



## PLAIN LANGUAGE STATEMENT AND CONSENT FORM

TO: [Participants](#)

### Plain Language Statement

**Date:** 15/08/13

**Full Project Title:** Australian small to medium enterprises in China: Innovation and Engagement in the Asian Century

**Principal Researcher:** Dr Jane Menzies

**Associate Researcher(s):** Professor Stuart Orr

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Our names are Dr Jane Menzies, and Professor Stuart Orr from the Deakin Graduate School of Business in the Faculty of Business and Law at Deakin University. We are contacting you today because your business profile suggests that you are an Australian innovative small to medium enterprise (SME) that does business in China. We are seeking to interview individuals who are either: Managing Directors, Chief Executive Officers, Senior Managers or Managers who know about your businesses' internationalization to China. We are currently members of [insert name of membership body] and we obtained your contact details from the [insert name of membership body] membership list.

### 1. Your Consent

This Plain Language Statement contains detailed information about the research project. Its purpose is to explain to you as openly and clearly as possible all the procedures involved in this project before you decide whether or not to take part in it. Please read this Plain Language Statement carefully. Feel free to ask questions about any information in the document. You may also wish to discuss the project with a colleague or friend. Feel free to do this. Once you understand what the project is about and if you agree to take part in it, you will be asked to sign the Consent Form. By signing the Consent Form, you indicate that you understand the information and that you give your consent to participate in the research project. You will be given a copy of the Plain Language Statement and Consent Form to keep as a record.

### 2. The purpose

The purpose of this project is to identify what makes innovative SMEs successful when doing business in China. In particular, our goals are to determine how Australian SMEs can:

- Offer innovative products/services to Asian countries such as China.

- Access finance to fund innovative activities in China.
- Develop the capabilities for successful internationalisation to China.
- Build relationships and linkages with Chinese innovative networks.
- Develop strategies (current and future) to use in China.
- Deal with political-legal-cultural issues in China.
- Protect their intellectual property in China.
- Market themselves in the Chinese market.
- Build their human resource capability in China.

### **3. Methods**

Your participation in this project will involve an interview, which will be conducted by either ourselves or a research assistant using a flexible interview guide that will last for approximately 60 minutes. In the interview you will be asked questions about your experience of being an Australian innovative SME in China. In particular the interview will cover innovation, the types of innovative products/service you offer in China, access to finance, capabilities for successful internationalisation, relationships and linkages required, strategies, dealing with political-legal-cultural issues, protecting intellectual property, marketing and human resource issues.

A total of **40 SMEs** will participate in this project, mostly through an interview with one interviewer.

### **4. Demands**

The major requirement of this study is that you participate in an interview for approximately 60 minutes.

### **5. Risks and potential benefits to participants/wider community**

The principal benefit of participating in the research for you will be access to the summary of results, which will be produced at the end of this project. This will provide you with an aggregated view and comments on the experiences of all of the participants who are innovative Australian SMEs doing business in China. We believe that this will be helpful for current SMEs in this position, but also for SMEs who are considering doing business in China. This project will promote innovation for Australian SMEs and will also develop further engagement between Australian businesses and China.

We believe that involvement in this project represents no genuine risk to you as your individual and organisational name will be kept confidential and all the data will be aggregated so that it will no longer be attributable to any individual or organisation. The removal of names from the data will also make it impossible to identify your involvement in the project. The data will be held confidentially by Deakin University for a period of five years and then destroyed. If there is any sensitive information that you would not want placed in the report or publications arising out of the research, then please let us know.

### **6. Privacy, Confidentiality and Disclosure of Information**

We intend to protect your privacy by not disclosing your details to anyone else. We will store your data electronically and in hard copy for a period of five years, which is a Deakin University Requirement. Electronic information will be kept on a password-protected computer and hard copy data will be kept in a locked filing cabinet in a non-identifiable format. After five years, electronic files will be deleted, and hard copies will be shredded to destroy the data. Any information obtained in connection with this project that can identify you will remain confidential. In any publication, information will be provided in such a way that you cannot be identified, which means information will be provided in aggregate format only.

