

Anexo 5. Cuestionario enviado a las empresas más exitosas de California, según la revista forbes.

Your company has been chosen by Forbes magazine as one of the two hundred most successful small companies in America. This questionnaire is part of a thesis investigation related to the importance of innovation for these companies. The questionnaire we are sending to you by e-mail is being sent to the companies chosen by Forbes magazine located in California. We will analyze the results and we will send the global results back to the companies that answered this questionnaire.

You will receive the global results and we will thank you if you answer this questionnaire and send it back to this e-mail. Please mark with an asterisk and/or answer the question.

1. What is your main business?
2. Why did you enter this business and what is the most important factor to compete?
3. For your company success, Innovation has been:
Very important () ; Important () ; it is not important ()
4. Does your company have a mission? Yes () no ()
5. What is your company philosophy about innovation? Explain:(optional)
6. Does your company promote employees to run risks and innovate?
Yes () no () Why?
7. Does your company have its own Research and Development laboratory?
Yes () No () Why?
8. The main technology you use in your processes:
is acquired (licensed) () you developed it () other:() explain:
9. Within the company you focus your innovation on:
Products () Processes () both () None ()
10. Within the company, what is the source of your innovations?
Explain:(optional).
11. If 1 is the most important and 5 the less, which is the importance of
Marketing () Research and development ()
Production () Personnel () Financial management ()

12. Does your company have formal or informal strategic alliances to innovate? Yes () No () Why?
13. Do your company work in networks with other organizations to innovate? Yes () No () why? (optional)
14. From what kind of organizations does your company have received business ideas or maintained alliances with?
Companies () Universities () Government () none ()
Other () explain (optional):
15. Which organization is more dependable
Federal R&D laboratories () universities R&D laboratories ()
Why?
16. Have you collaborated with your competitors or suppliers to innovate or transfer technology? Yes () No ()
with competitors () with suppliers ()
17. Do you have any example of a successful innovation?
Yes () No () explain:(optional)
18. What are your strengths compared with big companies (comparative advantages); Explain: (optional)
19. What is the secret or formula for your company success?
Explain:(optional)
20. is it important the location for a company success?
Yes () No () Why?
21. Why did you choose California for your location?
Market () Facilities () personnel () number of universities ()
Other
22. what are the advantages of your location?

Any additional comments:

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Thank you for your time,
We will send you the global results within the next two months.