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IWH-FDI-Micro-Database

Questionnaire 2011

Poland, Czech Republic, Slovak Republic,
Hungary, Romania and East Germany

2nd survey in services and manufacturing

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Foreign investors

1. Does your enterprise have one or more foreign investor(s)?¹

Filter 1: only for inward FDI

Note for interviewer: A foreign investor holds directly a minimum of 10 % equity/voting rights, a minimum of 25 percent indirect equity/voting rights, or is the ultimate owner of your enterprise. Foreign shareholders include enterprise group, physical persons, foundations, financial investors located abroad.

	Yes, one	Yes, more than one	No
Foreign investor(s)			

Filter 2: If question 1 is „No“, please double-check with information supplied otherwise continue with question 6, if filter outward, otherwise continues with question 11.

Note: The following questions deal with your foreign investor. In case your enterprise has more than one foreign investor, the following questions refer to the investor, who holds most shares or voting-rights in your enterprise as of today.

2. What was the year of first entry of your foreign investor into your enterprise.

The year of first entry of the foreign investor	
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3. Please indicate what describes best the initial entry mode of your foreign investor. Please choose only one option.

	Yes	No
The foreign investor created a new legally independent enterprise		
The foreign investor partially acquired an existing legally independent enterprise		
The foreign investor fully acquired an existing legally independent enterprise		

4. From your point of view, how important were the following strategic motives for your foreign investor's decision to invest in your enterprise? Please choose between: not important, little important, important and very important.

Accessing a new foreign market	
Bypassing trade barriers and/or facilitating trade	
Cost advantages related to labour	
Cost advantages related to capital including fiscal and/or financial incentives	
Cost advantages related to land	
Reducing production costs by increasing sales of existing goods or services	
Adding new product or business lines to the existing portfolio	
Accessing location-bound knowledge and technology	
Acquiring established foreign brand assets	
Accessing location-bound natural resources	

¹ Question 1 to 4 have in addition the options: no answer, do not know.

5. Please indicate to which extent decisions in the following business functions are currently taken by your enterprise or your foreign investor.² Please choose between: decisions are taken only by your enterprise, mainly by your enterprise, mainly by your foreign investor or only by your foreign investor.

	Only by your enterprise	Mainly by your enterprise	Mainly by your foreign investor	Only by your foreign investor
Finance and investment				
Strategic Management				
Operational Management				
Marketing and market research				
Purchases and supplies				
Distribution and sales				
Research and Innovation				

Foreign affiliates

6. Does your enterprise own one or more affiliate(s) located abroad?³

Filter 3: only for outward FDI

Note for the interviewer: Ownership over a foreign affiliate requires the a minimum of 10 percent direct ownership of equity/voting rights, a minimum of 25 percent indirect equity ownership, or ultimate ownership of a legally independent enterprise abroad.

	Yes	No
Ownership of one or more foreign affiliate(s)		

Filter 4: If the answer to question 6 is "No", please double-check with the information supplied. If it can not be confirmed continue with question 11.

7. Please indicate the year in which your enterprise established the first foreign affiliate.

	Year
Year in which the first foreign affiliate was established	

8. Please indicate the mode(s) of entry used by your enterprise to establish existing foreign affiliate(s). Multiple options possible.

	Yes	No
Creation of a new legally independent enterprise		
Partial acquisition of a legally independent existing enterprise		
Full acquisition of a legally independent existing enterprise		

² Question 5 has in addition the answering options: no answer, do not know, does not apply.

³ Questions 6 to 9 have in addition the answering options: no answer, do not know.

9. How important were the following strategic motives for establishing foreign affiliate(s) under control of your enterprise? Please choose between: not important, little important, important and very important.

Accessing a new foreign market	
Bypassing trade barriers and/or facilitating trade	
Cost advantages related to labour	
Cost advantages related to capital	
Cost advantages related to land	
Reducing production costs by increasing sales of existing goods or services	
Adding new product or business lines to the existing portfolio	
Accessing location-bound knowledge and technology	
Acquiring foreign brand assets	
Accessing location-bound natural resources	

10. Please indicate to which extent your foreign affiliate(s) take independent decisions in the following business functions.⁴ Please choose between: decisions are taken only by your enterprise, mainly by your enterprise, mainly by your foreign affiliate(s) or only by your foreign affiliate(s).

