

Ethics Committee - Consent Form – Excerpt Panel



This is an official notification by a student of the University of Hertfordshire in respect of a study involving human participants.

Title of study:

From Paradox to Practice: A Design Science Study Developing the Adaptive Leverage Model (ALeM) to Overcome the Generative AI Adaptation Paradox through Dynamic Capabilities in UK Micro-Businesses

Protocol Number:

1263 2025 Jul SSAH

Approving Committee:

Social Sciences, Arts and Humanities Ethics Committee, with Delegated Authority

If you have any queries concerning this document, please contact me (Principal Investigator), Bear McBlack, Doctoral Researcher, Hertfordshire Business School, University of Hertfordshire (b.c.mcblack@herts.ac.uk) or my Supervisors, Dr Derek Ong (d.ong@herts.ac.uk) and Professor Amin Hosseinian-Far (a.hosseinian-far@herts.ac.uk), Hertfordshire Business School.

Participant Name (in BLOCK CAPITALS):	
Organisation/Affiliation (Optional):	
Contact Email:	

Please read the following statements carefully and initial the box next to each statement to confirm your understanding and agreement:

1. Information Received

- ☐ I confirm that I have read and understood the Participant Information Sheet for this study.
- ☐ I understand that this study employs Design Science Research methodology to develop and validate the Adaptive Leverage Model (ALeM) framework.
- ☐ I understand that my role as an expert stakeholder is to evaluate the theoretical coherence, practical utility, contextual appropriateness, and completeness of the developed framework.

- ☐ I understand that I will be asked to review summary materials about the ALeM framework prior to the interview (estimated 30-45 minutes preparation time).
- ☐ I understand that the interview will focus on my expert evaluation of the framework across the four dimensions outlined in the Participant Information Sheet.
- ☐ I have had the opportunity to ask questions and have received satisfactory answers.

2. Voluntary Participation

- ☐ I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason.
- ☐ I understand I may withdraw from the study without negative consequences to my professional relationships or standing.
- ☐ I understand that if I withdraw from the study, all my data will be removed if requested, provided this request is made before the analysis is completed.

3. Recording of Interview

- ☐ I agree to the interview being audio recorded.
- ☐ I understand that the interview will be audio-recorded and transcribed manually by the researcher or a university-approved transcription service that complies with GDPR.
- ☐ I would like the opportunity to review my interview transcript before it is included in the analysis:
☐ Yes ☐ No

4. Data Protection & Confidentiality

- ☐ I understand that my data will be kept strictly confidential and that all information will be anonymised unless I explicitly agree to attribution.
- ☐ I understand that while my name and organisational details will be anonymised by default, my expert insights will be categorised by domain (policy, academic, or practitioner expertise) to provide contextual understanding.
- ☐ I understand my anonymised data will be securely stored for 5 years after study completion.
- ☐ I understand that anonymised extracts from my interview may be quoted in the thesis and related publications.
- ☐ I understand that my expert evaluation will directly inform refinements to the Adaptive Leverage Model (ALeM) framework.

5. Consent to Participate

- ☐ I agree to take part in this research study as an expert stakeholder evaluating the ALeM framework.
- ☐ I understand that upon successful completion and acceptance of this PhD research, I may acknowledge my contribution to the creation of the Adaptive Leverage Model (ALeM) and associated research in my professional profile or communications, though I will not be listed as a co-author in research outputs. I agree to take part in this research study as an expert stakeholder evaluating the ALeM framework.

6. Future Contact (Optional)

- ☐ I would like to receive a copy of the final validated ALeM framework and a summary of the research findings when available:
- ☐ Yes ☐ No
- ☐ I am willing to be contacted for follow-up clarification questions if needed:
- ☐ Yes ☐ No

Participant:

Name:

Signature:

Date:

Researcher (Principal Investigator):

Name: Bear McBlack

Signature:

Date:

This form should be signed and dated by all parties after the participant receives a thorough explanation of the project. One copy should be kept by the participant and one by the researcher.