



Participant Information Sheet

Study title

Communicating Key Account Status to Customers

Researcher's name

Prof. Stephan C. Henneberg, Ph.D.

Queen Mary Ethics of Research Committee reference number: DSREC96

Invitation paragraph

You are being invited to participate in a research study aiming at understanding how key account status is communicated to customers. Before you decide whether or not you wish to participate in this study, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us questions if there is anything that is not clear or if you would like more information.

What is the purpose of the study and what would taking part involve?

The purpose of the study is to understand how key account status of customers is communicated, and how this might change the activities and attitudes of everyone involved in such business relationships. The study is based on a questionnaire; we will ask you about general issues pertaining to your practice as key account manager. We will not ask you to talk about specific named customers, nor will there be 'right or wrong' answer. We are interested in your opinions on the topic at hand. The questionnaire will take around 10min. to fill in, and the results will be used only for academic purposes. We will provide a high-level results-feedback via AKAM to all participants.

Why am I being invited?

You are being invited to participate in this research study because you are a member of AKAM.

Do I have to take part?

This participant information sheet has been written to help you decide if you would like to take part. It is up to you whether you wish to take part. If you do decide to take part you will be free to withdraw at any time without needing to provide a reason, and with no penalties or detrimental effects.

What are the possible benefits of taking part?

Potential benefits of taking part relate to being able to reflect on your key account management practices. Furthermore, you will have access to the high-level results-feedback via AKAM after the study finished.

What are the possible disadvantages and risks of taking part?

There are no disadvantages or risks associated with taking part in this study,

Expenses and payments

No expenses nor payments are involved.

What information about me will you be collecting?

We will collect data about your experiences as part of your key account management practices. All data is completely anonymous; we will not collect any information such as your company's name, or your key accounts' names.

How will my data be stored and who will have access to it?

Data will be stored securely and confidentially on QMUL computers, in particular on the QMUL Onedrive, and only Prof. Stephan Henneberg will have access. All data remains anonymous.

When and how will my data be destroyed?

Data will be destroyed after 5 years.

How will my data be used and shared?

Data will be used as part of research projects; only aggregated and anonymous results will be shared, e.g. as part of peer-reviewed research publications, or AKAM reports.

Under what legal basis are you collecting this information?

Queen Mary University of London processes personal data for research purposes in accordance with the lawful basis of 'public task'.

Please read [Queen Mary's privacy notice for research participants](#) containing important information about your personal data and your rights in this respect. If you have any questions relating to data protection, please contact Queen Mary's Data Protection Officer, Queens' Building, Mile End Road, London, E1 4NS or data-protection@qmul.ac.uk or 020 7882 7596.

What will happen if I want to withdraw from this study?

You may withdraw your participation in the study at any time during the questionnaire without providing a reason. In such cases your data will be destroyed immediately.

What should I do if I have any concerns about this study?

If you have any concerns about the manner in which the study was conducted, in the first instance, please contact the researcher(s) responsible for the study, i.e. Prof. Stephan C. Henneberg. If you have a complaint which you feel you cannot discuss with the researcher then you should contact the Research Ethics Facilitators by e-mail: research-ethics@qmul.ac.uk. When contacting the Research Ethics Facilitators, please provide details of the study title, description of the study and QMERC reference number (where possible), the researcher(s) involved, and details of the complaint you wish to make.

Who can I contact if I have any questions about this study?

Prof. Stephan Henneberg

s.henneberg@qmul.ac.uk

+44(0)207 882 6544



Consent Form

Title of Research Study: Communicating Key Account Status to Customers

Principal Investigator: Prof. Stephan C. Henneberg, Ph.D.

Queen Mary Ethics of Research Committee Ref: DSREC96

Thank you for your interest in this research.

Should you wish to participate in the study, please consider the following statements. Before accepting to take part in the questionnaire, you should read the following statements. Your acceptance to take part (by clicking the 'consent button' in the questionnaire) confirms that you are willing to participate in this research, and that you agree to the statements below. However, you are reminded that you are free to withdraw your participation at any time.

Statement
1. I confirm that I have read the Participant Information Sheet for the above study; or it has been read to me. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.
2. I understand that my participation is voluntary and that I am free to stop taking part in the study at any time during the questionnaire without giving any reason and without my rights being affected.
3. I understand that my data will be accessed by Prof. Stephan Henneberg, QMUL.
4. I understand that my data will be securely stored on proprietary computers of QMUL, in particular on the QMUL Onedrive, and in accordance with the data protection guidelines of the Queen Mary University of London for no longer than 5 years in fully anonymised form.
5. I understand that I can access the information I have provided and request destruction of that information at any time prior to its deletion in up to 5 years. I understand that following publication of aggregated results (e.g. I research articles for AKAM) I will not be able to request withdrawal of the information I have provided.
6. I agree to take part in the above study.

[Insert DATE and VERSION NUMBER]

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I, Prof. Stephan Henneberg, confirm that I have carefully explained the nature, demands and any foreseeable risks (where applicable) of the proposed research to the participant and provided a copy of this form.

Principal Investigator

Prof. Stephan Henneberg

s.henneberg@qmul.ac.uk

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