

PART 1

SYSTEMATIC LITERATURE REVIEWS



Contents & Learning Objectives

Contents

- Why systematic literature reviews?
- Differences between systematic literature reviews, meta-analyses, and bibliometric analyses
- The PRISMA framework
- Quality criteria for systematic literature reviews

Learning Objectives

- Know about the PRISMA framework for conducting systematic literature reviews
- Understand the basic principles of retrieving, analyzing, and reporting the state of research
- Being able to conduct a systematic literature review using the PRISMA approach

Agenda

Part 1: SYSTEMATIC LITERATURE REVIEWS

1.1 Systematic Literature Reviews

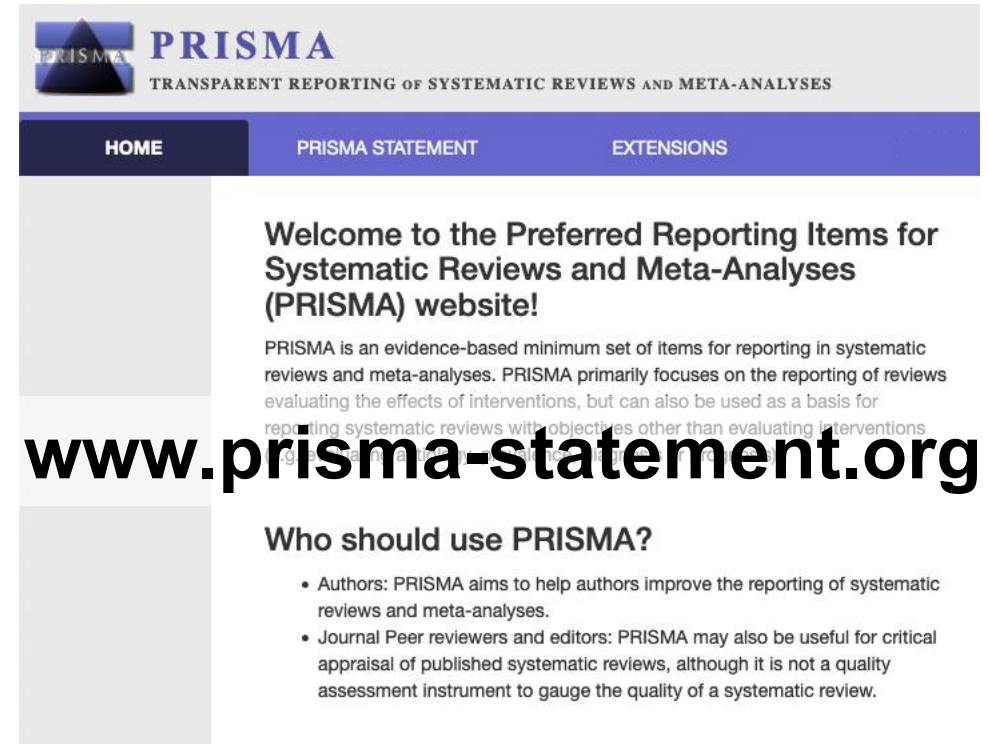
- Aims
- Systematic Review vs. Meta-Analysis vs. Bibliometric Analysis

1.2 PRISMA Guidelines

- Overview
- Inclusion and Exclusion Criteria

1.3 Literature Search

- Publication Types
- Assessment Criteria



PRISMA
TRANSPARENT REPORTING OF SYSTEMATIC REVIEWS AND META-ANALYSES

HOME PRISMA STATEMENT EXTENSIONS

Welcome to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) website!

PRISMA is an evidence-based minimum set of items for reporting in systematic reviews and meta-analyses. PRISMA primarily focuses on the reporting of reviews evaluating the effects of interventions, but can also be used as a basis for reporting systematic reviews with objectives other than evaluating interventions.

www.prisma-statement.org

Who should use PRISMA?

