

Investigating entrepreneurial intensity and capabilities among SA exporting...

Thank you for very much for participating in this survey. Your input will go a long way in creating empirical data and contribute toward international entrepreneurship research, particularly export, among South African in particular and emerging economies in general.

The results of this study will be published in a graduate dissertation for a Master of Management degree and may be referenced in a local or international business journal. All responses will be interpreted at an aggregated level and treated with high research ethics and confidentiality as stipulated in the Wits Business School code of ethics, of which the researcher has signed.

Section A - Demographic information

* 1. My current position in the firm is:

- Export manager
- Manager
- Director
- Executive

Other (please specify)

* 2. My highest education level:

- below Matric
- Matric
- Certificate/Diploma
- Undergraduate degree
- Postgraduate degree

* 3. In which industry does your firm mainly operate?

- Agriculture, hunting, forestry and fishing
- Manufacturing
- Mining and quarrying
- Electricity, gas, and water supply
- Hotels and restaurants
- Construction
- Repairs (vehicles, motor cycles & personal goods)
- Wholesale and retail trade
- Transport, storage and communication
- Community, social and personal services
- Financial, insurance, real estate and business services

Other (please specify)

* 4. How would you classify the level of technological intensity of your industry?

- Low-tech
- Medium-tech to low-tech
- Medium-tech to high-tech

*** 5. What is the overall number of the employees in the firm?**

- Fewer than 51
- 51 - 250
- Greater than 250

*** 6. When was the firm founded?**

- Before 1950
- 1951 – 1990
- 1991 - 2000
- After 2000

*** 7. How many years from the firm's inception did it take to make the firm's first significant export sales?**

- 0 - 3 years
- 4 - 6 years
- 7 - 10 years
- 11 - 20 years
- Over 20 years

*** 8. State the number of countries your firm is exporting to:**

- 1 - 5 countries
- 6 - 10 countries
- 11 - 20 countries
- Over 20 countries

*** 9. My firm's export sales as a percentage of total sales is:**

- less than 10%
- 10% - 25%
- 26% - 50%
- 51% - 75%
- Over 75%

Section B - International entrepreneurial intensity

International entrepreneurial orientation

Innovativeness

*** 10. Please put a tick in the box that best suits your response (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
Our top management encourages new product ideas for international markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 11. Please put a tick in the box that best suits your response (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
Our top management is receptive to innovative ways of exploiting international market opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 12. Please put a tick in the box that best suits your response (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
Our top management believes that the opportunity for international markets is greater than the opportunity for the domestic market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 13. Please put a tick in the box that best suits your response (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
Our top management continuously searches for new export markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 14. Please put a tick in the box that best suits your response (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
Our top management is willing to consider new suppliers/clients abroad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Proactiveness

Section C - Human capital

Foreign institutional knowledge

* 28. Rate your firm relative to main competitors

	much worse	somewhat worse	slightly worse	about the same	slightly better	somewhat better	much better
Our top managers' knowledge about foreign language and norms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 29. Rate your firm relative to main competitors

	much worse	somewhat worse	slightly worse	about the same	slightly better	somewhat better	much better
Our top managers' knowledge about foreign business laws and regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 30. Rate your firm relative to main competitors

	much worse	somewhat worse	slightly worse	about the same	slightly better	somewhat better	much better
Our top managers' knowledge about host government agencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Foreign business knowledge

* 31. Rate your firm relative to main competitors

	much worse	somewhat worse	slightly worse	about the same	slightly better	somewhat better	much better
Our top managers' knowledge about foreign competitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 32. Rate your firm relative to main competitors

	much worse	somewhat worse	slightly worse	about the same	slightly better	somewhat better	much better
Our top managers' knowledge about the needs of foreign clients/customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 33. Rate your firm relative to main competitors

	much worse	somewhat worse	slightly worse	about the same	slightly better	somewhat better	much better
Our top managers' knowledge about foreign distribution channels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 34. Rate your firm relative to main competitors

	much worse	somewhat worse	slightly worse	about the same	slightly better	somewhat better	much better
Our top managers' knowledge about effective marketing in foreign markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Internationalization knowledge

Section D - Social capital

In this section, key foreign contacts refers to customers, suppliers, marketing and distribution partners, and/or government agents

Social interaction

*** 39. Please indicate the extent to which you agree or disagree with each statement as it applies to your firm (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
We maintain close social relationships with our key foreign contacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 40. Please indicate the extent to which you agree or disagree with each statement as it applies to your firm (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
We know the names of our key foreign contacts personally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Relationship quality with key foreign contacts

*** 41. Please indicate the extent to which you agree or disagree with each statement as it applies to your firm (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
In these relationships, both sides avoid making demands that can seriously damage the interests of the other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

