

**APPENDIX B- CASE STUDY, CONSENT FORM**

PHARMA SWISS COMPANY

SWITZERLAND

1. I have been fully informed of the nature and aims of this research and consent to taking part in it.

Yes ☐ No ☐

2. I understand that I have the right to withdraw from the interview at any time without giving any reason, and a right to withdraw my data if I wish.

Yes ☐ No ☐

3. I give my permission for my interview to be audio recorded.

Yes ☐ No ☐

4. I agree that my own words (suitably anonymized) can be quoted in reports and publications arising from this research.

Yes ☐ No ☐

5. I understand that the audio record will be kept in secure conditions at SBS Swiss Business School.

Yes ☐ No ☐

6. I understand that no person other than the interviewer will have access to the recording.

Yes ☐ No ☐

7. I understand that my identity will be protected using pseudonym in the research report and that no information that could lead to my being identified will be included in any report or publication resulting from this research.

Yes ☐ No ☐

Name of participant:

Signature

Title:

Date:

**Name of researcher:** Ms. Silvana Micheli (trained interviewer)

Signature

Date:

Two copies of this consent form should be completed: One copy to be retained by the participant and one copy to be retained by the researcher.