- Authors: PRISMA aims to help authors improve the reporting of systematic reviews and meta-analyses.
- Journal Peer reviewers and editors: PRISMA may also be useful for critical appraisal of published systematic reviews, although it is not a quality assessment instrument to gauge the quality of a systematic review.

1.1 Systematic Literature Reviews

Aims



1.1 Systematic Literature Reviews

Aims

Literature reviews aim to...



...draw robust and broad conclusions by producing an **unbiased summary** of what the cumulative evidence says on a particular topic



...critique and synthesize one or more literatures by **identifying relations, contradictions, gaps, and inconsistencies** and exploring the reasons for these



...develop and evaluate a new theory or evaluate an existing theory or theories to **explain how and why individual studies fit together**



...**provide implications** for practice and policy



...outline important **directions for future research** (e.g., highlighting where evidence is lacking or of poor quality)

1.1 Systematic Literature Reviews

Systematic Review vs. Meta Analysis vs. Bibliometric Analysis

A **systematic review** answers a defined research question by collecting and summarizing all empirical evidence that fits pre-specified eligibility criteria.

A **meta-analysis** synthesizes individual quantitative studies' effect sizes and evaluates the resulting summary effect's statistical significance. Its results identify effects that can be considered as scientifically proven.

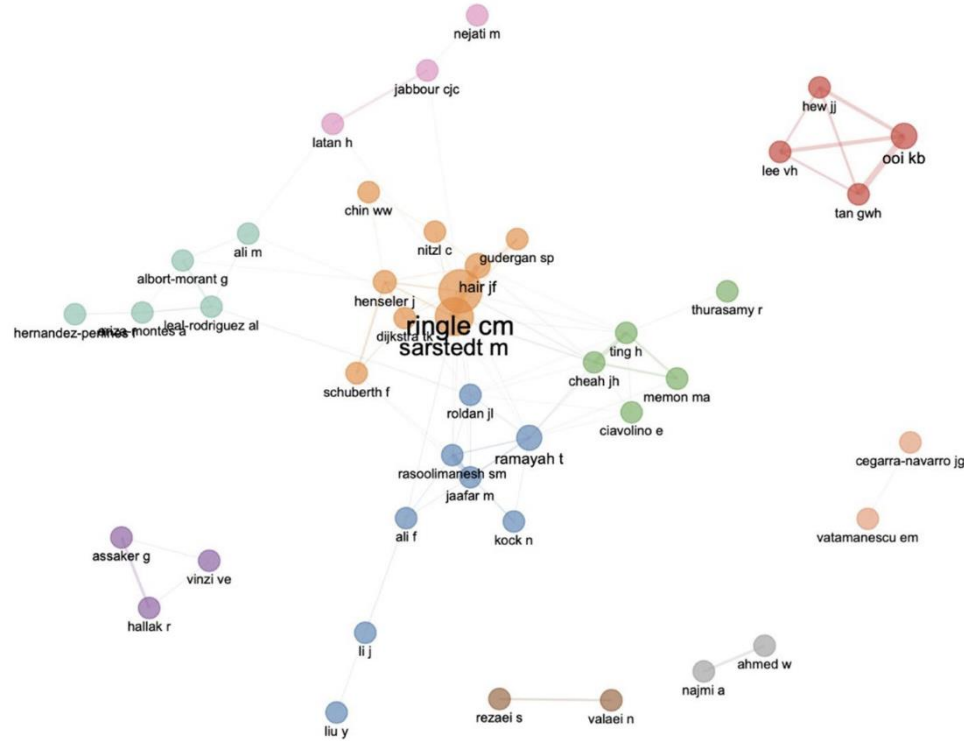


A **bibliometric analysis** uses machine learning methods to identify core research or authors, as well as their relationship, by covering all the publications related to a given topic or field.

