

Participant Information Sheet

1.1 Research Project Title: Technology and knowledge in marketing processes

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Thank you for considering taking part in our research, which is designed to map the technology and knowledge involved in marketing processes. The goal of the research is to understand the extent of technology use in these processes, the variation across organisations, and the implications for marketing and technology professionals. Victoria University requires, and has granted, approval from the School's Human Ethics Committee.

We are inviting those involved in a particular marketing process to participate in this research. Participants will be asked to take part in an hour long interview. Interviews will be conducted over the Internet using a video conferencing tool to enable participation from people throughout New Zealand and the United States. You 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. A URL will be provided to enable participants to review the recording of the interview.

Participation is voluntary, and you will not be identified personally in any written report produced as a result of this research (including possible publication in academic conferences and journals). Your organisation will also not be identified, but instead both you and your organisation may be referred to using generic descriptions, such as a product marketing manager at a US technology company or the marketing manager at a New Zealand tourism organisation. All material collected will be kept confidential, and will be viewed only by us. Should you wish to withdraw from the project, they may do so within 30 days of the interview by emailing Dr Mary Ellen Gordon (see below) and the information collected from you will be destroyed. All information collected from participants will be destroyed within two years after the completion of the project.

If you have any questions or would like to receive further information about the project, please contact us at maryellen.gordon@vuw.ac.nz or Jocelyn.Cranefield@vuw.ac.nz.

Mary Ellen Gordon and Jocelyn Cranefield

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