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1. Introduction 2. Literature Review; 3. Scorecard Construction; 4. Scorecard Performance Measures; 5. Methodology; 6. Findings; 7. Conclusion; References; 4 On the Benefits of Industrial Network: A New Approach with Market Survey and Fuzzy Statistical Analysis Shu-Meei Ho and Berlin Wu; 1. Introduction; 2. Network Benefits; 3. Fuzzy Statistical Analysis and its Applications in the Market Survey; 3.1. The nature of fuzzy samples; 3.2. A 2-test for fuzzy categorical data; 3.3. Procedures for 2-test with fuzzy categorical data; 4. Empirical Studies 4.1. A general survey on the electricity market 4.2. Satisfaction analysis; 4.3. The cross analysis; 5. Conclusion; References; 5 An Examination of Determinants of Likelihood of Consideration of Counterfeit Luxury Branded Products Xuemei Bian; 1. Background; 2. Theoretical Development and Hypotheses; 2.1. Brand image; 2.2. Brand personality; 2.3. Product attributes; 2.4. Perceived benefits; 2.5. Perceived risks; 3. Research Methodology; 3.1. Brands examined; 3.2. Sample; 4. Research Results; 4.1. PCA results; 4.2. Reliability and validity results; 4.3. GLM results 4.4. Likelihood of consideration results for counterfeit Burberry 4.5. 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
