



Conducting a Literature Review

Exercise:

- What do you want to find out?
- Why do you want to research this topic?
- Why does this research need to be carried out? (Is there a gap in the literature, or does it contribute to existing theory and/or management practice?)
- What data/information already exists in other similar studies?

When undertaking your research, it is essential that you are aware of and acknowledge existing research in your chosen area.

What you can refer

Academic Journals

Thesis: Mphil, PhD

Conference Proceedings

Text Books

Conference Report

Internet Website

General Reports

Newspapers

Magazines

Nature of a Literature Review:

In the context of your research, 'literature' means all sources of published material (scholarly Publications).

A literature review can be described as 'identifying, evaluating and critically assessing' what has been published on your chosen topic.

Reviewing the literature critically will allow you to develop an understanding of previous research that is relevant to your own study.

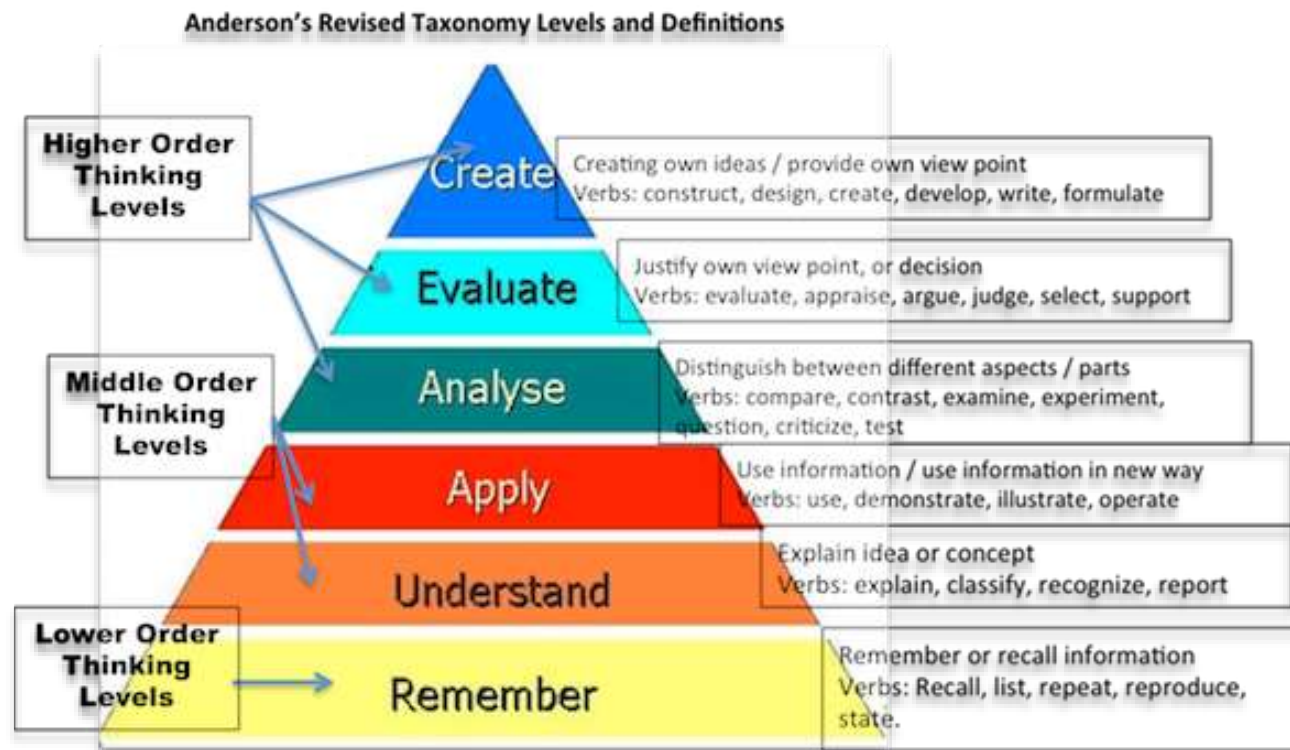
Why do I have to conduct a literature review?

