

**Fashion Industry United States Online Retailer's Role in Preventing the Sale of
Counterfeit Products to Increase Revenue**

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Speech for the Presentation

Slide 1:

Introduction

My name is _____ and I am pleased to present my doctoral research on the prevention of counterfeit products in the online fashion retailing sector in the U.S.

Fashion products counterfeiting has become a major threat to the online shopping business in the U.S. The qualitative research was based on the theory of planned behavior (Ajzen, 2020). The study discussed the use of anti-counterfeiting measures by managers to safeguard the revenue sources. Fashion industry estimates that counterfeit goods are costing it around 50 billion USD every year (Morris, 2019).

Materials and Methods

The design that was applied included a generic qualitative inquiry design using semi-structured interviews. The sample used included nine managers in online fashion retailers of the United States. On the inclusion criteria, participants were required to have three years of experience and anti-counterfeiting participation. The data interpretation was informed by Braun and Clarke (2006) six-step thematic analysis.

Results

There were identified three related themes: "Just Looking Is Not Enough," It Is a Major Blow, and Clearer Rules, Stronger Action. Respondents noted that conventional detection strategies are not effective when it comes to dealing with advanced counterfeiting. The use of technology, such as AI and blockchain, facilitated the efficiency of operations. The issue of counterfeit penetration resulted in huge losses in revenues and erosion of customer confidence.

Conclusion

Anti-counterfeiting has to be dealt with through combined technologies, regulations and partnerships (Wang et al., 2023). Managers should embrace AI-based teams of detection and blockchain authentication measures. Inter-platform cooperation and unified compliance systems enhance the protection activities over the industry. The results are practical to secure revenue and hold trust of the customers.

Literature Cited

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Acknowledgments

I would like to admit that my instructor at the Capella University, Dr. _____, supported me during the research. The credit is due to the nine managers who were involved and gave the expertise. My family is particularly worthy of this special mention as it supported me throughout my hardships. The study helps in reinforcing the fight against counterfeit in online business.

Further Information

In the entire capstone document, this is fully documented in both findings and methodology. The researcher can be asked additional questions on the implementation strategies. Future studies could be done on longitudinal studies of technology effectiveness. Information and other materials can be accessed at request.

Slide 2:**Knowledge and Scholarly Thinking**

The framework has changed my practice of practitioner-oriented approach to scholar practitioner integration. Analytical thinking and critical evaluation became a normal tool to analyze the problems of counterfeits. The TPB theory has helped to give order into the managerial decision-making processes. My current problem-solving and strategic planning processes are informed by research competencies.

Advocate for Change

The doctoral experience was a great boost in my communication and collaboration skills. The capstone research made me a supporter of the anti-counterfeiting reform in the industry. I gained skills in providing evidence-based resolutions to organizational and policy issues. Mentoring skills were enhanced by interacting with the faculty, peers and research subjects.

Personal Effectiveness

The strong and flexible nature became necessary in the demanding doctoral training. Balancing between research and working enhanced time management and skills in conflict resolving. The framework placed importance on perseverance and self-motivation at difficult methodological stages. Systematic evaluation and evidence-based decision-making are now part of professional decision-making.

Professional Identity

I have changed my identity as an operation manager to strategic thought leader. The doctoral experience supported the ethical practices and intellectual integrity. The quality of professional confidence was enhanced by the ability to engage in sophisticated research and analysis. Leadership skills were developed as a result of a combination of both academic rigor and practical experience.

Applied Research Competencies

Thematic analysis and qualitative research design were made professional skills. My skills in stakeholder engagement were enhanced by the data collection in the form of semi-structured interviews. All strategic business decisions now receive the influence of systematic literature review competencies. The development of recommendations based on evidence enhances my proposal value to the future employers.