





E-commerce and  
its effect on  
competitive intensity



# **E-commerce and its effect on competitive intensity**

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-A buyer and price related perspective-

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**Coverontwerp: EMDE**

**ISBN: 978-946318925-5**

**Uitgever: Clio-boek**

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## **Foreword**

I would like to thank everyone who has contributed in one way or another to this thesis. All of the respondents to the questionnaire, my fellow students for helping me with various issues, and of course my tutor Prof. Hagedoorn for assisting and guiding me throughout this entire project.

Also, I would like to give a special thanks to my parents and my girlfriend who, as well as pushing me, supported me and kept their faith in me.

Rick Derks,

Schinveld, 7 november 2012.