

APPENDIX

Interview Questions

- **Introduction (interviewer):**

“Hello (name__ _____). Thank you so much for taking the time to meet with me today. I’m really grateful. Before getting started, there are a couple of things I would like to cover.”

- **Purpose and Format of the Interview (Interviewer):**

“As a current student in the Case Western Reserve University Doctor of Management (DM) program, I am interested in developing a greater understanding of technology adoption. I will ask you a series of open-ended questions on this topic, and I will also ask one or more follow-up questions as you respond. The interview will last approximately 60 minutes.”

- **Confidentiality (Interviewer):**

“Everything you share in this interview will be kept in strictest confidence, and your comments will be transcribed anonymously – omitting your name, anyone else you refer to in this interview, as well as the name of your current company and/or past companies. Your interview responses will be included with all the other interviews I conduct.”

- **Audio Taping (Interviewer):**

“To help me capture your responses accurately and without being overly distracting by taking notes, I would like to record our conversation with your permission. Again, your responses will be kept confidential. If at any time, you are uncomfortable with this interview, please let me know and I will turn the recorder off.”

“Any questions before we begin?”

Background & Initial Questions

1. Please tell me about yourself and your career.
 - a) Where are you from?

- b) What is your educational background?
- c) What types of previous roles have you had?
- d) How long have you been with the company?
- e) What types of roles have you had in technology adoption?

Lived Experience in New Product Development Innovation Delivery Questions

2. Tell me about a most recent time when you were a member of a project that adopted a technology that resulted in a successful outcome?
 - a) Motivation
 - b) How did the decision process start? How often did the decision makers meet?
 - c) Who was involved in the decision? What functions?
 - d) When did you adopt the new technology or technologies?
 - e) What technology or technologies were adopted?
 - f) Shared Vision or Top-Down decision for technology adoption?
 - g) Describe any challenges regarding the new technology?
 - h) What contributed to the successful adoption of the technology project?
 - i) How do you measure the success?
 - j) What would you do differently, if you have to do it all over again?
 - k) Can you explain the impact of timing on technology adoption that you have experienced? Does the timing have anything to do with the project success?
 - l) Key factors that determine the timing of adoption?
3. Tell me about a most recent time when you were a member of a project that adopted a technology that resulted in a less than successful outcome?
 - a) Motivation
 - b) How did the decision process start? How often did the decision makers meet?
 - c) Who was involved in the decision? What functions?
 - d) When did you adopt the new technology or technologies?
 - e) What technology or technologies were adopted?

- f) Shared Vision or Top-Down decision for technology adoption?
 - g) Describe any challenges regarding the new technology?
 - h) What contributed to the successful adoption of the technology project?
 - i) Measure of success?
 - j) What would you do differently, if you have to do it all over again?
 - k) Can you explain the impact of timing on technology adoption that you have experienced? Does the timing have anything to do with the project success?
 - l) Key factors that determine the timing of adoption?
4. Is there anything that you would like to add in regard to this interview?

Thank you very much for your time and for sharing your experiences with me. In the event that I have a need to clarify some your responses, would it be okay for me to give you a short follow up phone call?