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Variability: The effects of variation in power relations within the firm, in its market performance, and in the evaluations of its products

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Publication date
2013

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Citation for published version (APA):

Situmeang, F. B. I. (2013). *Variability: The effects of variation in power relations within the firm, in its market performance, and in the evaluations of its products*. [Thesis, fully internal, Universiteit van Amsterdam].

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Acknowledgements

I have been working for Amsterdam Business School for more than four years now. I have wonderful memories from my time at the business school and really enjoy working for UvA. First of all, I would like to thank my promoters Nachoem Wijnberg and Mark Leenders for supervising me, and for their patience and continuous effort in developing my skills as a scholar, in helping me overcoming my challenges, and in creating challenges for me to overcome. I really enjoyed the discussion and the “debates” that I had with them, which I believe really help me to become not only a better academic, but also a better person. In addition, I would like to thank all the committee members that took the time to review my dissertation: Willemijn van Dolen, Gerda Gemser, Erik Jan Hultink, Ed Tan, and Jozef Tettero. I would also like to thank the school who gave me the opportunity to work with wonderful students. The students really helped me in redeveloping the dataset that I have; without their help and their ideas I would have spent much of my time working on the data.

I would like to thank all my colleagues in academia for their advice, for their friendship and for their ideas. In particular, I would like to thank my paranymphs Pawan Bhansing and Bram Kuijken. I really enjoy the time that we have discussing (quantitative) research and theories. You help to broaden my perspective and made me learn new things from our discussions. I would also like to thank my (former) colleagues Joris Ebbers, Anouar El Haji, Liselore Havermans, Ellis van den Hende, Monika Kackovic, Robert Kleinknecht, Meg Lee, Hung-Yao Liu, Katinka Quintelier, Marlene Vock, and Alfred Zerres. It is such a privilege to know wonderful people like you. I also would like to thank our section leaders, Jan-Willem Stoelhorst and Ans Kolk for their trust and support for the past four years. I am also grateful for our secretaries, Bas Bouten, Lizanne Schepers, Nuria Nobach, for their continuous support.

My fascination towards academia and academic life began when I started as a pre-master student in Groningen. I would like to thank Gerda Gemser who has taught me and supported me from the beginning of my academic career seven years ago in RuG. I am extremely grateful for her continuous support.

Outside of the academia, I especially want to thank our family friends. Hans Mol and Lies de Gooijer-Post thank you for the time that you spend with us, for your patience in teaching us how to speak Dutch, the principles in Dutch society, and to become integrated members of the Dutch society. To Amang Batara Simatupang and Inang, Bang Hamra Simatupang and the family, Bang Gunarso and the family, Bang Herman Boro and the family, I am very grateful for the time we spent together. You make us feel much at home even though we are thousands miles away from home.

I also would like to thank the support of Del Foundation who have trusted me and supported me during my years in Groningen. I especially want to thank Prof. Saswinadi Sasmojo for the discussions that I have with him and the support he has given to me. I also want to thank Gen.

Luhut Pandjaitan and Ibu Devi Simatupang for their support and most importantly, their wisdom.

Last, but certainly not the least, I would like to thank my family. I want to thank my wonderful cousins, Kak Ira, Bang Cor, Kak Ika, and Bang Michael for their companionships, their ongoing love and support. I would like to thank my parents for all of their dedications, love and sacrifices. You two are truly my life long inspirations, my trusted friends. You are always able to cheer me up when I am down, and remind me to be humble. I can always rely on your council whenever I am weary with my problems. I would also like to thank my brother and sister who always believe in me, Hyacintha and Aditya. Your prayers, love, and supports have given me strength. To my lovely daughter, thank you for cheering me up every time. Your smile and your laughter are the most valuable treasures that I cherish the most in my life, for they have given me hope and courage even in the times when I believe that there was no hope. The last person I would like to thank is the love of my life, my partner, my woman, my wife. Thank you Lita for everything that you have given to me, thank you for your support, for your love, for your smiles. I have learnt from one of my research that for a system to perform at its fullest, it requires the support of another system, because every system has its strengths and weaknesses. I also have my flaws, I have many weaknesses, but it is you who have made me complete.