

University of Groningen

## Market-based capabilities, perceived quality and firm performance

Aakouk, M.

**IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.**

*Document Version*

Publisher's PDF, also known as Version of record

*Publication date:*

2006

[Link to publication in University of Groningen/UMCG research database](#)

*Citation for published version (APA):*

Aakouk, M. (2006). *Market-based capabilities, perceived quality and firm performance*. [Thesis fully internal (DIV), University of Groningen]. s.n.

**Copyright**

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

The publication may also be distributed here under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license. More information can be found on the University of Groningen website: <https://www.rug.nl/library/open-access/self-archiving-pure/taverne-amendment>.

**Take-down policy**

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

*Downloaded from the University of Groningen/UMCG research database (Pure): <http://www.rug.nl/research/portal>. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.*

# Market-Based Capabilities, Perceived Quality and Firm Performance

Mostafa Aâkouk

Publisher: Labyrint Publications  
P.O. Box 334  
2984 AX Ridderkerk  
The Netherlands  
Tel: 0180-463962

Printed by:  Offsetdrukkerij Ridderprint B.V., Ridderkerk

ISBN-10: 90-5335-104-3  
ISBN-13: 978-90-5335-104-3

© 2006, Mostafa Aâkouk

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system of any nature, or transmitted in any form or by any means, electronic, mechanical, now known or hereafter invented, including photocopying or recording, without prior written permission of the publisher.



RIJKSUNIVERSITEIT GRONINGEN

Market-Based Capabilities, Perceived Quality and Firm  
Performance

Proefschrift

ter verkrijging van het doctoraat in de  
Economische Wetenschappen  
aan de Rijksuniversiteit Groningen  
op gezag van de  
Rector Magnificus, dr. F. Zwarts,  
in het openbaar te verdedigen op  
donderdag 14 december 2006  
om 14.45 uur

door

Mostafa Aâkouk  
geboren op 17 februari 1977  
te Amsterdam

Promotores: Prof. dr. J.C. Hoekstra  
Prof. dr. P.S. Zwart

Beoordelingscommissie: Prof. dr. T.H.A. Bijmolt  
Prof. dr. G.S. Day  
Prof. dr. R.T. Frambach