	Only by your enterprise	Mainly by your enterprise	Mainly by your foreign affiliate(s)	Only by your foreign affiliate(s)
Finance and investment				
Strategic Management				
Operational Management				
Marketing and market research				
Purchases and supplies				
Distribution and sales				
Research and Innovation				

⁴ Question 10 has in addition the answering options: no answer, do not know, does not apply.

R&D

The next part of the survey deals with research and development (R&D). This refers to experimental or theoretical work undertaken to acquire new knowledge and general applicable insights for use in development. We differentiate between intra-mural R&D implemented by your enterprise and extra-mural R&D services contracted out to another unit, external firm or organisation. The subsequent questions refer to R&D undertaken during the last three years from 2009 to 2011.

11. Did your enterprise had any labour, other current or capital expenditures for intra-mural R&D during the last three years?⁵

Note for interviewer: These do not include expenditures on R&D performed by another units, firm or organisation. In case of Hungary expenditures could be registered or unregistered.

	Yes	No
Expenditures for R&D performed within your enterprise 2009-2011		

Filter 5: If question 11 is "Yes", please go to question 12 and 13, otherwise with question 14.

12. Please indicate the importance of the following potential financial sources used to fund intra-mural R&D. Please choose between: not important, little important, important and very important.

Filter 6: *only for inward FDI, **Only for outward FDI

Sources for intramural R&D expenditures	
Your own enterprise	
Other units of your foreign investors' enterprise group within your country*	
Headquarters or other units of your foreign investors' enterprise group abroad*	
Domestic affiliate(s) owned by your enterprise	
Foreign affiliate(s) owned by your enterprise**	
External enterprises within your country	
External enterprises abroad	
Public sector research or universities within your country	
Public sector research or universities abroad	
Regional or national government agencies within your country	
Foreign government agency including the European Union	

13. How many of your employees work in the area of R&D in your enterprise currently?

Note for interviewers: This includes full and part time employees, however, no internships, leasing workers or temporary personnel. If you enterprise has no own R&D employees, please enter 0.

	Currently
Number of R&D employees	

⁵ Questions 11 to 34 have in addition the answering options: no answer, do not know, does not apply.

14. Did your enterprise had any expenditures for R&D services performed by another unit, firm or organisation during the last three years?

Note for interviewer: This includes acquisition of R&D performed by other units and grants given to others for performing R&D. In case of Hungary expenditures could be registered or unregistered.

	Yes	No
Expenditures for external R&D services 2009-2011		

Filter 7: If the answer to question 14 is "Yes", please got to question 15 otherwise to the next note.

15. Which of the following partners did your enterprise commission to perform external R&D services in the period 2009 to 2011? Multiple options possible.

Filter 8: *only for inward FDI, **only for outward FDI

	Yes	No
Other units of your foreign investors' enterprise group within your country*		
Headquarters or other units of your foreign investors' enterprise group abroad*		
Domestic affiliate(s) owned by your enterprise within your country		
Foreign affiliate(s) owned by your enterprise**		
External enterprise within your country		
External enterprise abroad		
Universities and other public sector research within your country		
Universities and other public sector research within your abroad		

Innovations

Note: The next part of the survey deals with the implementation of innovations in your enterprise. Innovations need to be implemented by your enterprise but can be developed mainly by your enterprise, other units of your enterprise group or external firms and organisations. The innovation must be new or significantly improved to your enterprise, not necessarily new to the market or the world. The subsequent questions refer to R&D undertaken during the last three years from 2009 to 2011.

