



INSTITUTE FOR MARKETING
METHODS IN MANAGEMENT (LECTURE)
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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



The screenshot shows the PRISMA website homepage. At the top, there is a navigation bar with the PRISMA logo and the text "TRANSPARENT REPORTING OF SYSTEMATIC REVIEWS AND META-ANALYSES". Below the navigation bar, there are three menu items: "HOME" (which is highlighted in blue), "PRISMA STATEMENT", and "EXTENSIONS". The main content area features a large heading "Welcome to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) website!" followed by a brief description of PRISMA's purpose and a large URL "www.prisma-statement.org". On the right side, there is a section titled "Who should use PRISMA?" with two bullet points about authors and journal peer reviewers.

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 (e.g., qualitative studies and studies that report descriptive data).

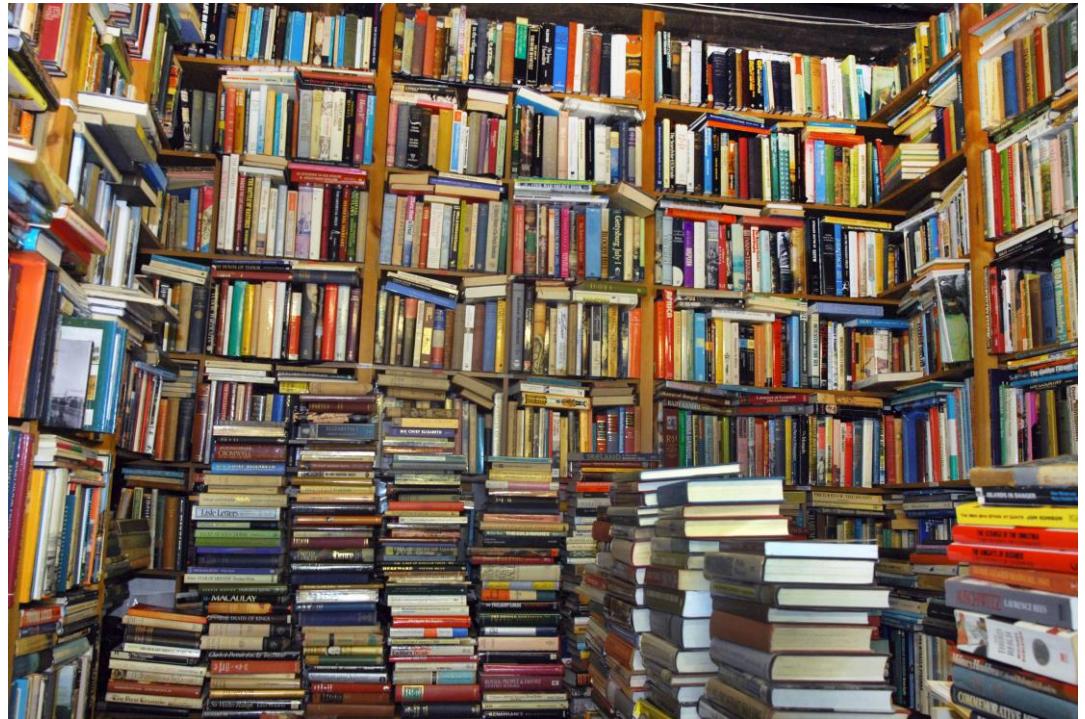
www.prisma-statement.org

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



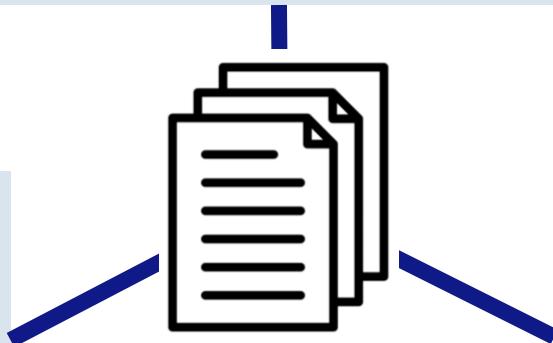
...outline important **directions for future research** (e.g., highlighting where evidence is lacking or of poor quality)



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.



