Appendix E: Interview Questions for the Validation Exercise

E.1 Scanning questions

- In theory terms, I have divided the environment into six sectors. Which sectors do you think are of highest priority to your organisation?
- The processes in the organisation for scanning the environment seemed to be quite formal/informal. Do you agree, and why do you think that is the case?
- A preference for (mode type) regarding (a sector of the environment) was shown. Why do you think that is?

E.2 Causal questions

- The research identified a number of drivers of environmental scanning activity. The ones associated with your organisation are down the left-hand side. Do you think there is anything missing?
- Previous research has identified three types of uncertainty about the environment. (Type) uncertainty was observed in the (sector) of your company’s environment and seemed to result in (more/less) scanning of that area. Do you think that is a fair reflection of reality?
- Do the arrows on the diagram make sense to you? Are there any you would add or remove?
- Are there any activities that you think are missing from the network?
- Do you have any other comments?

Note: time was allowed at the end of the interview to discuss emergent cross-case findings and the respondent company’s place in the overall analysis.