ZA5076

IWH FDI Micro Database -
Survey of multinational affiliates in East Germany and selected Transition Economies
(2007)

Codebook:
"Mittel-Ost-Europa" (MOE) - "Middle East Europe"

CODEBOOK

IWH FDI MICRO DATABASE

Scientific Use File of the Survey 2007

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Differences between the original data set and the scientific use file are highlighted in red.

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Part A: Information about your foreign investor

A "foreign investor" holds a minimum of 10% of equity of another company abroad. The "Foreign investor network" or "Multinational Enterprise (MNE) group" comprises the "foreign parent enterprise" or "headquarter" and other units (domestic and foreign) of the foreign investor. The following questions are related to your firm as a subsidiary or affiliate of the foreign investor. Some questions also relate to your foreign investor itself. In case there are more than one foreign investors owners in your firm, the questions relate to the largest foreign investor in terms of equity or board members today.

V1 **NACE (4-digit)** (based on most important product in terms of share in total sales)

- This data is dropped due to reanonymization aspects.

V2 **Please indicate the year of the entry of your foreign investor into your firm?**

- Year of entry is split into two categories due to reanonymization aspects.
    1. before 2000
    2. 2000 or later.

V3 **Please indicate the total share in equity held by your foreign investor.**

- Percentage values are split into four categories due to reanonymization aspects.
    1. Zero
    2. up to 25%
    3. up to 50%
    4. more than 50%

V3_1 At initial entry

V3_2 2002

V3_3 Today

Important: For Croatia V3_2 refers to 2003.

V4 **Please indicate the type of foreign investor in your firm.** Please choose one option!

- Options are split into two categories due to reanonymization aspects.
    1. Enterprise – Option 1, 2 and 3
    2. Individual – Option 4

1 Multinational Enterprise Group

2 National Enterprise Group[1]

3 Enterprise (single entity)

[1] A national enterprise group is composed of different units in the home country, however, its only foreign unit is your firm.

4 Foreign individual or family

V5 Please indicate the home country (HQ location) of your foreign investor.

- This data was dropped due to reanonymization aspects.

Important: ISO 3166 2-digit country codes

V6 Please indicate which of the following types of owners currently hold equity or have voting rights in your firm. Please tick the appropriate box for each type of owner. Please consider all owners including the foreign investor.

- This variable was dropped due to reanonymization aspects.

V6_1 Foreign large MNE group(s) (more than 250 employees or 50 mil Euros in turnover)

V6_2 Small and medium-sized foreign firm(s)

V6_3 Foreign financial investor(s) (bank and/or investment fund)

V6_4 Domestic government or entity(-ies) under state control

V6_5 Domestic financial investor(s) (bank and/or investment fund)

V6_6 Domestic manager(s) or employees of your own firm

V6_7 Unnamed shareholders

Codes: 1 yes, 0 no, 9 no answer

Important: Please note that variable V6_7 is not avaialbe for Croatia and Slovenia.

V7 Please indicate what describes best the initial entry mode of your foreign investor.

- This data is completely available.

V7_1 Partial/full acquisition of a state owned firm as part of the privatisation process

V7_2 Partial/full acquisition of a domestic privately owned firm

V7_3 Partial/full acquisition from another prior foreign investor

V7_4 Partial/full ownership in/of a completely new enterprise

Codes: 1 = partial, 2 = full, 7 = does not apply

V8 Please rank the importance each of the following strategic motives pursued by the foreign investor at initial entry and today. Please fill in all cells.

- This data is completely available.

V8_1 To access a new market or to increase the existing share on your domestic market (at entry)

V8_1h Today

V8_2 To follow foreign key clients that moved to your country (at entry)

V8_2h Today

V8_3 To increase efficiency across the foreign owner network (at entry)

V8_3h Today

V8_4 To access location-bound natural resources

V8_4h Today

V8_5 To access location-bound knowledge, skills, technology-

V8_5h Today

Codes: 1 = not important; 2 = little important; 3 = important; 4 = very important; 5 = extremely important, 9 no answer

Part B: Information about your firm

V9 **Please approximate the structure of your sales according to the location of your buyer(s) (in %).** Please fill in all cells that apply, otherwise enter 0.

- Percentage values are split into four categories due to reanonymization aspects.
    1. Zero
    2. up to 25%
    3. up to 50%
    4. more than 50%

V9_1 Exports to your foreign investor network (headquarters and other foreign units)-

V9_2 Exports to other foreign buyers ----------

V9_3 Sales to other domestic subsidiaries of your foreign investor ----------

V9_4 Sales to other domestic buyers ----------

V10 **Please approximate the structure of your supplies according to the location of the respective supplier(s) (in %)** Please fill in all cells that apply, otherwise enter 0.

- Percentage values are split into four categories due to reanonymization aspects.
    1. Zero
    2. up to 25%
    3. up to 50%
    4. more than 50%

V10_1 Imports from your foreign investor network (headquarters and other foreign units)-

V10_2 Imports from other foreign suppliers ----------

V10_3 Supplies from other domestic subsidiaries of your foreign investor ----------

V10_4 Supplies from other domestic suppliers ----------

V11 Please approximate the following general information about your firm

- For each category, the percentage of the absolute figures' changes rate between 2002 and 2005 are calculated. All absolute values were dropped due to reanonymization aspects.