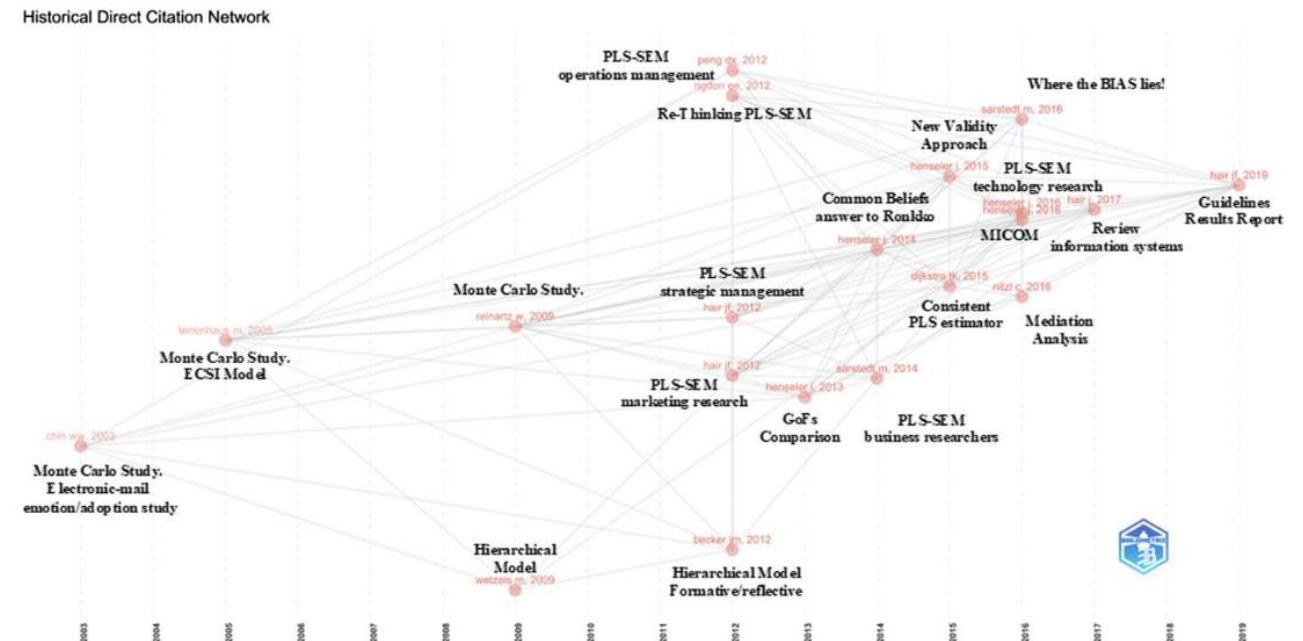
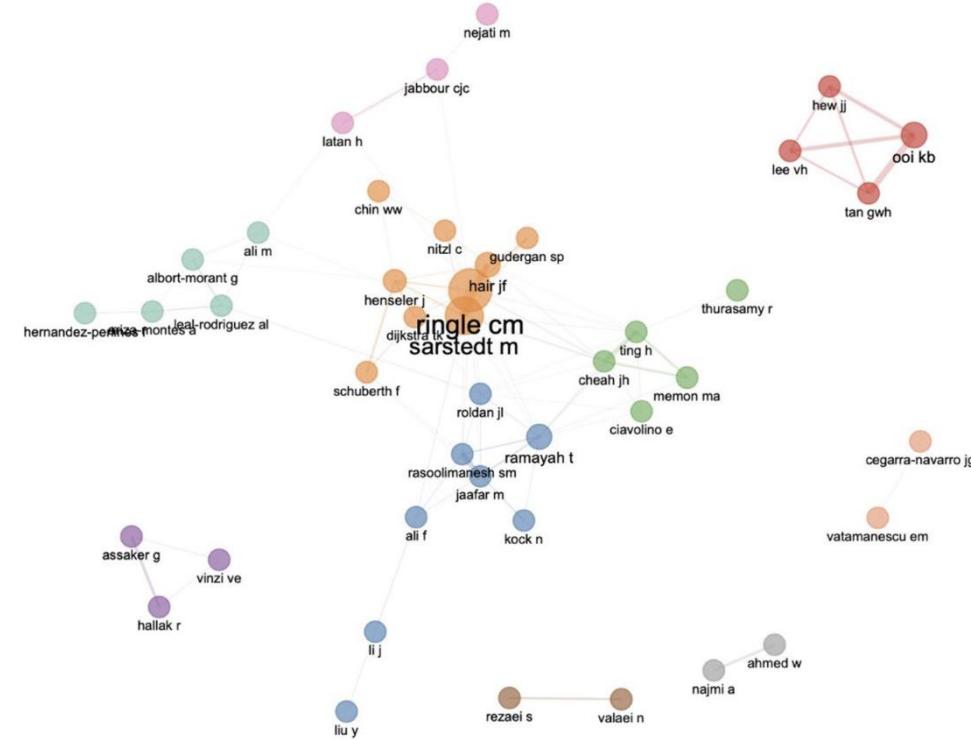
A **meta-analysis** synthesizes individual quantitative studies' effect sizes and evaluates the resulting summary effect's statistical significance. Its results identify effects that can be considered as scientifically proven.

