Aktuelle Forschungsgegenstände und -methoden der Wirtschaftsinformatik
Übung 08

Systematischer Literaturreview

Phillip Gottschewski-Meyer

Agenda

Heute lernen wir…

- Suchstrings
- Prisma Statement
- Kodierungstabelle
- Synthese

Reminder: Abgaben während des Semesters

Abgabe 2: Durchführen und schriftliches Dokumentieren eines kleinen Literaturreviews

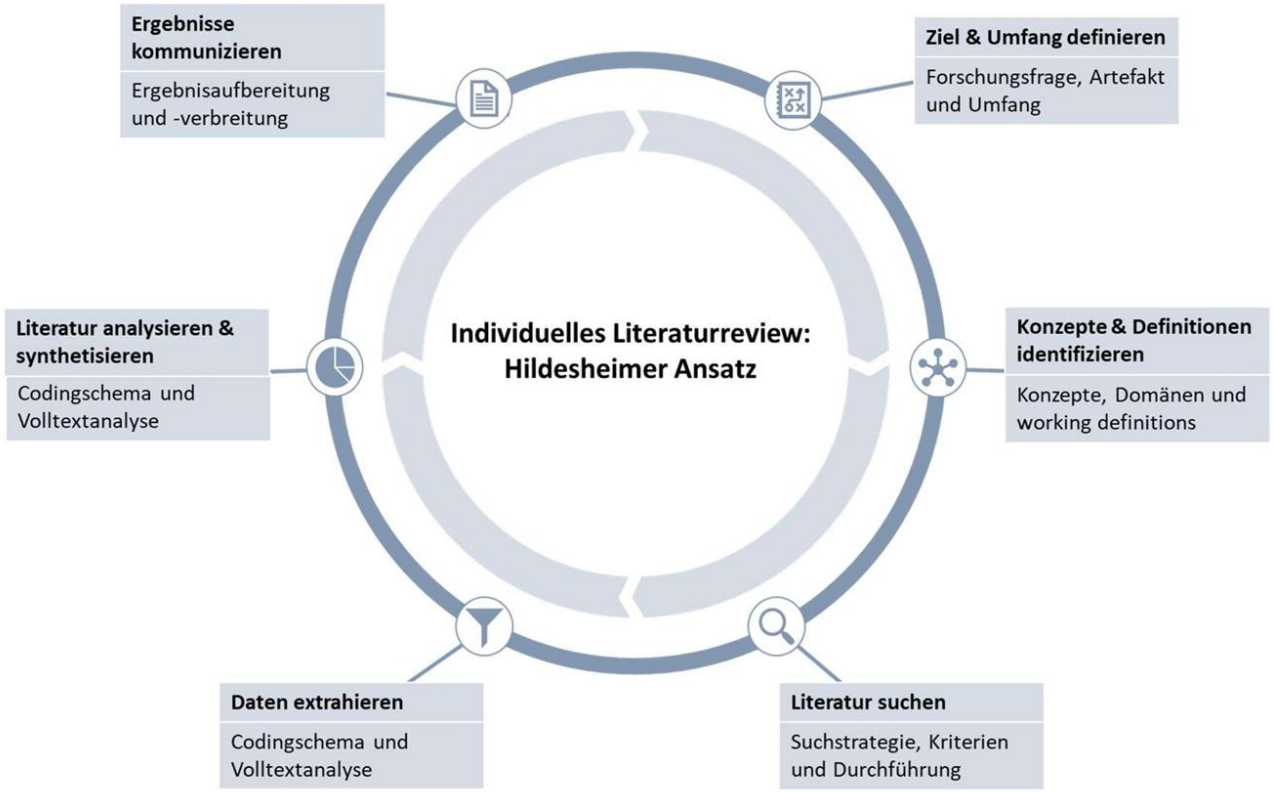
- **Aufgabe:**
  - Durchführen und schriftliches Dokumentieren eines kleinen Literaturreviews auf Basis des eigenen Research Canvas und dessen Themas.
  - Nutzen Sie die Inhalte der Vorlesungen zum Literaturreview vom 26.11.2025 und 03.12.2025 als Vorbereitung.

