

Proposition 1: Perceived psychic distance to the country where the supplier resides has a negative effect on the intention to buy from a foreign supplier (Chapter 2, Chapter 3, Chapter 4).

Proposition 2: Psychic distance between the countries where the buyer and the supplier reside is negatively associated with the trust in the supplier (Chapter 2, Chapter 4).

Proposition 3: Psychic distance between the countries where the buyer and the supplier reside is negatively associated with the effort done by the supplier in its business relationship with the buyer firm (Chapter 4).

Proposition 4: The supplier's reputation (for corporate ability and corporate social responsibility) is positively related to probability that a customer will choose this supplier (Chapter 3).

Proposition 5: The supplier's reputation (for corporate ability and corporate social responsibility) reduces the effects of psychic distance on the probability that the customer will choose the supplier (Chapter 3).

Proposition 6: The perceived supplier's reputation and the perceived psychic distance to the supplier's country of residence can vary between the members of a firm's buying centre and this complicates purchase decisions.

Proposition 7: Pretending that there are no differences between the countries of origin of international business partners might seem beneficial at the start of the partnership, but these differences will hinder the relationship over time.

Proposition 8: Perceived distance is asymmetric. People from countries with a small economy will perceive countries with a large economy as close to them, whereas people in countries with a large economy feel far away from countries with a small economy.

Proposition 9: People would rather be poor but surrounded by others that think like them, than be rich, but surrounded by dissimilar people.

Proposition 10: There are so many dimensions of distance that no study could capture them all.

Proposition 11: The shortest distance between two people is a smile.