

MSM

**MAASTRICHT
SCHOOL OF
MANAGEMENT**

BEST DBA THESIS AWARD 2019

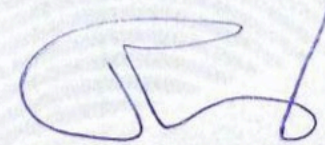
has been awarded to

AHMED GAARA

Factors Influencing Export Market Effectiveness:
Implications for Marketing Innovation and Brand Outcomes in Export Organizations



Meinhard Gans, MSc
CEO / Dean a.i.
19 September 2019



Pascale Hardy, PhD
Director Research School and Online Education
19 September 2019