

## Survey Consent Form

*Research title:* **Integrating artificial intelligence into Kaizen Practices: Leadership Strategies for Operational Excellence in Property and Casualty Insurance**

*Researcher:* **Alessandra Gutiérrez de León**

*Business School:* **Swiss School of Business and Management**

*Research Participant and Email:*

Thank you for agreeing to complete a survey as part of the above research project. Ethical procedures for academic research recommend that participants explicitly agree to completing a survey and how the answers will be used. This consent form is necessary to ensure that you understand the purpose of your involvement and that you agree to the conditions of your participation. The survey is anticipated to take 10-15 minutes.

- I voluntarily agree to participate in this research study.
- I understand the purpose and nature of the study and have had the opportunity to ask questions about the study.
- I understand that I will not benefit directly from participating in this research.
- I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.
- I understand that I can withdraw permission to use data from my survey responses within one week after submitting the completed survey, in which case the material will be deleted.
- I understand that I will receive a copy of the completed survey and will have the opportunity to correct any errors within one week after submitting the completed survey.
- I understand that all or part of the content of my survey responses may be used in academic papers, policy papers or news articles, spoken presentations, on other feedback events, or in an archive of the project as noted above.
- I understand that any survey data made available through academic publication or other academic outlets will be anonymized, and care will be taken to ensure that other information in the survey that may identify me or my business is not revealed.
- I understand that my survey response file will be stored in a secure digital location until the successful completion of the researcher's dissertation.
- I understand that while my survey response file is in storage as specified above, I am entitled to request access to the information I have provided.
- I understand that access to the survey response file will be limited to myself, the researcher, academic colleagues, and other researchers with whom the primary researcher might collaborate as part of the research process.

☐ By checking this box, I agree to all the statements above and agree to proceed with the survey.

### Contact Information

This research has been reviewed and approved by the Swiss School of Business and Management (SSBM) Ethics Board. If you have any questions or concerns about this study, please contact the researcher by email at [alessandra@ssbm.ch](mailto:alessandra@ssbm.ch). If you are unsatisfied with the researcher's response, you may contact dissertation mentor Ivica Katavic, PhD at [ivica@ssbm.ch](mailto:ivica@ssbm.ch) or SSBM at [contact@ssbm.ch](mailto:contact@ssbm.ch).