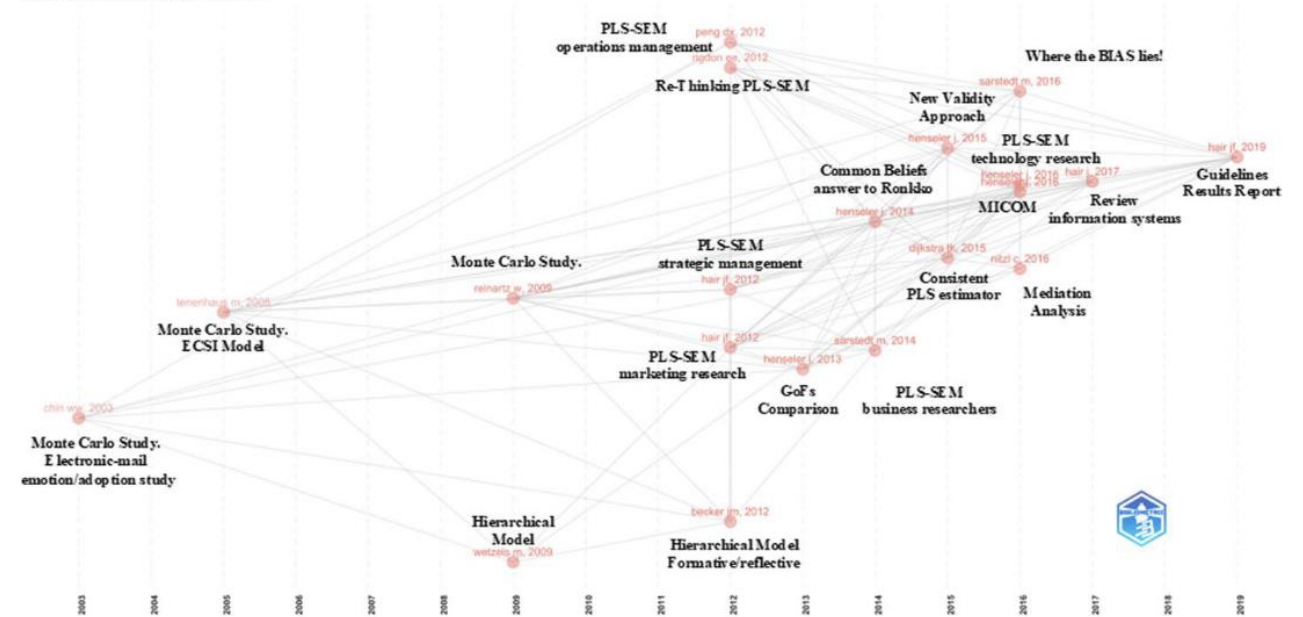
1.1 Systematic Literature Reviews

Systematic Review vs. Meta Analysis vs. Bibliometric Analysis

Bibliometric Analysis of Research on PLS-SEM



