

Motivating businesses to respond in a voluntary survey on investments in intangible assets

Mojca Bavdaž & Tjaša Redek

mojca.bavdaz@ef.uni-lj.si, tjasa.redek@ef.uni-lj.si



GLOBALINTO www.globalinto.eu
(funded by the European Union
under grant agreement No 822259)



Fundamental challenge

(Extremely) low response rates:

- Size & Statistical power
- Bias

→ Validity of survey (& economic) research

Business assets



Created by Melissa Schmitt
from Noun Project

Buildings



Created by i cons
from Noun Project

Tools



Created by iconcheese
from Noun Project

Machines



Created by Rainbow Designs
from Noun Project

Hardware



Created by Maxicons
from Noun Project

R&D, intellectual property



Created by Eucalyp
from Noun Project

People



Software, databases

Created by Rainbow Designs
from Noun Project



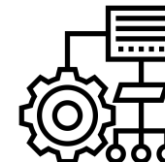
Brands

Created by Genius Icons
from Noun Project



Created by Maxim Basinski
from Noun Project

Design



Created by Eucalyp
from Noun Project

Organisation

Additional challenge

Demanding concepts to measure:

- Different interpretations of intangibles
- Problematic data availability
- Distributed sources – best single respondent?
- Potentially sensitive topic

Literature review (1)

- Persuasion theory (Cialdini, 2001; Snijkers et al., 2013)
 - Commitment
 - Social validation
 - Authority
- Motivation theory (Deci & Ryan, 1985; Torres van Grinsven et al., 2014)
 - Identified extrinsic motivation

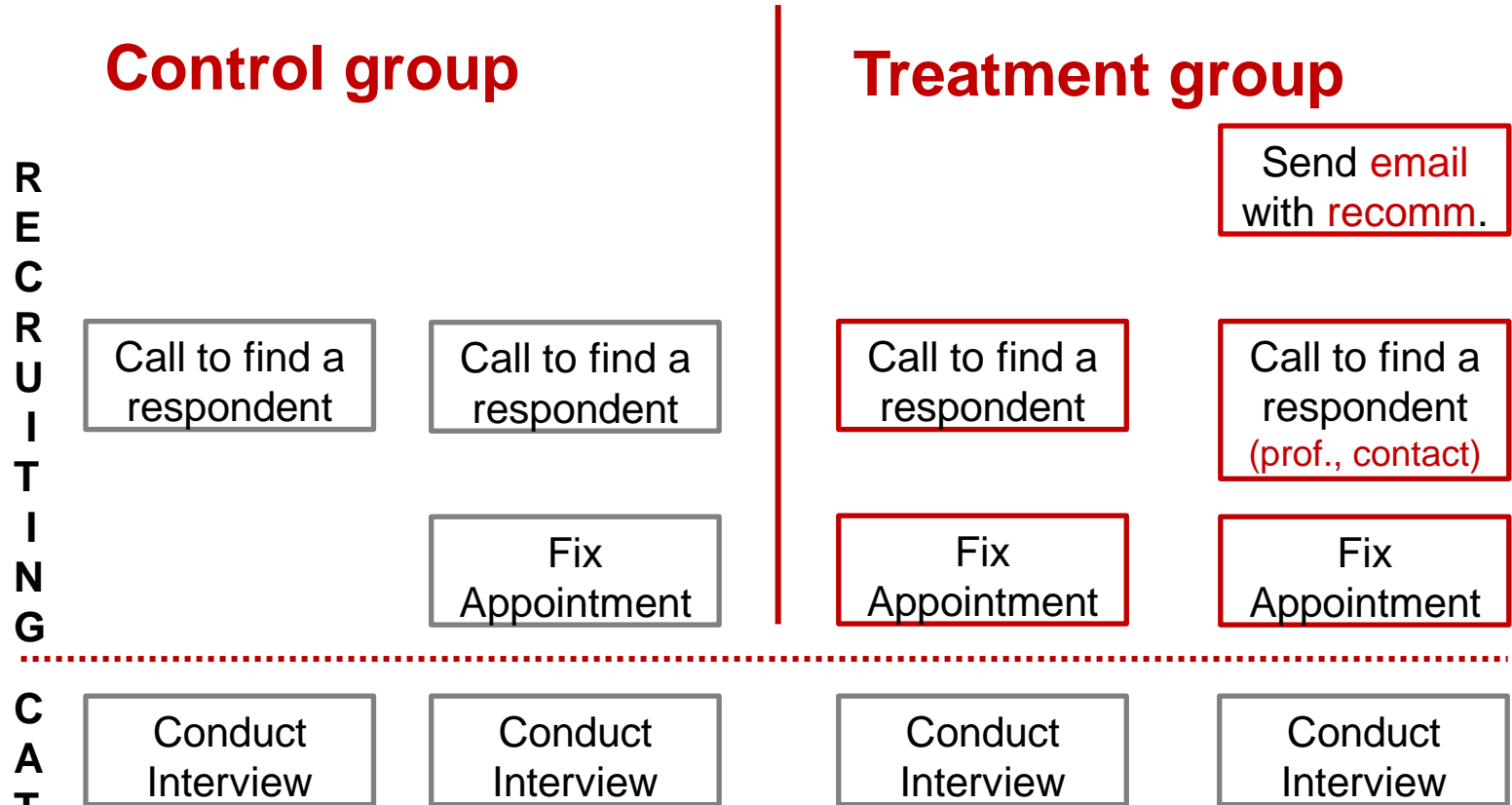
Literature review (2)

- Meta-analysis of surveys targeting top executives (Cycyota & Harrison, 2006)
 - Topical salience (Anseel et al., 2010)
 - Consent prescreening
 - **Social networks**

Global into survey on investment in intangible assets

- 7 countries: Denmark, Finland, France, Germany, Greece, **Slovenia**, and the UK
- Targeted size: 20+ employees
- Targeted economic activities:
 - industry (manufacturing + energy)
 - knowledge-intensive services
- GDCC collected data by CATI of a respondent from top management (incl. finance director)

Experimental setting



Preliminary results

- Control group: 8% response rate
- Treatment group: 15% response rate
 - ... among businesses with recommendations: 30%
 - ... among other businesses: 12%

Preliminary results - caution

- Caution about experimental conclusions
 - ... interviews on the spot
 - ... recruiters' competence
 - ... initial email
 - ... email with questions
 - ... self-administration mode

In conclusion



Social Capital
Effective Efficient Sustainable