- **Anforderungen:**
  - Nutzen Sie ihren Research Canvas aus der Abgabe zum 03.12.2025 als Grundlage.
  - Planen und führen Sie ein kleines Literaturreview nach Hildesheimer Ansatz (vgl. Skript vom 27.11.2025) durch.
  - Erstellen von Concept Map, ggf. Working Definitions, Search String, Cooper Matrix, Prisma Statement Codierungstabelle
  - Es sollen mindestens 10 relevante, englischsprachige Paper ausgewertet werden (bestenfalls VHB WI Rank A, B, oder C). Bitte nicht über 20 Paper analysieren, das würde den Rahmen der Prüfungsleistung sprengen!
  - Dokumentieren Sie ihr Literaturreview und zeigen Sie mögliche Antworten auf ihre Forschungsfrage aus ihrem Research Canvas in einer kurzen Synthese auf

Reminder: Abgaben während des Semesters

Abgabe 2: Durchführen und schriftliches Dokumentieren eines kleinen Literaturreviews (II)

- **Abgabe:**
  - Wie: In einer PDF Datei
  - Wo: Learnweb
  - Deadline: 14.01.2026, 23:59Uhr.



Suchstrings

Aufgabe

Warum ist der nachfolgende Search Term verbeserungswürdig?

(AI or Artificial Intelligence) and (student centered) and („university“ or higher education or education) and (assignment or task)and(„academic integrity“) and (support*) and (usability) and (guid*)

Systematischer Literaturreview

Aufgabe – Prisma Statement (15 Minuten)

In dieser Aufgabe erarbeiten Sie als Gruppe ein Prisma Statement.

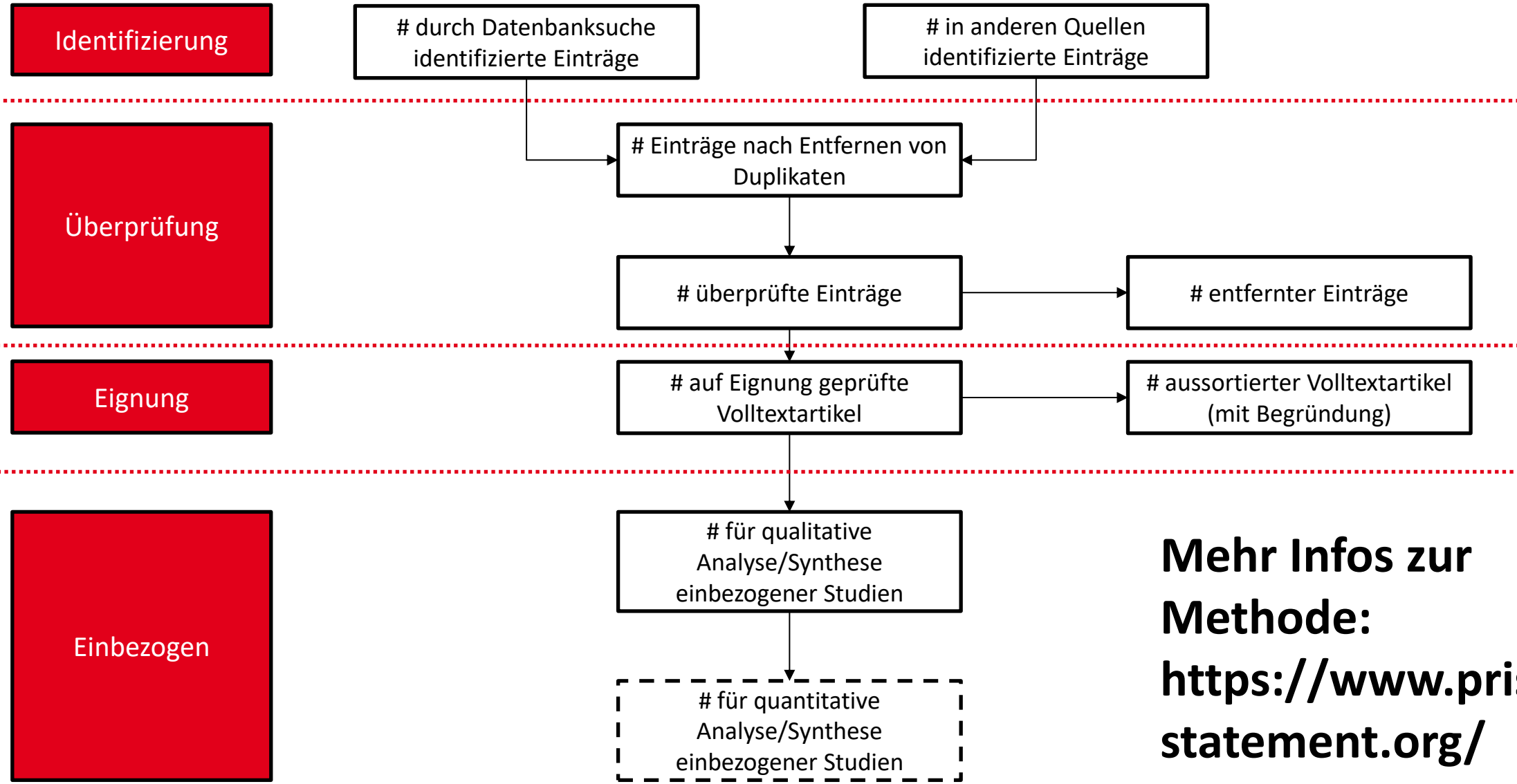
Aufgabenstellung:

Erstellen Sie ein Prisma Statement mit den angegebenen Werten:

Iteration	Iteration 1	Iteration 2		Iteration 3		
Database	Web of Science	IEEE	AISel	ACM	Proquest	Wiley
Papers found	307	121	24	18	71	9
Duplicates	-	26	4	0	15	9
Papers identified	165	95	20	7	21	0
Papers relevant	74	19	16	6	14	0

Prisma Statement

Beispiel



Mehr Infos zur Methode: https://www.prisma-statement.org/

Kollaboratives Literaturreview: Hildesheimer Ansatz – Hilfestellung und Templates – PRISMA
Autorin des Dokuments: Maren Stadtländer

Kodierungstabelle

Was und warum?

- **Pflichtlektüre:** Webster, J., & Watson, R. T. (2002). Analyzing the Past to Prepare for the Future: Writing a Literature Review. *MIS Quarterly*, *26*(2).
  - Beinhaltet „deskriptives“ und „präskriptives“ Wissen zu Literature Reviews
  - Empfehlen Forward & Backward Search zum erweiterten Finden von Literatur
  - Stellen Concept Matrix vor:

Table 1. Approaches to Literature Reviews

Concept-centric	Author-centric
Concept X … [author A, author B, …] Concept Y … [author A, author C, …]	Author A … concept X, concept Y, … Author B … concept X, concept W, …

Table 2. Concept Matrix

Articles	Concepts				
	A	B	C	D	…
1		✖	✖		✖
2	✖	✖			
…			✖	✖	

Kodierungstabelle

Was und warum?

- Entwicklung zu Erweiterung:

Table 3. Concept Matrix Augmented with Units of Analysis

Articles	Concepts														
	A			B			C			D			…		
Unit of analysis	O	G	I	O	G	I	O	G	I	O	G	I	O	G	I
1					✖				✖						✖
2	✖				✖	✖		✖							
…								✖	✖			✖			

Legend: O (organizational), G (group), I (individual)

Kodierungstabelle

Was und warum?

- Beispiel aus Staritz, J., Gottschewski-Meyer, P. O., Steuck, P.-F., Fröhlich, A., Strohmann, T., & Wartenberg, M. (2025). MAY I SPEAK TO THE DRIVER? EXPLORING DESIGN PRINCIPLES FOR A VIRTUAL IN-VEHICLE ASSISTANCE SYSTEM APPLIED IN ROAD-BASED AUTONOMOUS PUBLIC TRANSPORT. *ECIS 2025 Proceedings.* https://aisel.aisnet.org/ecis2025/hci/hci/1