Historical Direct Citation Network

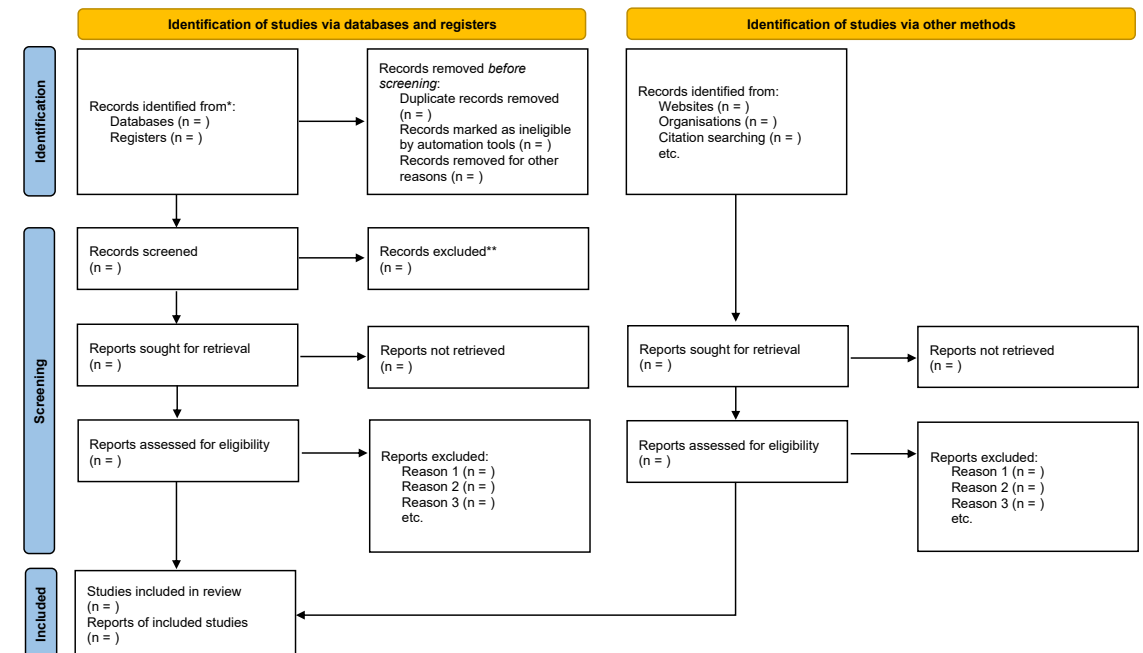


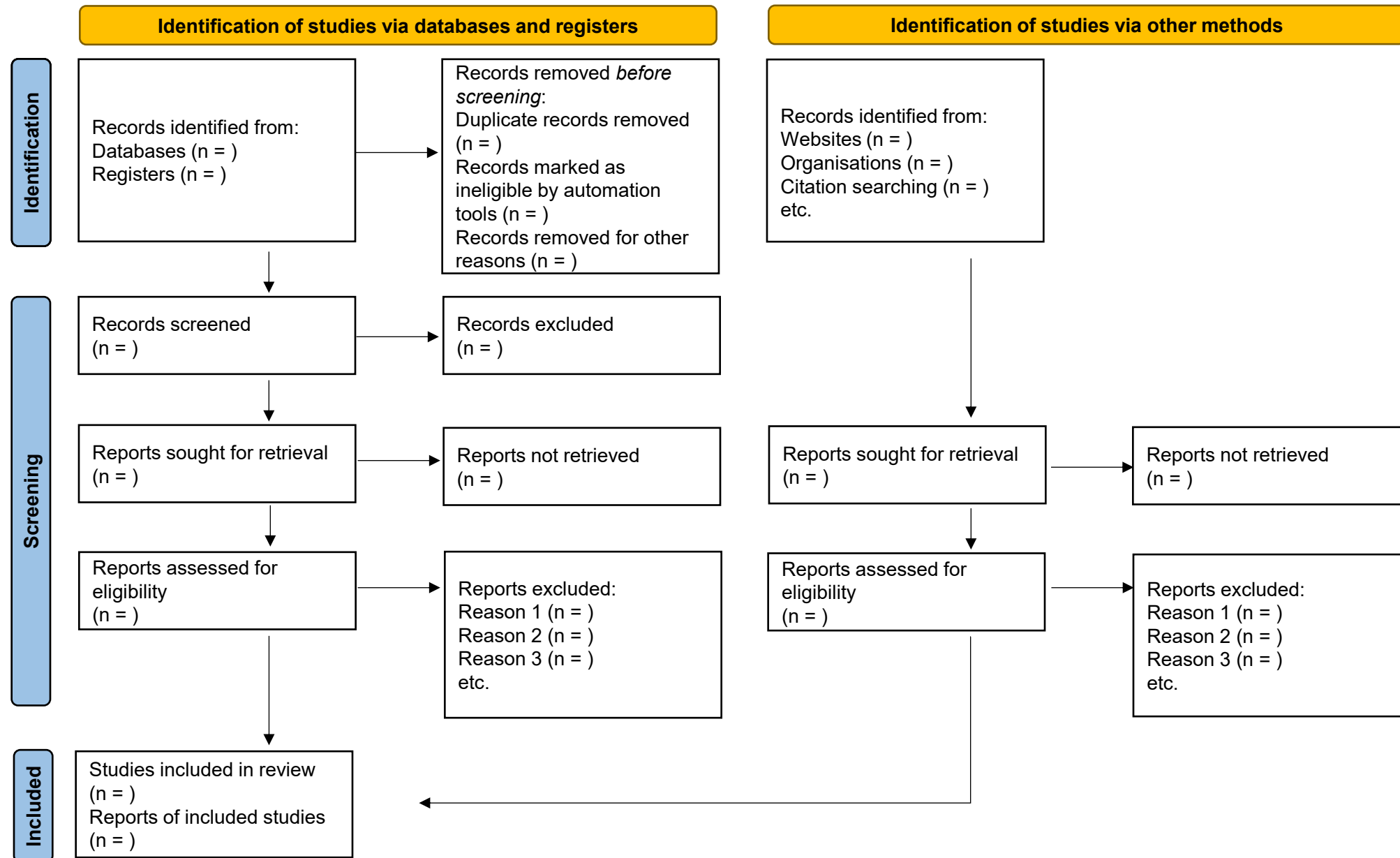
Source: Ciavolino et al. (2022)

