APPENDIX 1: SEMI-STRUCTURED INTERVIEW SCHEDULE

Name: MICHAEL TREHERNE Start Time:

Organisation: VESTACT ASSET MANAGEMENT End Time:

Job Title: PORTFOLIO MANAGER | EXECUTIVE DIRECTOR

Date: 02 OCTOBER 2020

Thank you for agreeing to this interview, your feedback is valuable, and greatly appreciate you taking the time to provide insights into this research. The title of the research is "Exploring Data-Driven Decision-Making in Uncertainty". During the year of 2020, most of the world suffered the effects of a global pandemic caused by SARS-CoV-2, a virus that causes the disease named COVID-19. This pandemic not only disrupted life as we know it but brought about a significant amount of uncertainty in the business world.

This pandemic, coupled with other experiences have inspired this research, aimed at to exploring and understanding whether data-driven decision-making, as a technique, can be practically applied to offer value to organisations in times of uncertainty as opposed to traditional techniques, supported by research and literature, such as heuristics. The sub-objectives of this study are to:

- Understand the level of knowledge, understanding and perception of, as well as attitudes South Africa senior executives' towards data-driven decision-making in times of uncertainty;
- Determine to what extent South African senior executives use [big] data to make decisions in times of uncertainty;
- Identify the challenges South African senior executives encounter when using [big] data to make decisions;
- Provide the guidance on whether organisations should be placing reliance on [big] data for decision-making for improved performance, protection and/or creation of competitive advantage during periods of uncertainty.

This research and interview are exploratory in nature. With that, I wish to encourage you to speak freely and take comfort in knowing that whilst we will use the information shared in this interview, your identity as the provider of this information, shall remain confidential and anonymous.

You are welcome to withdraw from this interview at any time without prejudice. Please also be advised that we intend on using a third party to transcribe this interview for us and have ensured that confidentiality and anonymity will still be maintained through the use of a Non-Disclosure Agreement for this exercise.

May I kindly ask you to sign this consent form and confirm that you are comfortable with me recording this interview using an audio and/or video recording device.

If you have any concerns, please contact my supervisor or me. Our details are provided below:

	RESEARCHER	**SUPERVISOR**
NAME	Munya Hove	Dr. Charlene Lew
EMAIL	19384239@mygibs.co.za	lewc@gibs.co.za
PHONE	+27 (0) 79 791 9732	+27 (0) 11 771 4284

Signature of Participant: 

Date: 02/10/2020

Signature of Researcher: 

Date: 02 OCTOBER 2020

Signature of Supervisor: _____

Date: _____