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Social interactions for economic value? A marketing perspective

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PROPOSITIONS

accompanying the doctoral thesis

Social Interactions for Economic Value? A marketing perspective

Marlene Vock

1. To further both corporate and societal goals, partnerships need to benefit individual stakeholders first (this dissertation).
2. Business-nonprofit partnerships are not embraced equally by all consumers (this dissertation).
3. The successful implementation of business-nonprofit partnerships in companies calls for concerted efforts by various departments, not just one (this dissertation).
4. A full understanding of business-nonprofit partnerships requires cross-disciplinary research approaches (this dissertation).
5. Online business models based on subscription fees can be successful (this dissertation).
6. Motivations of non-paying members of online social networks to invest in membership fees differ from those of paying members (this dissertation).
7. Online social media can be a powerful tool to stimulate companies to act more socially and environmentally responsible.
8. Consumers adopting a sustainable lifestyle inevitably face trade-offs between 'good' and 'better'.
9. For some Ph.D. candidates formulating a funny proposition is as much of a challenge as it is for most professional comedians to come up with a sound academic research question.