- It can give you a **general overview** of a body of research with which you are not familiar.
- It can **reveal what has already been done** well so that you do not waste time 'reinventing the wheel'.
- It can **give you new ideas** that you can use in your own research (e.g. Methods)
- It can help you to determine **where there are problems or flaws** in existing research.
- It can enable you to place your research in a larger context so that you can show what **new conclusions** might result from your research. (Knopf, 2006: 127)

More than just a chapter...

- ▶ A literature review is a process as well as an outcome!
- ▶ **Literature review as an outcome:** appears in the final draft of your thesis as part of your introduction or as a separate chapter.
- ▶ **Literature review as a process:** critical engagement (thinking, reading and writing) with relevant research on your topic. It is a crucial and formative stage of your thesis journey.

Why is it so important to write critically?! Bloom's Taxonomy: Cognitive Domain (1956) as revised by Anderson & Krathwohl (2001)



Critical thinking (a three- year-old's guide)

- ▶ Why?
- ▶ How does that work?
- ▶ What's that made of?
- ▶ What's that for?
- ▶ What does that mean?
- ▶ But X says...
- ▶ How do you know?
- ▶ So what?
- ▶ Says who?
- ▶ What happens if...

What critical thinking can mean in terms of the literature review

1

Understanding research on its own terms – testing its viability

2

Understanding research in relation to other arguments

3

Critiquing research in relation to what you want to do

Starting to think about your own literature review

- ▶ Who are the key players in my field? This could be anything from academics, professionals, governing bodies, schools of thought etc. (Sources!)
- ▶ What are the main ideas/debates in my field?
- ▶ How have these ideas changed over time?
- ▶ What are some of the problems with these ideas/debates? Is there a problem with the methodology?
- ▶ What are you going to do differently?



Conducting a methodical review is not an easy task.

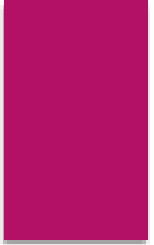
To be sure, it is not something that you can do over the course of a weekend!

In truth, your review is likely to take several months.

(1)the amount of literature
available;

(2)the accuracy of data; and

(3)access to data.



Jeffrey W. Knopf (2006: 127) suggested that a literature review has two key elements.

First,

it should concisely summarize the findings or claims that have emerged from prior research efforts on a subject.

Second, a literature review should reach a conclusion about how accurate and complete that knowledge is; it should present your considered judgments about what's right, what's wrong, what's inconclusive, and what's missing in the existing literature.

Guide to conducting a literature review

- It is very important to start exploring the literature as soon as possible. If initially, your research project is still fairly unfocused, your search will be in general terms only. (use your RQ and RO)
- Decide the **scope** of your research and set your parameters accordingly (e.g. by the period of time, geography, or industry).
- Determine the **keywords**, including alternative spellings, synonyms, and differences in usage.
- **Only collect articles, books, papers**, etc. which are relevant to your research (e.g. in terms of subject matter, methodology, research instrument, theoretical discussion). Good research articles should review the literature, describe the research methodology used in the study, discuss the results and draw conclusions.
- Use the **references** given in the literature you have collected to guide you to other articles you should collect.
- When you start to recognize the references cited in other works, you are nearing the end of your first search.

What if I can't find any relevant sources?

- you are looking for the wrong type of source;
 - you are looking in the wrong place;
 - you have problems with the parameters or keywords for your research;
- or
- you really have found an uncharted research area.



**Read Literature to Inspire
Your Writing...!!!**

Read... Read,, Read::

Don't reinvent the wheel



Just improve it



Gather more data regarding your research:

1

Search for literature that match with your domain/topic:

HOW TO DO THIS

Google Scholar: <https://scholar.google.com/>

Research Gate

IEEE Digital Explorer

Many more

Reading research Paper

- ▶ Any research paper will have following parts
 - ▶ Abstract
 - ▶ Introduction
 - ▶ Literature Review / Conceptualization
 - ▶ Method
 - ▶ Findings and Discussion
 - ▶ Conclusion

HOW TO READ

Title

Abstract

Discussion/Conclusion

Everything



Task : Refer to the papers uploaded to the nLearn and find the followings in the three papers.