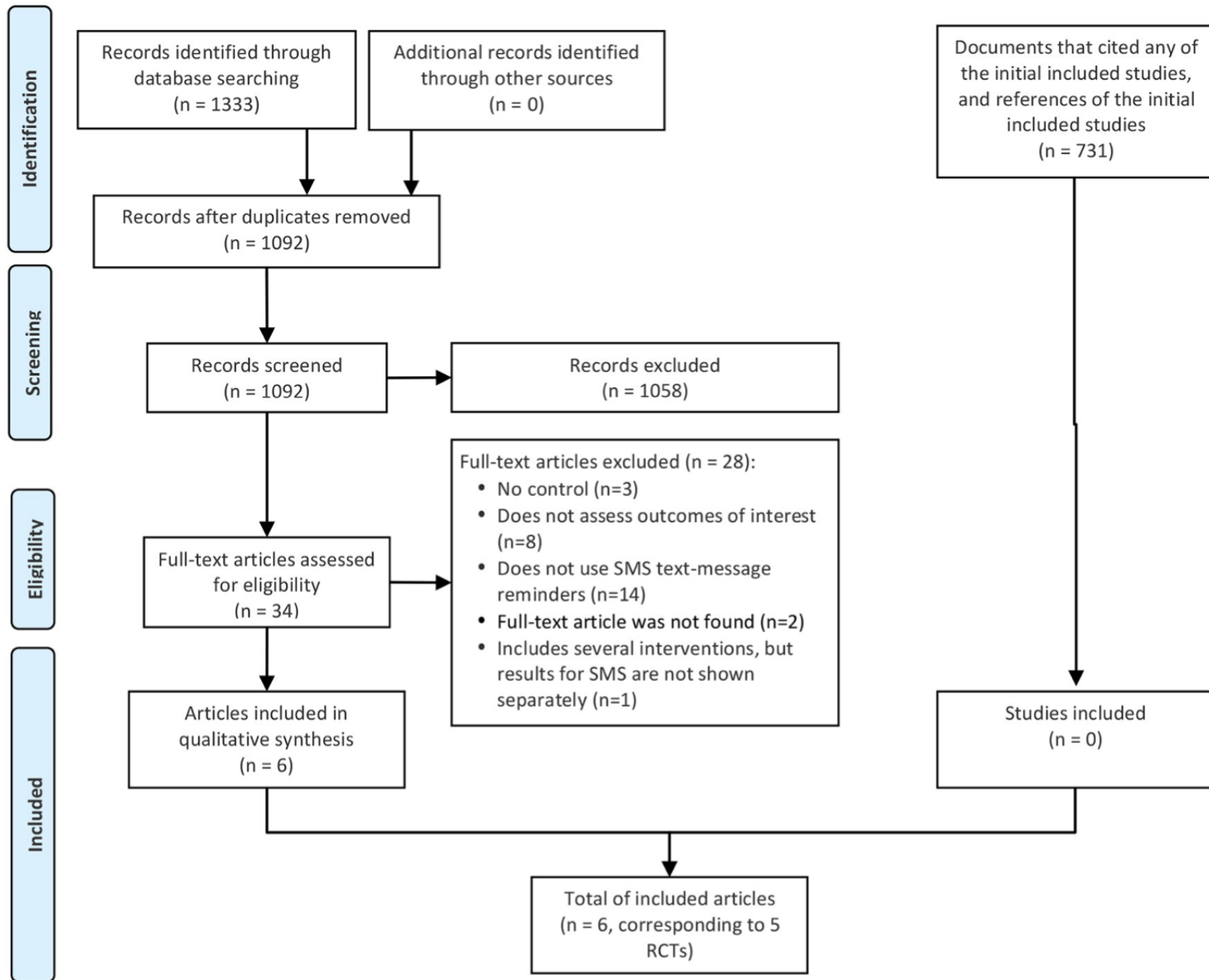
1.2 PRISMA Guidelines for Systematic Reviews Overview

