

PROPOSITIONS – Miriam Pocock – Admission to PhD defense

1. In exchanges between buyers and sellers of unequal status, the salience of supplier status varies with the same buyer in different purchasing situations.
2. The examination of buyer perceptions of status differences between partners in heterophilous exchanges, provides a more dynamic conceptualization of status inequalities than the objective treatment found in the extant literature.
3. Consumers of high status luxury products distinguish between lower status ingredient suppliers of known and of unknown reputation.
4. Ingredient visibility in a high status luxury product acts as a boundary condition for a new upcoming supplier's reputation borrowing.
5. Given a superior ingredient of low visibility, business buyers are more likely to pursue the acquisition of immediate economic gain.
6. Alexander Pope has stated that the proper study of mankind is man. Similarly the study of business activity often manifests the relevance of understanding human behavior.
7. Segmenting on the price, in general provides a better means of segmenting market audiences than other product attributes.
8. Nothing ventured, nothing gained, or as Albert Einstein eloquently observed: "A ship is always safe at the shore- but that is not what it is built for."
9. "A drop of ink may make a million think." (Lord Byron)
10. As Vincent van Gogh stated : "Great things are done by a series of small things brought together."
11. "What is now proven was once only imagined." (William Blake)