V11_1a Total number of employees 2002----------

V11_1b Total number of employees 2005----------

V11_2a Number of R&D personnel 2002----------

V11_2b Number of R&D personnel 2005----------

V11_3a Value of total assets (in Euro) 2002----------

V11_3b Value of total assets (in Euro) 2005----------

V11_4a Value of total sales (in Euro y) 2002----------

V11_4b Value of total sales (in Euro) 2005----------

V11_5a Share of intermediate inputs/supplies (as % of total sales) 2002

V11_5b Share of intermediate inputs/supplies (as % of total sales) 2005

Important: Please note for CroatiaV11refer to 2003 and 2006 respectively.

V12 Please indicate the magnitude of the changes of the categories below over the last three years. Please provide an answer for each category.

- This data is completely available.

V12_1 Earnings before interest and taxes

V12_2 Share of exports (in total sales)

V12_3 Value added per employee

V12_4 Market share on your most relevant market

V12_5 Competition within foreign investor network

Codes: 1 = considerable reduction, 2 = reduction 3 = no change 4 = increase; 5 = considerable increase, 9 = no answer

V13 Does your firm (not you foreign investor) control own subsidiaries abroad? If yes, please indicate the number and the respective location(s).

- This data was dropped due to reanonymization aspects. Variable v13 only indicates whether then enterprise controls a subsidiary abroad or not.

v13 yes or no (only available in *Scientific Use File*)

v13a Number

V13_1 North America

V13_2 European Union - 15

V13_3 New EU-member countries

V13_4 Former Soviet Union

V13_5 Asia

V13_6 South East Europe

V13_7 other locations

Codes: 1 = Yes, 2 = No, 9 = no answer

Part C: THE RELATIONSHIP BETWEEN YOUR FIRM AND THE FOREIGN INVESTOR

V14 Please indicate to which degree the following business functions are currently undertaken either by your firm or the foreign owner network (HQ/other unit)**.**

- This data is completely available.

V14_1 Production and operational management

V14_2 Market research and marketing

V14_3 Basic and applied research

V14_4 Product development[2]

V14_5 Process engineering[3]

V14_6 Strategic management and planning

V14_7 Investment projects and finance

Codes: 1= only your firm, 2 = mainly your firm, 3 = mainly foreign investor network, 4 = only foreign network, 9 = no answer

V15 Please indicate the extent of responsibilities transfer from headquarters and/or other units to your firm since entry of the foreign investor in the follwing areas.

- This data is completely available.

V15_1 New geographical markets

V15_2 New products

V15_3 New business functions (refers to business function listed in V14)

Codes: 1 = no transfer, 2 = limited transfer, 3= considerable transfer, 4 = full transfer, 9 = no answer

[2] **Product development** refers to product innovations,which are new or significantly improved goods or services with respect to their characteristics (technical specifications, components, materials, incorporated software) or intended uses (user-friendliness etc.). The product must be new to your firm not necessarily to the market!

[3] **Process engineering** refers to new or improved production methods (e.g. computer-assisted design) or delivery methods (e.g. bar-coded goods-tracking system.) including changes in techniques, equipment and/or software.

V16 Please indicate to which extent you expect such a transfer in the future.

- This data is completely available.

V16_1 New geographical markets

V16_2 New products

V16_3 New business functions (refers to business function listed in V14)

Codes: 1 = no transfer, 2 = limited transfer, 3= considerable transfer, 4 = full transfer, 9 = no answer

V17 Please estimate the intensity of internal competition within your foreign investor network/ multinational group (i.e. between your firm and other domestic/foreign units or HQ of your foreign investor) **with regard to the following areas.**

- This data is completely available.

V17_1 Serving markets

V17_2 Particular or new business lines

V17_3 Business functions (see question 14)

Codes: 1= no competition, 2 = weak intensity, 3 = strong intensity, 4 = very strong intensity

Important: Please note that variable V17 is not available for Croatia and Slovenia.

Part D: RESEARCH & DEVELOPMENT (R&D) AND INNOVATION IN YOUR FIRM

V18 Please indicate whether your firm has undertaken any of the below listed types of innovation over the last three years. If "yes", please indicate the innovation intensity in comparison to your competitors in the relevant market.

- This data is completely available.

V18_1 Product innovation[4] ----------

V18_1a Product innovation intensity----------

V18_2 Process innovation[5]----------

V18_2a Process innovation intensity ----------

V18_3 Marketing innovation[6] ----------

V18_3a Marketing innovation intensity ----------

[4] **Product innovation:** new or significantly improved good or service. The product must be new to your firm not necessarily to the market!

[5] **Process innovation:** new or improved production or delivery methods including e.g. changes in techniques, equipment and/or software.

[6] **Marketing innovation:** significant changes in product design, packaging, product placement, product promotion or pricing etc.