Number	Authors	Title	Year	DOI	Abstract	Comments	Classificati	Antecedents/ Influencing factors	Requirements	Design principles
1	Hollebeek, LD; Menidjel, C; Sarstedt, M; Jansson, J; Urbonavicius, S	Engaging consumers through artificially intelligent technologies: Systematic review, conceptual model, and further research	2024	10.1002/mar.21957	While consumer engagement (CE) in the context of artificially intelligent (AI-based) technologies (e.g., chatbots, smart products, voice assistants, or autonomous cars) is gaining traction, the themes characterizing this emerging, interdisciplinary corpus of work remain indeterminate, exposing an important literature-based gap. Addressing this gap, we conduct a systematic review of 89 studies using the Preferred Reporting Items for Systematic reviews and Meta-Analyses (PRISMA) approach to synthesize the AI-based CE literature. Our review yields three major themes of AI-based CE, including (i) increasingly accurate service provision through AI-based CE; (ii) Capacity of AI-based CE to (co)create consumer-perceived value, and (iii) AI-	Actual literature review of AI-based customer engagement; Diverse "Antecedents" for AI-based customer engagement; Multiple possibilities to derive requirements for mobility domain from antecedents	Relevant	Expected AI benefits		
								Perceived AI congruency/ identification		
								Technological design/ appearance		
								Technological capabilities		
								Interactional factors		
								Social factors		
								Situational factors		
2	Boffi L.,	How to turn yourself into a virtual travel companion in someone else?s car: Drawing design	2020	10.1007/978-3-030-20216-3_59	Technological advancements in the development of autonomous vehicles have been focusing on the very fundamental issues such as functionality	Close to out of scope due to "Co-driving"; Emphasises the opportunity of autonomous driving to enable new (intergenerational) social	Relevant		Social (intergenerational) interaction	
									Social activity	
									Restoring social life of older people	
3	Lawson-Guidigbe C.; Louveton N.; Amokrane-Ferka K.; LeBlanc B.; Andre J.-M.	Impact of Visual Embodiment on Trust for a Self-driving Car Virtual Agent: A Survey Study and Design Recommendations	2020	10.1007/978-3-030-50732-9_51	Designing trust-based in-car interfaces is critical for the adoption of self-driving cars. Indeed, latest studies revealed that a vast majority of drivers are not willing to trust this technology. Although previous research showed that visually embodying a robot can have a positive impact on the interaction with a user, the influence of this visual representation on user trust is less understood. In this study, we assessed the trustworthiness of different models of visual embodiment such as abstract, human, animal, mechanical, etc., using a survey and a trust scale. For those reasons, we considered a virtual assistant designed to support trust in automated driving and particularly in critical	Assessing the influence of the appearance of a virtual assistant in autonomous cars on trust	Relevant	Visual embodiment of virtual assistant influences trust in autonomous cars	Mechanical Human appearance	
4	Magaletti N.; Massaro A.; Cosoli G.; Leogrande A.	Smart District 4.0 Project: Validation of Results and Exploitation Perspectives	2023	10.1007/978-3-031-25380-5_12	The paper provides an overview of the approach used for the result validation of the Smart District 4.0 (SD 4.0) project. The experimental phase of this project considered six applications based on Artificial Intelligence techniques. In particular, the project addressed some typical use cases, such as predictive maintenance in the mechatronics sector, traceability of the agro-food chain, management of		Out of scope			
5	Lang J.; Jouen F.; Tijus C.; Uzan G.	Design of a Virtual Assistant: Collect of User?s Needs for Connected and Automated Vehicles	2024	10.1007/978-3-031-60477-5_12	Intelligent virtual assistants are now present in our life, fulfilling tasks for helping us in many activities to ease our daily life. These digital technologies integrate diverse functionalities, communicating and cooperating with information systems, with the	Mentions conceivable requirements for assistance systems in Introduction; Provides findings from brainstorming and focus groups regarding the design of an virtual in-vehicle assistant (VIVA); Most findings on meta-level,	Relevant	Driver mood (fatigue, angry, sad)	Accessibility	Health information of driver and passengers (visual, hearing, motor, psychological disorders)
								Driver distraction	Inclusiveness	Assistant should provide information, remediations and

Synthese

Aufgabe: Wie reported man ein Literaturreview?

Lesen Sie das Kapitel 3 des Methodenkapitels des Artikels im Learnweb. Erfassen Sie die Struktur des Kapitels und erstellen Sie einen mehrschrittigen Ablauf und geben an, was in den einzelnen Schritten getan wurde.

Was lernen Sie daraus für Ihre Abgabe?

Ausblick

Nächste Übung

- KI in Prüfungsleitungen
- Aufgabe zur Erkennung von Schwächen der KI bei der Zusammenfassung von wissenschaftlichen Texten