

Earning-by-Learning. Investigating the Performance Benefits of Customer Knowledge Development

Citation for published version (APA):

van Beuningen, J. W. A. (2009). *Earning-by-Learning. Investigating the Performance Benefits of Customer Knowledge Development*. [Doctoral Thesis, Maastricht University]. Datawyse / Universitaire Pers Maastricht. <https://doi.org/10.26481/dis.20090417jb>

Document status and date:

Published: 01/01/2009

DOI:

[10.26481/dis.20090417jb](https://doi.org/10.26481/dis.20090417jb)

Document Version:

Publisher's PDF, also known as Version of record

Please check the document version of this publication:

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Earning-by-Learning: Investigating the Performance Benefits of Customer Knowledge Development

Jacqueline van Beuningen

1. Simply acquiring more information does not increase consumers' confidence to serve themselves online, the belief that they read credible and high quality information does. *This dissertation, chapter 2*
2. More stock trading experience is not necessarily beneficial for achieving higher profits.
This dissertation, chapter 3
3. Although training evaluations usually focus on how much was learned from training, investigating whether the new knowledge was applied is just as important.
This dissertation, chapter 4
4. People adjust their beliefs differently in response to the same information due to differences in their motivation.
This dissertation, chapter 2, 3, 4, and 5
5. In academia, failing to meet deadlines is standard, therefore setting them does not increase efficiency, only frustration.
6. A normal distribution is not so common as the name suggests.
7. Thinking about a research topic in terms of process (i.e., what happens inside the customers' mind during successful self-service) results in a more fruitful brainstorm session than thinking about a topic in terms of context (i.e., self-service technology).
8. Indecisiveness is not only a state resulting from decision task complexity, but also a stable personality trait.
9. Physical exercise is necessary to become a doctor of philosophy, as physical strain is the most effective way to clear the head.
10. The important take-away of decades of self- and collective efficacy research culminates in Obama's campaign slogan "Yes we can".