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### Going beyond transactions

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## STELLINGEN

behorende bij het proefschrift

### **Going beyond Transactions: Theoretical Perspectives and Empirical Studies on Customer Engagement Behavior Effectiveness**

door Sander F.M. Beekers

1. Through customer engagement behaviors (i.e., non-transactional customer behaviors) customers take over traditional company activities (e.g., delivering customer support and promoting the firm). (*This dissertation*)
2. Both positive and negative economic outcomes can arise out of customer engagement behaviors, creating strong challenges for firms on how to implement a successful customer engagement behavior strategy. (*Chapter 2*)
3. Transaction cost economics, the resource-based view, and social exchange theory are relevant theoretical perspectives to explain the firm outcomes of customer engagement behavior. (*Chapter 2*)
4. A firm's stimulation of customer engagement behavior, in general, reduces shareholder value. (*Chapter 3*)
5. For companies with a weak corporate reputation and/or operating in rather stable markets encouraging customer engagement behaviors can create shareholder value. (*Chapter 3*)
6. Service support research in a B2B setting can benefit from going beyond the individual user. (*Chapter 4*)
7. Consulting a static online knowledge database (e.g., a frequently asked questions section) decreases customer satisfaction for upper management, but does not decrease customer satisfaction for support users. (*Chapter 4*)
8. Het schrijven van een proefschrift is als het spelen van badminton: het resultaat wordt voor 30% bepaald door het hebben van een idee, voor 20% door het bezitten van de juiste technische vaardigheden, en voor 50% door uithoudingsvermogen. (*Eigen ervaring*)
9. Bij complexe uitdagingen, zoals het schrijven van een proefschrift, vormen de 90% van de tijd die je zoekende bent naar de oplossing de voldoening die je hebt tijdens de 10% van de tijd dat je de oplossing gevonden hebt.
10. Not everything that can be counted counts, and not everything that counts can be counted. (*William Bruce Cameron*)