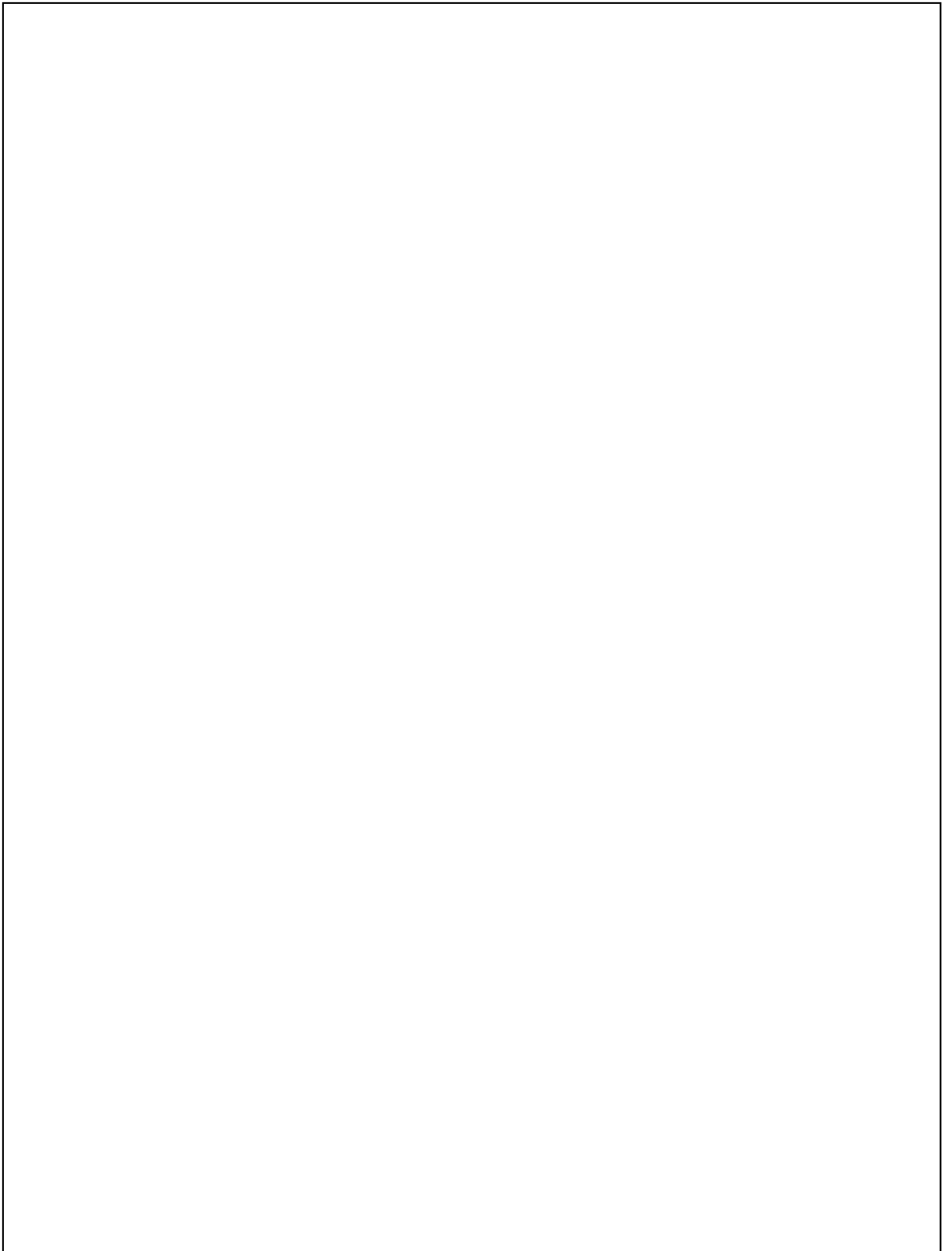
*** 42. Please indicate the extent to which you agree or disagree with each statement as it applies to your firm (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
In these relationships, neither side takes advantage of the other, even if the opportunity arises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 43. Please indicate the extent to which you agree or disagree with each statement as it applies to your firm (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
Our key foreign contacts always keep their promises to us	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Network ties



Section F - Environment

Environmental Hostility

*** 53. Please put a tick in the box that best suits your response (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
The failure rate of firms in my industry is high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 54. Please put a tick in the box that best suits your response (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
My industry is very risky - one bad decision could easily threaten the viability of my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 55. Please put a tick in the box that best suits your response (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
Competitive intensity is high in my industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 56. Please put a tick in the box that best suits your response (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
Customer loyalty is low in my industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 57. Please put a tick in the box that best suits your response (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
Severe price wars are characteristic of my industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 58. Please place a tick in the box that best suits your response (1 = strongly disagree; 7 = strongly agree)**

	strongly disagree	moderately disagree	slightly disagree	neutral	slightly agree	moderately agree	strongly agree
Low profit margins are characteristic of my industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Environmental Dynamism

