



UvA-DARE (Digital Academic Repository)

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

Situmeang, F.B.I.

Publication date
2013

[Link to publication](#)

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].

General rights

It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations

If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: <https://uba.uva.nl/en/contact>, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.

About the author

Frederik B.I. Situmeang was born on April 26, 1984 in Medan, Indonesia. In 2005, he obtained a three year bachelor degree in Informatics Engineering (Computer Science) at Del Institute of Technology. As a part of his study, he developed the academic information system and helped to design and to implement the computer network infrastructure of Nommensen University in Medan. In 2006, he was offered a scholarship to continue his education in the Netherlands. He gladly accepted the offer and chose to shift his specialization from an IT engineer to a business analyst. He went to the Rijksuniversiteit Groningen and chose Innovation Management as his specialization. In 2008, he received his first master degree with a thesis on open innovation in the IT industry. He decided to become a scholar and applied for a PhD position in the University of Amsterdam. In order to equip himself with a stronger research profile, he decided to spend one more year in Groningen to study quantitative data analysis and research methodologies as well as theories in marketing and in innovation management. He was enrolled in the Groningen's SOM research school and in 2009 he received his second master degree, this time in Marketing Research. He began his PhD in the summer of 2009 at the University of Amsterdam with a topic on "Marketing and Innovation Management in the High Tech Industries". He is currently continuing his work at UvA Business School as a lecturer and researcher in Marketing and Innovation Management.