Appendix B: Permission to use TRI Scale

Tuesday, July 5, 2011 9:19 PM

From:
"Charles Colby" <CColby@rockresearch.com>

To:
"Archana Pradhan" <archipradhan@yahoo.com>

Cc:
"Parasuraman A" <aparasur@bus.miami.edu>

Archana,

You are hereby granted a license to use the TR scale. Attached are the full instructions for the scale.

Regards,

Charles L. Colby

President
Rockbridge Associates, Inc.
10130-G Colvin Run Road
Great Falls, VA 22066
703-757-5213, x12
Fax: 703-757-5208
www.rockresearch.com

From: Archana Pradhan [mailto:archipradhan@yahoo.com]
Sent: Friday, July 01, 2011 7:22 AM
To: Charles Colby
Subject: RE: Request for TR scale for PhD

Dear Mr. Charles L. Colby

Thanks, for your earnest reply and granting me permission for the use of TRI Instrument.

Attached herewith signed and scanned acceptance of terms and conditions also the order form for TRI.
I hereby reconfirm that the use of TRI Instrument will be solely for academic purpose and does not involve any commercial component.

Looking forward for your early response. Thanking you,

Best Regards,

Archana Raje  
(Faculty & PhD Scholar)  
K.J. Somaiya Institute of Management Studies & Research, Vidyavihar,  
Mumbai -77.  
India

--- On Mon, 6/27/11, Charles Colby <CColby@rockresearch.com> wrote:

From: Charles Colby <CColby@rockresearch.com>  
Subject: RE: Request for TR scale for PhD  
To: "Archana Pradhan" <archipradhan@yahoo.com>  
Cc: "Parasuraman, A" <aparasur@bus.miami.edu>  
Date: Monday, June 27, 2011, 7:39 PM

Hello Archana,

Attached are the terms and conditions Prof. Parasuraman referred to. Please complete and send back to me with a signature, and I will also send along the scale and instructions (which is the same as in the JSR article).

Good luck!

Regards,

Charles L. Colby

President  
Rockbridge Associates, Inc.  
10130-G Colvin Run Road  
Great Falls, VA  22066  
703-757-5213, x12  
Fax: 703-757-5208  
www.rockresearch.com
Dear Archana,

Thanks for your reactions to my papers and your inquiry about TRI. The TRI is a copyrighted instrument, but Charles Colby (President, Rockbridge Associates and co-developer of the TRI) and I have been granting permission for its use in academic research, and waiving the fee typically charged to commercial users. Your email suggests that your proposed project is purely academic and does not involve any commercial component. Please let us know if that is not the case. By copy of this email to Charles I am requesting him to send you the paperwork that you would need to complete to obtain formal permission to use the TRI. In the interim, you may also find the following website to be helpful:

www.technoreadymarketing.com

Feel free to contact Charles or me if you have any further questions.

Best wishes.

A. " Parsu" Parasuraman

Professor of Marketing & Holder of the James W. McLamore Chair
Director of PhD Programs
School of Business Administration
University of Miami
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Tel: 305-284-5743/Fax: 305-284-6526
parsu@miami.edu
http://www.bus.miami.edu/faculty-and-research/faculty-directory/marketing/parasuraman/index.html
Dear Prof. Parasuraman,


Referring these and many related literature I am trying to analyze impact of technology readiness on customer’s E-Shopping behavior in Indian contest. Thus to measure to the technology readiness score in E-shopping scenario of Indian people I would like to request you:

1. A copy of and the use of multiple item scale you developed to measure TR.

2. A copy of your writings on TRI if it differs from that published in the Journal of Service Research.

3. Any related paper if any.

Looking forward for your early response. Thanking you,

Best Regards,

Archana Raje
(Faculty & PhD Scholar)
K.J. Somaiya Institute of Management Studies & Research,
Vidyavihar, Mumbai -77.
India

Email : archanaraje@simsr.somaiya.edu