**Participant Information Sheet**

**Study Title**: Exploring the understanding of British society members towards extreme entrepreneurial success

**Researcher**: Ivan Ivanov

**ERGO number:** 62784

You are being invited to take part in the above research study. To help you decide whether you would like to take part or not, it is important that you understand why the research is being done and what it will involve. Please read the information below carefully and ask questions if anything is not clear or you would like more information before you decide to take part in this research. You may like to discuss it with others, but it is up to you to decide whether or not to take part. If you are happy to participate you will be asked to sign a consent form.

**What is the research about?**

This is a paper, written towards a three-paper thesis, to achieve the academic qualification of Doctor of Philosophy in Business Studies and Management. I am a European student, interested in the Philosophy of Science, Entrepreneurial success, Entrepreneurial profits, and the Philosophy of Management and Organisations. In this paper, I aim to understand the perceptions of a variety of members of British society towards the extreme success of entrepreneurs, by addressing the following research questions: (i) what predominant understandings, beliefs, and perceptions form ‘lay theories’ of entrepreneurial success and wealth, and (ii) what kind of behaviours may be presently exhibited as a result of the anecdotal transmission of ‘lay theories’ about entrepreneurial success and wealth. Thus, the questions asked in your interview will be semi-structured, allowing you to articulate your statements with practical examples to capture your beliefs, opinions and values in more detail. The expected outcomes of the research are to understand your perceptions towards extremely successful entrepreneurs and to determine what influenced the creation of these perceptions. This research is entirely self-funded, and your voluntary participation Is very much appreciated.

**Why have I been asked to participate?**

You have been asked to participate as the researcher identified yourself as a member of British society who is able to provide interesting insights in the form of sharing personal views, opinions and beliefs about the subject of investigation. Our sample predominantly consists of lay people. We adopt the Cambridge Dictionary (2021) definition of ‘lay person’, as an individual, who “is not trained, qualified, or experienced in a particular subject or activity”, therefore we have excluded (ex-) entrepreneurs and people who have professional knowledge or have received prior education in entrepreneurship.

**What will happen to me if I take part?**

You will be expected to answer the questions in this interview in all honesty, sharing your beliefs, views, values, opinions, and experiences on the subject of investigation. The interview will take approximately 60 minutes and will be conducted online, using an Information and Communications Technology platform - Microsoft Teams, or any other ICT platform, according to your preference. This research is expected to last until September 2023. If you agree so (please tick the relevant box in the consent form), you will be contacted again to receive a copy of the paper, once it is completed, as a token of gratitude for your voluntary participation. The interview will be audio-recorded (required) and video-recorded (required), for convenience in transcribing and analysing the collected data. In order to protect your personal data, once transcribed into anonymous transcriptions, the audio and video recordings will be destroyed. The study uses qualitative, grounded theory methodology. This means the researcher analyses and interprets yours and other participants’ statements, puts them into categories, discusses them in relation to existing relevant studies, and creates theory.

**Are there any benefits in my taking part?**

There are both direct benefits and benefits to others from your participation in this study. Firstly you will be provided a copy of the completed paper, as a token of gratitude for your voluntary participation. Secondly, your participation will help improve our current understanding of entrepreneurial success. Moreover, this study will potentially inspire new insights in entrepreneurship, that could fuel positive change in the behaviour of entrepreneurs.

**Are there any risks involved?**

There are no risks involved.

**What data will be collected?**

The data collected will be the audio (required) and video (required) recording of your interview statements. You will also be asked to provide certain personal data, such as your age, sex, area of residence, and occupation, so the researcher is able to create a framework of all participants for the purpose of diversity and avoidance of discrimination. Your personal information will be encrypted. We will NOT collect and/or use any personal data, according to Data Protection (including information of ethnicity; sexual orientation; gender identity; religious beliefs; genetic data; biometric data and health data, from which you can be uniquely identified). All personal data will be kept strictly confidential and handled securely, by using encryption and password-protected access. All personal data will be destroyed, after the audio and video recordings have been transcribed. The consent forms will be kept separately (in a separate encrypted folder) from the non-identifiable data. The provided contact information will be stored until the completion of this study, if you have indicated your interest in receiving a copy of the completed paper.