- Authors and journal
- Year
- Main Concepts
- Process – Databases, No. of papers reviewed and extracted to the study etc.
- Key findings
- Future research areas

Reading critically

Think about:

- ▶ What were the research aims of the paper/book?
- ▶ Is the research aim achieved? If so, how did they do it?
- ▶ Are there any problems with their methodology?
- ▶ Was it a strong or a weak research model?
- ▶ How will this research help with your own research?
- ▶ What can you take from it?
- ▶ What needs to be avoided?
- ▶ What are you doing differently?

Structure of a Literature Review



1. Include basic definitions, *e.g. What is business process re-engineering (BPR)? What is e-government?*
2. Discuss why the subject is of interest, *e.g. What impact can BPR have on business success? Why are e-government applications important and what is their scope?*
3. Discuss what research has already been undertaken on the topic and whether there is any research on aspects of the topic that need to be investigated, *e.g. the application of BPR to support the delivery of e-government applications.*
4. Provide a clear summary of the research opportunities and objectives that emerge from the literature review.

Synthesizing the information

Author(s), date	Aim of paper	Type of study/information	Key findings and conclusions	Strengths, weaknesses, links to other sources
Hardy (2007)	Assess the future roles of subject librarians in the context of technological changes and financial pressure.	Questionnaires were used to collect data about the roles, relationships and competencies of 32 subject/liaison librarians supporting three disciplines in UK universities.	Librarians undertaking a wide range of activities, with academic liaison and information literacy teaching as central tasks, Teaching skills are needed to compliment more tradition librarianship skills They are still fulfilling a useful role in web based environment but further research needs to be undertaken	Study limited to just 3 subject areas and non respondants may have skewed the results. Conroy and Boden (2007) does support the evidence found here.

Main ideas/debates

- ▶ Once you have the relevant sources you can begin to think about what the key ideas, debates, methodologies etc. are in your field.
- ▶ You can also think about how these ideas have changed over time.

Ask yourself:

- ❑ How has the topic or problem been defined?
- ❑ Are there any trends and patterns across the literature?
- ❑ What methodological assumptions and approaches have been used?
- ❑ What are the agreements and disagreements between theorists on my topic?

Effective writing :

- ▶ • Clear
 - Paragraphs have a structure
 - Topic and supporting sentences
 - Information structure
- ▶ • Coherent
 - Sentences relate to each other logically
 - Pronouns, connectors, repetition
 - Information structure
- ▶ • Concise
 - Economical and direct



REFERENCING STYLE: HARVARD

Harvard referencing style uses **references** in two places in a piece of writing: in the text (citation) and in a **reference** list at the end.

In general, each author name that appears in the text must also appear in the **reference** list, and every work in the **reference** list must also be referred to in the main text.

<https://www.mendeley.com/guides/harvard-citation-guide>

Quoting, Paraphrasing, and Summarizing

- **Quotations** must be identical to the original, using a narrow segment of the source. They must match the source document word for word and must be attributed to the original author.
- **Paraphrasing** involves putting a passage from source material into your own words. A paraphrase must also be attributed to the original source. Paraphrased material is usually shorter than the original passage, taking a somewhat broader segment of the source and condensing it slightly.
- **Summarizing** involves putting the main idea(s) into your own words, including only the main point(s). Once again, it is necessary to attribute summarized ideas to the original source. Summaries are significantly shorter than the original and take a broad overview of the source material.

What is a reference and citation?

- A way of giving credit for someone's thinking, writing or research
- You mark the material when you use it (a citation) and give the full identification at the end (a reference)
 - E.g: According to **Vargo and Lusch (2012)** brand awareness directly make an impact on customer decision making.

Citation



Vargo, S. L., & Lusch, R. F., (2012) Evolving to a New Dominant Logic for Marketing, Journal of Marketing, Vol. 68 pp. 1-17

Reference



- In academic writing you are obliged to attribute every piece of material you use to its author





Health Nerd

@GidMK

Fun fact: if "doing your own research" consists entirely of searching for things on the internet and watching YouTube it's not "research" it's "consuming content" and makes you about as reliable a source as any cat video connoisseur

ifunny.co



"Don't believe everything you read."

Let's Start