

# An Analytical Review of Multilevel Marketing: Concepts And Controversies

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**Abstract:** *Prospects for business are continuously expanding in the current environment. The multilevel marketing industry is experiencing a surge in prominence due to its diverse business opportunities, although these opportunities may differ among individual companies. Multilevel marketing, alternatively referred to as network marketing, is a controversial marketing strategy wherein the MLM organization generates its overall revenue through the sale of its products by unsalaried employees. In contrast, the earnings of the participants are derived from various compensation commission plans offered by the MLM company. Despite being an extremely popular marketing strategy, this novel marketing concept is still largely unknown in India. This paper attempts to illuminate previous research on the concept of multilevel marketing and identify a conceptual void that warrants additional investigation*

**Keywords:** Multilevel Marketing (MLM), Direct Selling