16. Did your enterprise implement new or significantly improved products during the last three years?

Note for the interviewer: Product innovation imply significant improvements in technical specifications, components and materials, incorporated software, user friendliness, or other functional characteristics. Product innovations in services can include significant improvements in how they are provided (for example, in terms of their efficiency or speed), the addition of new functions or characteristics to existing services, or the introduction of entirely new services. **Purely aesthetic modifications of products** (such as colour, style, and packaging) **are no product innovation. The resale of new products bought from other enterprises does not constitute a product innovation.**

	Yes	No
New or significantly improved product(s) 2009-2011		

17. Who developed mainly these new or significantly improved products? Select the most appropriate option only.

Filter 9: Question 17 only if answer in question 16 was "Yes". Otherwise go to question 19

*Option only for inward FDI, **Option only for outward FDI

Mainly your enterprise	
Other units of your foreign investors' enterprise group within your country*	
Headquarters or other units of your foreign investors' enterprise group abroad*	
Domestic affiliate(s) owned by your enterprise	
Foreign affiliate(s) owned by your enterprise**	
External enterprises or organisations within your country	
External enterprises or organisations abroad	

18. Please approximate the share of new or significantly improved products introduced during 2009 to 2011 in the total sales of your enterprise in 2011.

Filter 10: Question 18 only if answer in question 16 was "yes". Otherwise go to question 19

	2011
Share of new or significantly improved products in total sales (in %)	

19. Did your firm implement any new or significantly improved production or delivery method(s) during the last three years?

*Note for the interviewer: Production methods involve the techniques, equipment and software used to produce goods or to provide services. Delivery methods concern the logistics of your enterprise and encompass equipment, software and techniques to source inputs, allocate supplies within your enterprise, or deliver final goods or to provide services. The result of such process innovation should have an effect on the production output, quality or distribution of goods or services. **Pure organisational changes or the introduction of new management techniques are not counted as process innovations in that sense.***

	Yes	No
New or significantly improved production or delivery method(s) 2009-2011		

20. Who developed mainly these new or significantly improved production or delivery method(s)? Select the most appropriate option only.

Filter 11: Question 20 only if answer to question 19 was "yes",

*Option only for inward FDI, **Option only for outward

Mainly your enterprise	
Other units of your foreign investors' enterprise group within your country*	
Headquarters or other units of your foreign investors' enterprise group abroad*	
Domestic affiliate(s) owned by your enterprise	
Foreign affiliate(s) owned by your enterprise**	
External enterprises or organisations within your country	
External enterprises or organisations abroad	

21. Did your enterprise implement new or significantly improved modes of business practices or workplace organisation for the division of work within and between firm activities and organisational units during the last three years?

Note for the interviewer: Business practices involve the implementation of new methods for organising routines and procedures for the conduct of work. Workplace organisation involves methods for distributing responsibilities and decision making among employees or organisational units.

	Yes	No
New or significantly improved organisational method(s) 2009-2011		

22. Did your enterprise implement new or significantly improved modes of organising the relations with external customer or supplier firms or organisation during the last three years?

Note for the interviewer: New organisational methods in a firm's external relations involve the implementation of new ways of organising relations with other firms or public institutions, such as the establishment of new types of collaborations with research organisations or customers, new methods of integration with suppliers, and the outsourcing or subcontracting for the first time of business activities in production, procuring, distribution, recruiting and ancillary services.

	Yes	No
New or significantly improved organisational method(s) 2009-2011		

23. Did your enterprise implement new or significant changes to product design, packaging, placement, promotion or pricing during the last three years?

Note for the interviewer: Product design changes here refer to changes in product form and appearance that do not alter the product's functional or user characteristics.

	Yes	No
New or significantly improved marketing method(s) 2009-2011		

Diffusion of R&D and innovation

Note: The questions of the following part of the survey deal with the creation and diffusion of knowledge related to research and development or innovation in your enterprise during the last three years from 2009 to 2011.

Filter 12: If 11, 14, 16, 19, 21, 22, or 23 "yes", please continue otherwise go to question 31.

24. Please indicate the importance of the below listed modes for accessing knowledge relevant for R&D and innovation in your enterprise. Please choose between: not important, little important, important and very important.