PRISMA: Preferred Reporting Items for Systematic Reviews and Meta-Analyses

- Evidence-based minimum set of items for reporting in systematic reviews and meta-analyses
- Provides a checklist of 27 criteria referring to key study points
- Suggests a flow diagram, depicting the flow of information through the different phases of a systematic review
- Gives examples and best-practices







- The authors report the results of their systematic review of randomized controlled trials that evaluated the effects of SMS text reminders in promoting sun protection habits
- Application of PRISMA guidelines

1.2 PRISMA Guidelines for Systematic Reviews

Inclusion & Exclusion criteria

- Set the boundaries for the systematic review
- Are determined after setting the research question usually before the search is conducted
- Are highly individual according to the specific research question
- Are usually recorded as a paragraph or table within the methods section of the systematic review

Common criteria:

Date

Topic fit

Setting

Geographic
location

Participants

Peer review

Study design

Type of
publication

...

1.3 Literature Search Publication Types

- Research journals
 - Articles in edited volumes (including conference proceedings)
-
- Textbooks
 - Newspapers
 - Magazines
 - Blogs
 - ...



1.3 Literature Search Assessment Criteria

VHB Ranking A-B

OR

Scimago Ranking Q1

OR

Journal Impact Factor
>= 3.0

https://vhbonline.org/fileadmin/user_upload/JQ3_MARK.pdf

<https://www.scimagojr.com/>

<https://mdanderson.libanswers.com/faq/26159>

Zeitschrift	ISSN (Druckversion, sofern verfügbar)	JQ3	JQ2	Anzahl Voten bis D	Verteilung der Stimmen					Verteilung	Anteil Rating o. besser	Nicht Wiss.	Nicht Bew.
					A+	A	B	C	D				
A+ <i>Marketing Science</i> , <i>Marketing Science Letters</i> , <i>Marketing Science Review</i> , <i>Marketing Science Today</i>													
<i>Journal of Marketing Research</i>	0022-2437	A+	A+	183	83.2%	13.1%	2.1%	1.0%	0.5%		83.2%	0.0%	0.0%
<i>Journal of Marketing</i>	0022-2429	A+	A+	210	80.8%	14.6%	3.7%	0.9%	0.0%		80.8%	0.0%	0.0%
<i>Journal of Consumer Research</i>	0093-1553	A+	A+	175	75.4%	18.9%	5.7%	0.0%	0.0%		75.4%	0.0%	0.0%
<i>Marketing Science</i>	0732-2399	A+	A+	172	74.4%	19.8%	4.7%	1.2%	0.0%		74.4%	0.0%	0.0%
A <i>Journal of Applied Psychology</i> , <i>Journal of International Research in Marketing</i> , <i>Journal of the Academy of Marketing Science</i> , <i>Journal of Retailing</i> , <i>Journal of Service Research - JSR</i> , <i>Journal of Product Innovation Management (JPM)</i> , <i>Journal of Consumer Psychology</i>													
<i>Journal of Applied Psychology</i>	0021-9010	A	A	186	74.9%	13.2%	10.2%	1.6%	0.0%		88.2%	0.0%	2.8%
<i>International Journal of Research in Marketing</i>	0167-8136	A	A	120	73.3%	16.1%	11.2%	4.0%	0.0%		84.2%	0.0%	0.0%
<i>Journal of the Academy of Marketing Science</i>	0092-0703	A	A	181	72.7%	18.1%	14.9%	2.2%	1.1%		81.8%	0.0%	0.0%
<i>Journal of Retailing</i>	0022-4359	A	A	160	72.5%	14.9%	15.5%	4.2%	0.0%		80.4%	0.0%	0.0%
<i>Journal of Service Research - JSR</i>	1094-1705	A	A	179	71.7%	16.9%	10.7%	3.6%	1.1%		77.6%	0.0%	0.0%
<i>Journal of Product Innovation Management (JPM)</i>	0737-4782	A	A	227	71.0%	15.5%	16.0%	6.7%	1.8%		66.5%	0.0%	0.0%