## **7. Results of Project**

A report will be provided to participants, at the completion of the project, which will be emailed to you.

## **8. Reimbursement for your costs**

None

## **9. Amounts and sourcing of funding**

The project 'Australian small to medium enterprises in China: Innovation and engagement in the Asian century' is supported by the Commonwealth Government through the Australia-China Council of the Department of Foreign Affairs and Trade to the value of \$28 000.

## **10. Participation is Voluntary**

Participation in any research project is voluntary. If you do not wish to take part you are not obliged to. If you decide to take part and later change your mind, you are free to withdraw from the project at any stage, and/or withdraw data collected from you from the study.

Before you make your decision, a member of the research team will be available to answer any questions you have about the research project. You can ask for any information you want. Sign the Consent Form only after you have had a chance to ask your questions and have received satisfactory answers.

## **11. Further Information or Any Problems**

If you require further information or if you have any problems concerning this project, you can contact either Dr Jane Menzies or Prof Stuart Orr:

Dr Jane Menzies + 613 9244 5104 [jane.menzies@deakin.edu.au](mailto:jane.menzies@deakin.edu.au)

Professor Stuart Orr +61 3 9244 5535 [stuart.orr@deakin.edu.au](mailto:stuart.orr@deakin.edu.au)

## **12. Ethical Approval of this Project and Complaints**

The Faculty of Business and Law Human Ethics Advisory Group have approved this project and its procedures. If you have any complaints about any aspect of the project, the way it is being conducted or any questions about your rights as a research participant, then you may contact:

The Manager, Office of Research Integrity, Deakin University, 221 Burwood Highway, Burwood Victoria 3125, Telephone: 9251 7129, Facsimile: 9244 6581; [research-ethics@deakin.edu.au](mailto:research-ethics@deakin.edu.au)

Please quote project number [\[BL-EC 34-13\]](#).



**PLAIN LANGUAGE STATEMENT AND CONSENT FORM**

**TO: Participants**

**Consent Form**

**Date:** 15/08/13

**Full Project Title:** Australian small to medium enterprises in China: Innovation and Engagement in the Asian Century

**Reference Number:** [BL-EC 34-13](#)

I have read, and I understand the Plain Language Statement. I freely agree to participate in this project according to the conditions in the Plain Language Statement. I will be given a copy of the Plain Language Statement and Consent Form to keep

The researcher has agreed not to reveal my identity and personal details if information about this project is published or presented in any public form.

For data analysis procedures it is desirable to have the interviews tape-recorded, however you do have a choice whether or not this is done. A summary of results will be prepared as a report. Please indicate your preferences below.

- |                                          | Yes                      | No                       |
|------------------------------------------|--------------------------|--------------------------|
| • I allow the interview to be audiotaped | <input type="checkbox"/> | <input type="checkbox"/> |
| • I would like a summary of the results  | <input type="checkbox"/> | <input type="checkbox"/> |

Participant’s Name (printed) .....

Signature

Date

Declaration by researcher\*: I have given a verbal explanation of the research project, its procedures and risks and I believe that the participant has understood that explanation.

Researcher’s Name (printed) .....

Signature

Date



## PLAIN LANGUAGE STATEMENT AND CONSENT FORM

TO: **Participants**

<b>Withdrawal of Consent Form</b>
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*(To be used for participants who wish to withdraw from the project)*

**Date:** 15/08/13

**Full Project Title:** Australian small to medium enterprises in China: Innovation and Engagement in the Asian Century

**Reference Number:** [BL-EC 34-13](#)

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I hereby wish to WITHDRAW my consent to participate in the above research project and understand that such withdrawal WILL NOT jeopardise my relationship with Deakin University.

Participant's Name (printed) .....

Signature ..... Date .....

**Please mail or fax this form to:**

**Dr Jane Menzies  
Deakin Graduate School of Business  
Deakin University  
221 Burwood Hwy, Burwood  
VIC, 3125, Australia  
Fax: 03 9244 5533**