

STELLINGEN

behorende bij het proefschrift

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

van

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- (1) A customer-centric organization should use the customer buying process as a guide to (re)designing its website (Chapters 2 and 3 of this thesis).
- (2) Website features supporting customers in their online activities are important for both website and company success (Chapter 3 of this thesis).
- (3) Formulating customer-focused website goals and being successful in reaching them lead to improved company performance (Chapter 3 of this thesis).
- (4) Companies should not aim to have more features in their website, but to include features that are relevant for their stated website goals (Chapter 3 of this thesis).
- (5) Companies should encourage dissatisfied customers to complain in order to increase their intentions to repurchase online (Chapter 4 of this thesis).
- (6) The service recovery paradox also holds for the online purchase channel (Chapter 4 of this thesis).
- (7) A stress-management course should be obligatory for Ph.D. students.
- (8) Wisdom is a daughter of experience.
Leonardo da Vinci
- (9) Doing a Ph.D. is like sailing on the sea, you do not see the end of your trip and once you have started you have to continue despite storms.
- (10) Dancing is a cure for everything.