

**Linking the Customer Purchase Process
to Website Development and
E-commerce Performance**

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RIJKSUNIVERSITEIT GRONINGEN

Linking the Customer Purchase Process to Website
Development and E-commerce Performance

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door

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te Warszawa, Polen

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Prof. Dr. D. Van den Poel
Prof. Dr. P. C. Verhoef

Moim Rodzicom – To My Parents

Acknowledgements

Groningen, summer 2000 – I came here to sail, and I grasped ‘Er gaat niets boven Groningen’¹! So, I came back again for one year and again for much longer ☺

From being a sailor, via an exchange student, to becoming Ph.D. - how did I make such a path?

First, I was offered a job as a Ph.D. student, and I got an office with the view ☺ ...but a lot more was necessary to accomplish this path – the people that supported me along the way.

Primary, I am deeply grateful to my advisors.

Tammo Bijmolt, my promoter, he brought me to finish, and let me believe that I can make it. Tammo has this special quality to inject positive energy into people, which is crucial for a Ph.D. student. I appreciate to have a chance to work with such personality, with impressive knowledge and creativity. I learnt a lot about carrying research, statistical methods; I also learnt that good research project should have a ‘grapje’².

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When deciding to start my Ph.D. project, an important motive was that I will work with Janny Hoekstra. Indeed, it was a pleasure, and I learnt

¹ Er gaat niets boven Groningen: There is nothing (above) better than Groningen

² Grapje: surprise, joke ☺

a lot. In addition, I appreciate very much our great lunches and talks, and that when necessary I could share and discuss different problems.

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All in all, doing Ph.D. was a very challenging mission, required high determination and hard work. But most of all it was a fantastic experience, knowledge expanding and self-development period, full of great moments, people, and travels. These years in Groningen are unforgettable, especially, the view on Trompbrug³.

Adriana Krawczyk

Groningen, April 2008

³ Trompbrug – swing bridge from 1879, view from my windows ☺

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