Stellingen behorend bij het proefschrift

Performance Implications of Manufacturer-Retailer Power Battles

van

Marleen Hermans

1. On average, conflict delistings severely harm firm performance (This dissertation).

2. Price reductions are an effective marketing tool for the initiator of the conflict, but the initiator should refrain from increasing its advertising spending. For the non-initiating party, the effects are reversed (Chapter 2 of this dissertation).

3. When a conflict delisting is surrounded by publicity, price reductions and advertising support are less effective for the manufacturer; in contrast, publicity does not impact the effectiveness of these marketing tools for the retailer (Chapter 2 of this dissertation).

4. Conflict delistings more negatively influence shareholder value if the elimination size and the amount of publicity surrounding the delisting are large, while the initiator of the delisting and the size of the focal firm attenuate this negative effect (Chapter 3 of this dissertation).

5. Consumers and investors can have opposing reactions to different conflict delisting situations (This dissertation).

6. Power battles are a no-win situation.

7. In the retailing landscape, contrary to popular belief, retailers are not almighty.

8. Het is typerend dat er in de Nederlandse poldercultuur geen woord bestaat voor “delistings”.

9. Writing a dissertation is like wearing stilettos on cobblestones; if you don’t break a leg, it doesn’t just lift you to a higher level, the walk is absolutely fantastic.

10. It depends…