Appendix 1

UNIVERSITY OF MALAYA
The Faculty of Business and Accountancy
Master of Business Administration

A Case Study of RFID Adoption by Malaysian Logistic Company:
An Application of the Technology Appropriation Model

Dear Sir / Madam,

This questionnaire has been developed as part of the research project, which shall be submitted as partial of the requirements for the Master of Business Administration (MBA) course from University Malaya.

The primary objective of this study is to explore the determinants / factors that influencing the logistician to adopt the RFID technology in the logistic industry.

I would be grateful if you could allow me to conduct an interview session in relates to your field experiences to this study. All the information provided will be used for academic purposes and strictly private and confidential.

Thank you for your kindly cooperation and your effort is much appreciated.

Yours sincerely,
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Dr. Shamshul Bahri
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First Interview Questions

Q1. May you explain how the project started?

Q2. What is the primary incentive of this project?

Q3. How long is the project timeline? Is all the parameters met? (e.g. schedule, budget or manpower)

Q4. Is the project successful being implemented? Tell me more about it.

Second Interview Questions

Q1. May you go into details on the technical glitch that the vendor faced during the pilot testing?

Q2. How does RFID technology assist you in the warehouse operations? May you elaborate more?

Q3. Besides the technical glitch of the pilot testing, what other factors that you might take into consideration for the RFID project?

Q4. What are the strategic solutions proposed by the vendor or research team to address the issues that they faced?

Q5. What are the evaluation criteria that you look into most in the pilot test for the benefits of the firm?

Third Interview Questions

Q1. What are the major causes that your organization decided to drop the RFID project?

Q2. In the previous conversation, you mentioned DELL would be the champion in order to expedite the adoption of this technology. Do you think it is possible for logistic service provider be the champion rather than DELL (customer)? Why and why not?

Q3. Why does logistic service provider want to "jump on the wagon". What is the primary motive behind their action?

Q4. Why do you think the penetration of RFID in the Malaysia industry still at the premature level?

Q5. Is there at any point of time the management team decided to stop the project?