

QUALITATIVE QUESTIONNAIRE

RESEARCH ON THE ENVIRONMENTAL PERCEPTION OF GLOBAL BUSINESS

TRAVEL BY SWISS COMPANIES IN THE ZURICH AIRPORT AREA

[REDACTED]

[REDACTED]

[REDACTED]

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Dear interviewee,

Please choose the options that best describe your feelings in relation to each of the questions below. The responses you give to this global business travel survey will be treated with the strictest sensitivity and anonymously. This set of interviews have been designed to provide information for the dissertation in order to complete the Doctorate in Business Administration (DBA) qualification at Swiss Business School (SBS) in Kloten, under the supervision of the mentor and school Dean Dr. Wolfs. Thank you for your help. (Ignacio Echeverria Arrondo).

Gender; Male _____ Female _____

Age range; 25-34 _____ 35-44 _____ 45-54 _____ 55-65 _____

1. Travelling for business increases business growth.

Very Strongly Strongly Neither Agree Strongly Very Strongly
Agree Agree Agree nor Disagree Disagree Disagree Disagree

2. I enjoy travelling for business.

Very Strongly Strongly Neither Agree Strongly Very Strongly
Agree Agree Agree nor Disagree Disagree Disagree Disagree

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3. **Do you take part in an airline rewards program?**
- a) Yes _____ which one/-s? _____ level/-s _____
- b) No _____
4. **On average how often do you travel for business?**
- a) Weekly / I travel more than 40 percent of my working time _____
- b) Monthly / I travel between 20 and 40 percent of my working time _____
- c) A few times per year / I travel between 10 and 20 percent of my working time _____
- d) Less than a few times per year / I travel less than 10 percent of my working time _____
5. **How long are each of your business trips, on average?**
- a) Day trip _____
- b) 2 days _____
- c) 3 to 4 days _____
- d) More than 4 days _____
6. **Video/audioconferencing is preferable to a business trip.**

[illegible]

Very Strongly Agree Strongly Agree Neither Agree nor Disagree Strongly Disagree Very Strongly Disagree

Very Strongly Agree	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Very Strongly Disagree
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11. I understand the consequences of the global warming.

Very Strongly Understand	Strongly Understand	Understand	Neither Understand nor do not Understand	Do not Understand	Strongly do not Understand	Very strongly do not Understand
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12. Which approach do you prefer towards environment pollution?

- a) Ignore – do nothing _____
- b) Adapt - accept consequences as they come _____
- c) Act – be proactive to reduce pollution _____

13. I support (the idea) of the development of technology towards new ‘green’
aircrafts such electric, hybrid, supersonic or bio-fuel.

Very Strongly Support	Strongly Support	Support	Neither Support nor not Support	Do not Support	Strongly do not Support	Very strongly do not Support
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14. Greener way of transportation; I support micro-mobility which is defined as the
ability of personal movement within short distances through minimalistic means.

Very Strongly Support	Strongly Support	Support	Neither Support nor not Support	Do not Support	Strongly do not Support	Very strongly do not Support
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Comments / example;

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- 15. I avoid using the car or motorbike for daily commute to work.**

Very Strongly Support Strongly Support Support Neither Support nor not Support Do not Support Strongly do not Support Very strongly do not Support

16. I am willing to pay more, as an individual, when purchasing pollution products and services, through “green taxes”.

Very Strongly	Strongly		Neither Agree		Strongly	Very Strongly
Agree	Agree	Agree	nor Disagree	Disagree	Disagree	Disagree

17. I am willing to pay more, as a corporation, when purchasing pollution products and services, through “green taxes”.

[illegible]

18. I am willing to pay (as an individual) a fee to an NGOs such “myClimate”, when purchasing pollution products and services -business related- through an off-setting carbon footprint compensation.

[illegible]

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19. If corporations pursued pro-environment corporate social responsibility policies, would business travel increase or decrease?

a) Increase _____

b) Decrease _____

Open questions

20- Does [REDACTED] have corporate social responsibility policies related to business travel? If yes, is it related to environment and sustainability? If not, if there is any plan to implement this in the near future?

21- What are your thoughts about micro-mobility; implications and consequences?

22- What is your understanding of 20/40/50 percent of international travel expected in a job description or employment contract? Do you understand it to be measured as weekly, monthly or yearly percentage? What happens if you do not travel as much as indicated in the contract or exceed it?

23- What disadvantages do you see in travel for business? 2-3 items for [REDACTED]
[REDACTED]

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24- What disadvantages do you see in travel for business? 2-3 items for the individual

25- What advantages do you see in travel for business? 2-3 items for [REDACTED]

26- What advantages do you see in travel for business? 2-3 items for the individual

27- How can the environmental dimension of the business travel be incorporated effectively into the management of multinational corporations?

28- Do you have any other thoughts on business travel you would like to share?

[REDACTED]

[REDACTED]