAo12

OC. ORGANIZATIONAL INNOVATION

INTERVIEWER: THIS SECTION SHOULD BE ANSWERED BY RESPONDENTS REPORTING NEW OR SIGNIFICANTLY IMPROVED ORGANIZATIONAL OR MANAGEMENT PRACTICES OR STRUCTURES IN QUESTION H.5 IN THE MAIN QUESTIONNAIRE.

IF THE RESPONDENT DID NOT REPORT NEW OR SIGNIFICANTLY IMPROVED ORGANIZATIONAL OR MANAGEMENT PRACTICES OR STRUCTURES IN QUESTION H.5 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 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.

O.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 105
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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

OD. MARKETING INNOVATION

INTERVIEWER: THIS SECTION SHOULD BE ANSWERED BY RESPONDENTS REPORTING NEW OR SIGNIFICANTLY IMPROVED MARKETING METHODS IN QUESTION H.6 IN THE MAIN QUESTIONNAIRE.

IF THE RESPONDENT DID NOT REPORT NEW OR SIGNIFICANTLY IMPROVED MARKETING METHODS IN QUESTION H.6 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 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.

O.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 106
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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 or service 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

OE. RESEARCH AND DEVELOPMENT

INTERVIEWER: THIS SECTION SHOULD BE ANSWERED BY RESPONDENTS THAT REPORTED SPENDING ON RESEARCH AND DEVELOPMENT ACTIVITIES IN QUESTION H.7 IN THE MAIN QUESTIONNAIRE.

IF THE RESPONDENT DID NOT REPORT SPENDING ON RESEARCH AND DEVELOPMENT ACTIVITIES IN QUESTION H.7 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 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
DON'T KNOW (SPONTANEOUS)	-9

GO TO QUESTION O.18

GO TO QUESTION O.18

MNAo16

O.17 In fiscal year 2012, 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.

	MADs
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 2012, BUT NOT IN FISCAL YEAR 2012 (SPONTANEOUS)	-7

MNAo17

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

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

GO TO QUESTION O.20

GO TO QUESTION O.20

MNAo18

O.19	In fiscal year 2012, how much did this establishment spend on research and development activities contracted with other companies?
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	MADs	
Expenditures on R&D contracted with other companies		
DON'T KNOW (SPONTANEOUS)	-9	
ESTABLISHMENT SPENT ON R&D PRIOR TO FISCAL YEAR 2012, BUT NOT IN FISCAL YEAR 2012 (SPONTANEOUS)	-7	
		MNAo19

OF. ACQUISITION OF EXTERNAL KNOWLEDGE AND USE OF COMPUTERS**INTERVIEWER: ASK ALL ESTABLISHMENTS ELIGIBLE FOR 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, know-how and other types of knowledge from other businesses or organizations.

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

GO TO QUESTION O.22a

GO TO QUESTION O.22a

MNAo20

- O.21** Was the latest invention, patent or know-how licensed or purchased from:
SHOW CARD 107

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

MNAo21

- O.22a** At the end of fiscal year 2012, 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 **2009**, 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

MNAo22b

OG. PROTECTION OF INNOVATION

INTERVIEWER: ASK ALL ESTABLISHMENTS ELIGIBLE FOR 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
DON'T KNOW (SPONTANEOUS)	-9

**MNAo23
a**

O.23b During the last three years, did this establishment apply for a patent or a trademark?
SHOW CARD 108

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

O.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

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O.23d	During the last three years, has this establishment been granted a patent or a trademark? SHOW CARD 109
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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

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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

A.24 Same respondent as for the main interview?

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

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

Innovation module respondent		
Position in the firm		a15a1dx
Years with the firm		a15a2d
Years in the position		MNAa15a4d
Gender		a15a3d

1=LESS THAN ONE YEAR
1=LESS THAN ONE YEAR
1=MALE, 2=FEMALE
DO NOT READ OUT