

Participant Consent Form

Research Project Title: Technology and knowledge in marketing processes

Researchers: Mary Ellen Gordon, Jocelyn Cranefield, and Vruttika Patel

I have been given and have understood an explanation of this research project. I have had an opportunity to ask questions and have them answered to my satisfaction.

I understand that I may withdraw myself (or any information I have provided) from this project, without having to give reasons, by e-mailing maryellen.gordon@vuw.ac.nz within 30 days of the date of my interview.

I understand that any information I provide will be kept confidential to the researchers, the published results will not use my name or that of my organisation, and that no opinions will be attributed to me in any way that will identify me or my organisation.

I understand that the data I provide will not be used for any other purpose or released to others.

I understand that the recording of the interview will be erased within 2 years after the conclusion of the project. Furthermore, I will have an opportunity to check the documents produced during the interview for accuracy as well as to review the recording and to clarify any statements made in that.

Please indicate (by ticking the boxes below) which of the following apply:

- I would like to receive a summary of the results of this research.
- I agree to this interview being recorded.

Signed:

Name of participant:

Date: