

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

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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".