V18_4 Organisational innovation[7] ----------

V18_4a Organisational innovation intensity----------

Codes: Innovation type: 1 = Yes, 2= No, 9 = no answer

Innovation intensity: 1 = very low, 2 = below average, 3 = average, 4 = above average, 5 = very high, 7= does not apply, 9 = no answer

V19 Please approximate the annual expenditures on R&D and innovation (including external R&D services)**.** Please indicate the total value in Euro or as a share of total sales. If it does not apply, please indicate "0".

- Variable V19_2a and V19_2b were dropped due to reanonymization aspects. Percentage values of V19_1a and V19_1b are classified by four categories.
    1. Zero
    2. up to 25%
    3. up to 50%
    4. more than 50%

V19_1a 2002 (in % of total sales)

V19_1b 2005 (in % of total sales)

V19_2a 2002 (in EURO)

V19_2b 2005 (in EURO)

Important: For Croatia V19 refers to 2003 and 2006 respectively.

V20 Please approximate the share of new or significantly improved products in your firm's total sales. Please enter "0" if it does not apply to your firm.

- Percentage values of V20a and V20b are classified by four categories.
    1. Zero
    2. up to 25%
    3. up to 50%
    4. more than 50%

V20a 2002 (in % of total sales)

V20b 2005 (in % of total sales)

Important: Please note for CroatiaV11refer to 2003 and 2006 respectively.

[7] **Organisational innovation:** new organisational method in the firm's business practices, workplace organisation, or external relations etc.

V21 Please indicate the importance of the below listed sources for R&D and innovation in your firm?

- This data is completely available.

V21_1a Acquisition and purchase of external knowledge from abroad

V21_1b Acquisition and purchase of external knowledge domestically

V21_2a Cooperation with other units of the MNE-network abroad

V21_2b Cooperation with other units of the MNE-network domestically

V21_3a Cooperation with other firms abroad

V21_3b Cooperation with other firms domestically

V21_4a Cooperation with other organisations abroad

V21_4b Cooperation with other organisations domestically

21_5 Access to public and open information

Important: 21_1a to 21_4b are <u>not</u> available for East Germany (EDE and EDE_west)

V21_1EDE Acquisition and purchase of external knowledge (for example licences and R&D services)

- This data is completely available.

V21_2EDE Cooperation (for example with other units of the MNE network, other firm or organisations such as research institutes)

- This data is completely available.

Important: 21_1/2EDE are <u>only</u> available for East Germany (EDE and EDE_west)

Codes: 1 = not important; 2 = little important; 3 = important; 4 = very important; 5 = extremely important, 9 = no answer

V22 Please evaluate the importance of the following sources of technological knowledge for R&D or innovation in your firm both, at entry of your foreign investor and today.

- This data is completely available.

V22_1a Existing technology of your MNE group embodied in products you already produce without substantial adjustments (at entry)

V22_1b today

V22_2a R&D carried out on your own (at entry)

V22_2b today

V22_3a R&D carried out at the headquarters of your foreign investor network (at entry)

V22_3b today

V22_4a R&D carried out by another unit of foreign investor network (at entry)

V22_4b today

V22_5a R&D carried out in collaboration with suppliers abroad (at entry)

V22_5b today

V22_6a R&D carried out in collaboration with local suppliers (at entry)

V22_6b today

V22_7a R&D carried out in collaboration with customers abroad (at entry)

V22_7b today

V22_8a R&D carried out in collaboration with local customers (at entry)

V22_8b today

V22_9a R&D carried out in collaboration with competitors (strategic alliance) (at entry)

V22_9b today

V22_10a R&D carried out in collaboration with scientific institutions abroad (at entry)

V22_10b today

V22_11a R&D carried out in collaboration with local scientific institutions (at entry)

V22_11b today

Codes: 1 = not important; 2 = little important; 3 = important; 4 = very important; 5 = extremely important, 9 no answer

Important: *Variables V22_5 to V22_9 are not available for the Slovenian and Croatian dataset. In the East German dataset (EDE and EDE_west) „domestic“ or „local“ corresponds to East Germany only.*

V23 Please evaluate the importance of your own firm as a source of technological knowledge for R&D or innovation for others both, at entry of the foreign investor and today.

- This data is completely available.

V23_1a Headquarters of your MNE group

V23_1b today

V23_2a Other units or subsidiaries of your MNE group

V23_2b today

V23_3a Your suppliers abroad

V23_3b today

V23_4a Your local suppliers

V23_4b today

V23_5a Your customers abroad

V23_5b today

V23_6a Your local customers

V23_6b	today
V23_7a	Your competitors abroad
V23_7b	today
V23_8a	Your local competitors
V23_8b	today
Codes:	1 = not important; 2 = little important; 3 = important; 4 = very important; 5 = extremely important, 9 = no answer

Important: *In the Slovenian and Croatian dataset the values for customers and suppliers are identical (V23_3a/b = V23_5a/b, 23_4a/b = 23_6a/b). In the East German dataset (EDE and EDE_west) „local“ corresponds to East Germany only. In addition V23_7a/b “abroad” refers to foreign and West German competitors*

Furthermore the original data set contains information about the sector (Nace Rev. 1.1.), the home country of the investor and the size of the enterprise measured by employment.