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Modeling innovation diffusion patterns

Ruiz Conde, Maria del Enar

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*Modeling Innovation
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To Joaquín.

Preface

In this thesis I invested several years of my life. Although I like to start new adventures, when I started this one I did not have a clear idea of the road to follow but, step by step, I found the way that led me to a fulfilling end. Many people have been involved in this adventure which, like any other, has had exciting but also critical moments. I would like to share my feelings with and express my gratitude to these people.

When the Department of Financial Economics, Accounting and Marketing of the Faculty of Economics of the University of Alicante offered me the opportunity to join them, I did not imagine that my professional, but also personal, life would experience the changes and take the direction that it finally has taken. I would like to thank the department director, Juan Carlos Gomez Sala, and also the dean of the faculty, Joaquín Marhuenda Fructuoso, for their continued interest in the progress of this research and for supporting me by providing the necessary means for its completion.

Guided by the suggestions of the various department directors over these years and in order to contribute to the development of my thesis, I have divided my time between teaching marketing and attending several courses and seminars over and above my doctoral courses in Alicante. It was during a doctoral course that Peter S.H. Leeflang appeared in my life. To be precise, we first met in April 2001 when I was attending an interesting and useful course on marketing modeling, organized by the European Institute for Advanced Studies in Management (EIASM), in Brussels. In October of that year, he came to the University of Alicante and it was then that he started supervising my thesis. I would like to express my profound thanks for his wise supervision, his valuable suggestions and constructive criticism that have enabled me to finish this work. It has been an honor to have had Peter as my promotor and I feel very fortunate to have had this opportunity.

I first met Jaap Wieringa in January 2002, in a seminar I was presenting on my first trip to Groningen (a very exciting experience). However, I started to work with him over a year later, March 2003 to be exact. From the beginning, working with Jaap has been a pleasure. We have spent many hours working together, both on-line and face to face. I am very grateful to him for sharing his knowledge with me, for establishing valuable discussions and for providing appropriate suggestions, which together have made an invaluable contribution to this work.

I do not have enough space to properly thank my promotor, Peter S.H. Leeflang, and co-promotor, Jaap Wieringa, for their contribution to my professional development, through this thesis, and also to my personal life. They have always made me feel one of their close group and have made my visits to Groningen as comfortable as possible. When you are working abroad, far from your family and friends, finding people that make you to feel at home is a real blessing. Peter and his wife, Hanneke, and Jaap and his wife, Nathalie, have been these people for me.

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I am grateful to Francisco Mas Ruiz, not only for his suggestions for the development of this work, but also for his thrust in me and for the professional and personal backing he has given.

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Y a tí, Joaquín, qué puedo decir que tu no sepas ya; has sido la clave para finalizar esta tesis, tu apoyo, tu cariño, tu sonrisa, ...tu presencia me han dado las fuerzas para embarcarme en esta aventura y concluirla. Te quiero.”

Alicante, October 2004

Enar Ruiz Conde

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