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## Data as Strategic Resources

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VRIJE UNIVERSITEIT

**Data as Strategic Resources**

Studies on How Organizations Explore the Strategic Opportunities of Data

ACADEMISCH PROEFSCHRIFT

ter verkrijging van de graad Doctor  
aan de Vrije Universiteit Amsterdam,  
op gezag van de rector magnificus  
prof.dr. V. Subramaniam,  
in het openbaar te verdedigen  
ten overstaan van de promotiecommissie  
van de School of Business and Economics  
op dinsdag 15 oktober 2019 om 11.45 uur  
in de aula van de universiteit,  
De Boelelaan 1105

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geboren te Almere

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