<i>Journal of Consumer Psychology</i>	1057-1408	A	B	95	71.4%	16.2%	13.7%	4.2%	1.1%		80.0%	0.0%	0.0%
B <i>Marketing Letters</i> , <i>Journal of International Marketing</i> , <i>Decision Support Systems (DSS)</i> , <i>Quantitative Marketing and Economics (QME)</i> , <i>Journal of Interactive Marketing</i> , <i>Psychology & Marketing</i> , <i>Journal of Behavioral Decision Making</i> , <i>Journal of Forecasting</i> , <i>Structural Equation Modeling: A Multidisciplinary Journal</i> , <i>Journal of Cultural Economics</i> , <i>Journal of Communication</i> , <i>JPM&M: Journal of Public Policy & Marketing</i> , <i>Group Decision and Negotiation</i> , <i>Journal of Media Economics</i> , <i>AAJ Review</i> , <i>Journal of Advertising</i> , <i>JPM&M: Journal of Personal Selling & Sales Management</i> , <i>Journal of Purchasing & Supply Management</i> , <i>Industrial Marketing Management</i> , <i>International Marketing Review</i> , <i>Journal of Service Management</i>													
<i>Marketing Letters</i>	0923-0645	B	B	171	7.2%	12.2%	58.5%	7.6%	0.6%		91.8%	0.0%	0.0%
<i>Journal of International Marketing</i>	1069-033X	B	B	99	8.1%	13.2%	57.6%	10.1%	1.0%		88.9%	0.0%	0.0%
<i>Decision Support Systems (DSS)</i>	0167-9236	B	B	161	7.4%	12.7%	53.3%	10.3%	1.2%		88.5%	0.0%	0.0%
<i>Quantitative Marketing and Economics (QME)</i>	1570-7156	B	B	89	6.7%	13.7%	58.5%	10.0%	1.3%		86.7%	0.0%	0.0%
<i>Journal of Interactive Marketing</i>	1094-8968	B	B	105	7.0%	16.2%	46.7%	13.3%	1.0%		85.7%	0.0%	0.0%
<i>Psychology & Marketing</i>	0742-0446	B	B	169	6.0%	12.0%	64.5%	13.8%	0.7%		80.5%	0.0%	1.0%
<i>Journal of Behavioral Decision Making</i>	0884-2527	B	B	65	6.0%	14.0%	56.5%	13.0%	0.6%		82.5%	0.0%	1.5%
<i>Journal of Forecasting</i>	0277-6693	B	B	71	7.4%	10.9%	62.0%	14.1%	0.6%		80.1%	0.0%	1.4%
<i>Structural Equation Modeling: A Multidisciplinary Journal</i>	1070-5511	B	B	30	6.0%	12.4%	64.5%	13.1%	0.0%		79.5%	2.0%	12.8%
<i>Journal of Cultural Economics</i>	0885-2545	B	B	11	0.0%	22.6%	53.6%	12.9%	12.9%		74.2%	0.0%	0.0%
<i>Journal of Communication</i>	0021-9910	n.e.	B	26	1.8%	18.0%	54.0%	15.4%	11.5%		73.1%	0.0%	0.0%
<i>JPM&M: Journal of Public Policy & Marketing</i>	0743-1156	B	B	49	4.2%	18.8%	47.9%	10.8%	8.3%		75.8%	0.0%	0.0%
<i>Group Decision and Negotiation</i>	0926-3644	B	B	64	0.0%	18.8%	50.0%	19.0%	6.3%		68.8%	0.0%	1.3%
<i>Journal of Media Economics</i>	1099-0754	n.e.	B	46	4.3%	18.1%	42.6%	25.5%	8.5%		66.0%	0.0%	0.0%
<i>AAJ Review</i>	1608-8145	n.e.	B	41	2.5%	15.0%	60.0%	27.5%	15.0%		57.5%	0.0%	0.0%
<i>Journal of Advertising</i>	0093-1867	C	C	106	0.0%	13.2%	42.5%	41.5%	2.8%		55.7%	0.0%	0.0%
<i>JPM&M: Journal of Personal Selling & Sales Management</i>	0885-2134	C	C	49	0.0%	6.5%	47.8%	37.0%	6.7%		54.3%	0.0%	0.0%
<i>Journal of Purchasing & Supply Management</i>	1478-4052	C	C	41	2.4%	4.9%	46.3%	36.0%	7.3%		53.7%	0.0%	0.0%
<i>Industrial Marketing Management</i>	0019-8010	C	C	127	0.8%	11.8%	48.2%	40.2%	7.1%		52.8%	0.0%	0.0%
<i>International Marketing Review</i>	0265-1195	C	C	90	1.6%	14.1%	35.0%	41.8%	4.7%		51.6%	0.0%	0.0%
<i>Journal of Service Management</i>	1757-1818	C	C	89	0.0%	5.1%	42.0%	45.9%	1.4%		51.1%	0.0%	0.0%

