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Multi-Level Marketing – Determinants of Business Success

Abstract

The subject of the doctoral dissertation is the issue of business success in the context of entrepreneurs basing their business activities on cooperation with companies in the Multi-Level Marketing (MLM) industry. The work fills a research gap concerning success factors in MLM-related activities. The research problem of the work boils down to the question of the potential for business success in MLM activities. The main objective of the work is to explain the essence of Multi-Level Marketing and identify factors determining the possibility of achieving success in MLM activities.

To achieve the work's goal, information from both secondary and primary sources was used. In relation to secondary sources, references were made to existing scientific publications, both in Polish and foreign languages, discussing MLM issues, as well as general literature in the fields of marketing, organization and management, economics, psychology, sociology, etc.

To achieve the objectives of the work, it was also necessary to obtain information from primary sources. For this purpose, two empirical studies were designed and conducted: a quantitative study, carried out on a group of 352 entrepreneurs operating in the MLM sector, and qualitative research in the form of free interviews with representatives of direct sales and MLM in Poland.

The work emphasizes the complexity and multidimensionality of the issue of market success and identifies the main factors that can influence the possibility of achieving success in MLM. The work also has an application value. It provides a valuable source of information for those considering starting MLM activities, offering knowledge about factors that can affect their market results.

Key words: MLM, Multit Level Marketing, Network Marketing, Success factors, business success, determinants of business success