Access to public and open information	
Acquisition and purchase of external knowledge (e.g. licences or R&D services)	
Cooperation with other units of your enterprise group, external firms or organisations	

25. Please indicate the importance of the following potential cooperation partners as source for knowledge relevant for R&D and innovation in your enterprise. Please choose between: not important, little important, important and very important.

Filter 13: Question 25 only if the answer to option 3 in question 24 "important" or "very important".
*Option only for inward FDI, **Option only for outward

Other units of your foreign investors' enterprise group within your country*	
Headquarters or other units of your foreign investors' enterprise group abroad*	
Other affiliate(s) owned by your enterprise within your country	
Foreign affiliate(s) owned by your enterprise*	
External suppliers within your country	
External suppliers abroad	
External customers within your country	
External customers abroad	
External firms of the same sector within your country	
External firms of the same sector abroad	
Universities and other public sector research within your country	
Universities and other public sector research within your abroad	

26. Did your enterprise or enterprise group use any measures to protect the intellectual property resulting from your R&D and/or innovation(s)?

	Yes	No
Protection of intellectual property 2009-2011		

27. Please indicate the importance of the following methods used by your enterprise to protect the intellectual property? Please choose between: not important, little important, important and very important.

Filter 14: Question 27 only if question 26 was "yes".

Patent applications	
Registration of trademarks	
Copyrights	
Confidentiality agreements	
Secrecy that is not covered by legal agreements	
Complexity of product design	
Lead time advantage over competitors	

28. Did your enterprise share knowledge with other business units or external firms as input for their R&D and innovation?

Note for the interviewer: Sharing means intentionally allowing others to use knowledge mainly developed by your enterprise as significant input for their R&D or innovation activities. This could be at no charge, for a fee or in exchange for something of value.

	Yes	No
Sharing of knowledge 2009-2011		

29. How did your enterprise share the knowledge? Please indicate all options that apply.

Filter 15: Question 29 only if question 28 was "yes".

	Yes	No
At no charge		
For a fee		
In exchange for something of value		

30. With whom did your enterprise share the knowledge? Please indicate all options that apply.

Filter 16: Question 30 only, if question 28 was "yes". *Filter for inward FDI ** Filter for Outward FDI

Other units of your foreign investors' enterprise group within your country*	
Headquarters or other units of your foreign investors' enterprise group abroad*	
Other affiliate(s) owned by your enterprise within your country	
Foreign affiliate(s) owned by your enterprise**	
External suppliers within your country	
External suppliers abroad	
External customers within your country	
External customers abroad	
External firms of the same sector within your country	
External firms of the same sector abroad	

Relationship with customers and suppliers

31. Please approximate the percentage share of the following buyers in total turnover of your enterprise in 2011.

Filter 17: *only for inward FDI. **only for outward FDI
Indicated % must sum to 100.

	%
Headquarters or other units of your foreign investor abroad*	
Foreign affiliates owned by your enterprise abroad**	
External foreign buyers	
Other units of your foreign investors' group within your country*	
Domestic affiliates owned by your enterprise	
External domestic buyers	
Total	100

32. Please approximate the percentage share of the following suppliers in total supplies and intermediate inputs of your enterprise in 2011.

Filter 18: *only for inward FDI. **only for outward FDI,
Indicated % must sum to 100.

	%
Headquarters or other units of your foreign investor abroad*	
Foreign affiliates owned by your enterprise abroad**	
External foreign enterprises	
Other units of your foreign investors' group within your country*	
Domestic affiliates owned by your enterprise	
External domestic enterprises	
Total	100

33. Please indicate the required level of complexity of product specifications for intermediate inputs or supplies sourced by your enterprise from external domestic enterprises. Please choose between very low, low, high, or very high.

Filter 19: Question 33 only if option 6 in Q32 is > 0.

	Level
Complexity of product specifications sourced from external domestic firms	

34. Please indicate whether your enterprise has initiated one of the following measures by external domestic enterprises between 2009 and 2011. Multiple Options possible.

Filter 20: Question 34 only if option 6 in Q32 is > 0.

	Yes	No
Increase of production quantity of existing goods or services		
Introduction of new or significantly improved products		
Introduction of new or significantly improved production or delivery methods		