Title	Type	SJR	H index	Total Docs. (2021)	Total Docs. (3years)	Total Refs. (2021)	Total Cites (3years)	Citable Docs. (3years)
1 Annual Review of Organizational Psychology and Organizational Behavior	Journal	8.656 Q1	58	13	59	1378	1239	56
2 Personality and Social Psychology Review	Journal	7.660 Q1	168	14	44	2589	860	43
3 Nature Human Behaviour	Journal	5.205 Q1	63	218	650	11287	7576	382
4 Research in Organizational Behavior	Journal	3.871 Q1	69	3	21	357	165	19
5 Journal of Personality and Social Psychology	Journal	3.697 Q1	392	135	384	13260	3064	375
6 Research on Language and Social Interaction	Journal	2.909 Q1	63	21	71	1256	385	70

0/17	Add To Marked List	Export
1	Rethinking the value of choice: A cultural perspective on intrinsic motivation Iyengar, SS and Lepper, MR Mar 1999 JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY 76 (3), pp.349-366	choice to increased levels of intrinsic relevance and limitations of these findings
	JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY	
	Journal Impact Factor™	
	2020	Five Year
	7.673	10.4
2	JCR Category	Category Rank
	PSYCHOLOGY, SOCIAL	3/65
	in SSCI edition	Q1
	Source: Journal Citation Reports™ 2020	
	Full Text at Publisher	***
	versus "greater goods"	
	following a decision. More recent overall attractiveness of the choice option	