**Will my participation be confidential?**

Your participation and the information we collect about you during the course of the research will be kept strictly confidential. Only members of the research team and responsible members of the University of Southampton may be given access to data about you for monitoring purposes and/or to carry out an audit of the study to ensure that the research is complying with applicable regulations. Individuals from regulatory authorities (people who check that we are carrying out the study correctly) may require access to your data. All of these people have a duty to keep your information, as a research participant, strictly confidential. The information will be held in encrypted files in the personal computer of the researcher with no access from anyone external to the research team (the research team includes the researcher and his supervisors Dr. Stratos Ramoglou, Prof. Laura Costanzo and Dr. Mina Beigi). All audio and video recordings will be destroyed, after being transcribed.

**Do I have to take part?**

No, it is entirely up to you to decide whether or not to take part. If you decide you want to take part, you will need to sign a consent form to show you have agreed to take part. If you wish to participate, please contact the researcher Ivan Ivanov, via email: [ii2u14@soton.ac.uk](mailto:ii2u14@soton.ac.uk)

**What happens if I change my mind?**

You have the right to change your mind and withdraw at any time without giving a reason and without your participant rights being affected. To withdraw, please notify the researcher Ivan Ivanov (via email, pre-interview; or simply communicate your wish to withdraw, during the interview). In the case of withdrawal, all collected data from you until that point, will be destroyed, if you have not indicated your approval for the researcher to keep it (as stated in the consent form).

**What will happen to the results of the research?**

Your personal details will remain strictly confidential. Research findings made available in any reports or publications will not include information that can directly identify you without your specific consent. The paper will be written and submitted as part of a three-paper thesis to the University of Southampton. The paper will also be submitted for publication in various academic journals.

**Where can I get more information?**

You can contact the researcher, if you wish to request additional information – Ivan Ivanov via email [ii2u14@soton.ac.uk](mailto:ii2u14@soton.ac.uk)

**What happens if there is a problem?**

If you have a concern about any aspect of this study, you should speak to the primary researcher Ivan Ivanov via email: [ii2u14@soton.ac.uk](mailto:ii2u14@soton.ac.uk) who will do their best to answer your questions.

If you remain unhappy or have a complaint about any aspect of this study, please contact the University of Southampton Research Integrity and Governance Manager (023 8059 5058, [rgoinfo@soton.ac.uk](mailto:rgoinfo@soton.ac.uk)).

**Data Protection Privacy Notice**

The University of Southampton conducts research to the highest standards of research integrity. As a publicly-funded organisation, the University has to ensure that it is in the public interest when we use personally-identifiable information about people who have agreed to take part in research. This means that when you agree to take part in a research study, we will use information about you in the ways needed, and for the purposes specified, to conduct and complete the research project. Under data protection law, ‘Personal data’ means any information that relates to and is capable of identifying a living individual. The University’s data protection policy governing the use of personal data by the University can be found on its website (<https://www.southampton.ac.uk/legalservices/what-we-do/data-protection-and-foi.page>).

This Participant Information Sheet tells you what data will be collected for this project and whether this includes any personal data. Please ask the research team if you have any questions or are unclear what data is being collected about you.

Our privacy notice for research participants provides more information on how the University of Southampton collects and uses your personal data when you take part in one of our research projects and can be found at <http://www.southampton.ac.uk/assets/sharepoint/intranet/ls/Public/Research%20and%20Integrity%20Privacy%20Notice/Privacy%20Notice%20for%20Research%20Participants.pdf>

Any personal data we collect in this study will be used only for the purposes of carrying out our research and will be handled according to the University’s policies in line with data protection law. If any personal data is used from which you can be identified directly, it will not be disclosed to anyone else without your consent unless the University of Southampton is required by law to disclose it.

Data protection law requires us to have a valid legal reason (‘lawful basis’) to process and use your Personal data. The lawful basis for processing personal information in this research study is for the performance of a task carried out in the public interest. Personal data collected for research will not be used for any other purpose.

For the purposes of data protection law, the University of Southampton is the ‘Data Controller’ for this study, which means that we are responsible for looking after your information and using it properly. The University of Southampton will keep identifiable information about you for 10 years after the study has finished, after which time any link between you and your information will be removed.

To safeguard your rights, we will use the minimum personal data necessary to achieve our research study objectives. Your data protection rights – such as to access, change, or transfer such information - may be limited, however, in order for the research output to be reliable and accurate. The University will not do anything with your personal data that you would not reasonably expect.

If you have any questions about how your personal data is used, or wish to exercise any of your rights, please consult the University’s data protection webpage (https://www.southampton.ac.uk/legalservices/what-we-do/data-protection-and-foi.page) where you can make a request using our online form. If you need further assistance, please contact the University’s Data Protection Officer ([data.protection@soton.ac.uk](mailto:data.protection@soton.ac.uk)).

Thank you for taking the time to read the information sheet and considering taking part in the research.