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4.4. Likelihood of consideration results for counterfeit Burberry4.5. Likelihood of consideration results for counterfeit Louis Vuitton; 5. Discussion and Conclusion; 5.1. Summary of findings; 5.2. Implications; 5.3. Limitations; 5.4. Further research; Appendix; References; DOCTORAL RESEARCH NOTES; 6 Materialism in Europe: A Cross-Cultural Approach Fernando Augusto de Sa Neves dos Santos and Elizabeth Reis; 1. Introduction; 2. Materialism; 3. Literature Review and Materialism Scales; 4. Methodology; 5. Results; 6. Comparison of Materialism Values; 7. Materialism Values and Ambitions of Life 8. Conclusions, Limitations and Implications

## Sommario/riassunto

Within the academic realm, doctoral research plays a vital role in the advancement of knowledge. In areas ranging from strategy and international business to marketing, finance and operations management, the contributions in this volume represent the very best in doctoral research in the field of management worldwide. The second volume in the <i>Advances in Doctoral Research in Management</i> series comprises doctoral research papers and research notes, which are shorter versions of extended monographs. Research methodology papers that introduce applications of new methodological concepts, t