

Appendix

Please indicate your degree of agreement / disagreement with the following statements:

Strongly disagree								Strongly agree	Technology Innovation Capabilities measurement scale
1	2	3	4	5	6	7	8		
T1	Your firm is usually among the first to introduce new products to the market					1 - 2 - 3 - 4 - 5 - 6 - 7 - 8			
T2	Your firm is this industry's leader in introducing new products					1 - 2 - 3 - 4 - 5 - 6 - 7 - 8			
T2	Your firm is well known for introducing breakthrough-type products					1 - 2 - 3 - 4 - 5 - 6 - 7 - 8			

Indicate whether each of these new product design issues is one your firm manages well or whether it is one your firm has trouble managing.

Manages poorly				Manages extremely well				Design Capabilities measurement scale	
1	2	3	4	5	6	7	8		
D1	Designing quality into products.				1 - 2 - 3 - 4 - 5 - 6 - 7 - 8				
D2	Designing manufacturability into products.				1 - 2 - 3 - 4 - 5 - 6 - 7 - 8				
D3	Designing low cost into products.				1 - 2 - 3 - 4 - 5 - 6 - 7 - 8				
D4	Designing and launching new products faster.				1 - 2 - 3 - 4 - 5 - 6 - 7 - 8				

Please indicate How well does your organization perform the following activities relative to competitors.

Performs poorly						Performs extremely well		Architectural marketing capabilities measurement scale
1	2	3	4	5	6	7	8	
MK1	Environmental scanning				1 - 2 - 3 - 4 - 5 - 6 - 7 - 8			
MK2	Market planning				1 - 2 - 3 - 4 - 5 - 6 - 7 - 8			
MK3	Marketing skill development				1 - 2 - 3 - 4 - 5 - 6 - 7 - 8			
MK4	Internal coordination and communication				1 - 2 - 3 - 4 - 5 - 6 - 7 - 8			

Please indicate How well does your organization perform the following activities relative to competitors.

Performs poorly						Performs extremely well		Export performance measurement scale
1	2	3	4	5	6	7	8	
EXP1	Export operations are very profitable					1 - 2 - 3 - 4 - 5 - 6 - 7 - 8		
EXP2	Export operations have generated a high volume of sales					1 - 2 - 3 - 4 - 5 - 6 - 7 - 8		
EXP3	Export operations have been growing rapidly					1 - 2 - 3 - 4 - 5 - 6 - 7 - 8		

Please indicate your degree of agreement / disagreement with the following statements:

Environment turbulence								
	Performs poorly						Performs extremely well	
	1	2	3	4	5	6	7	8
TURB 1	The technology in our markets is changing rapidly					1	2	3
TURB 2	New customers tend to have product-related needs that are different from those of existing customers					4	5	6