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



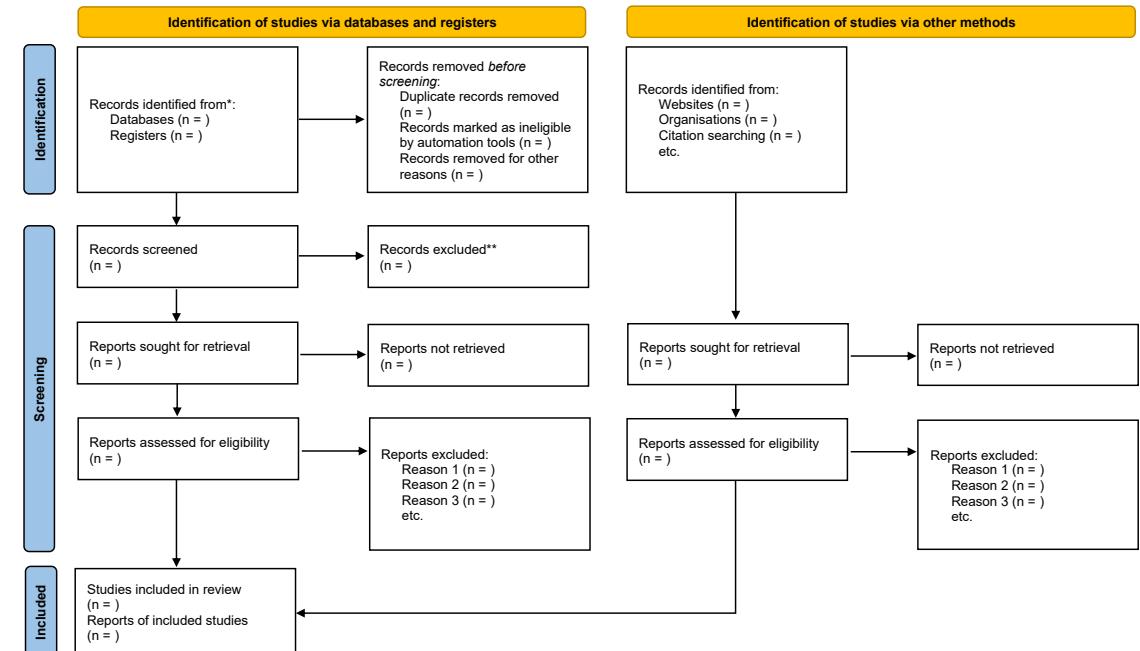
Source: Ciavolino et al. (2022)

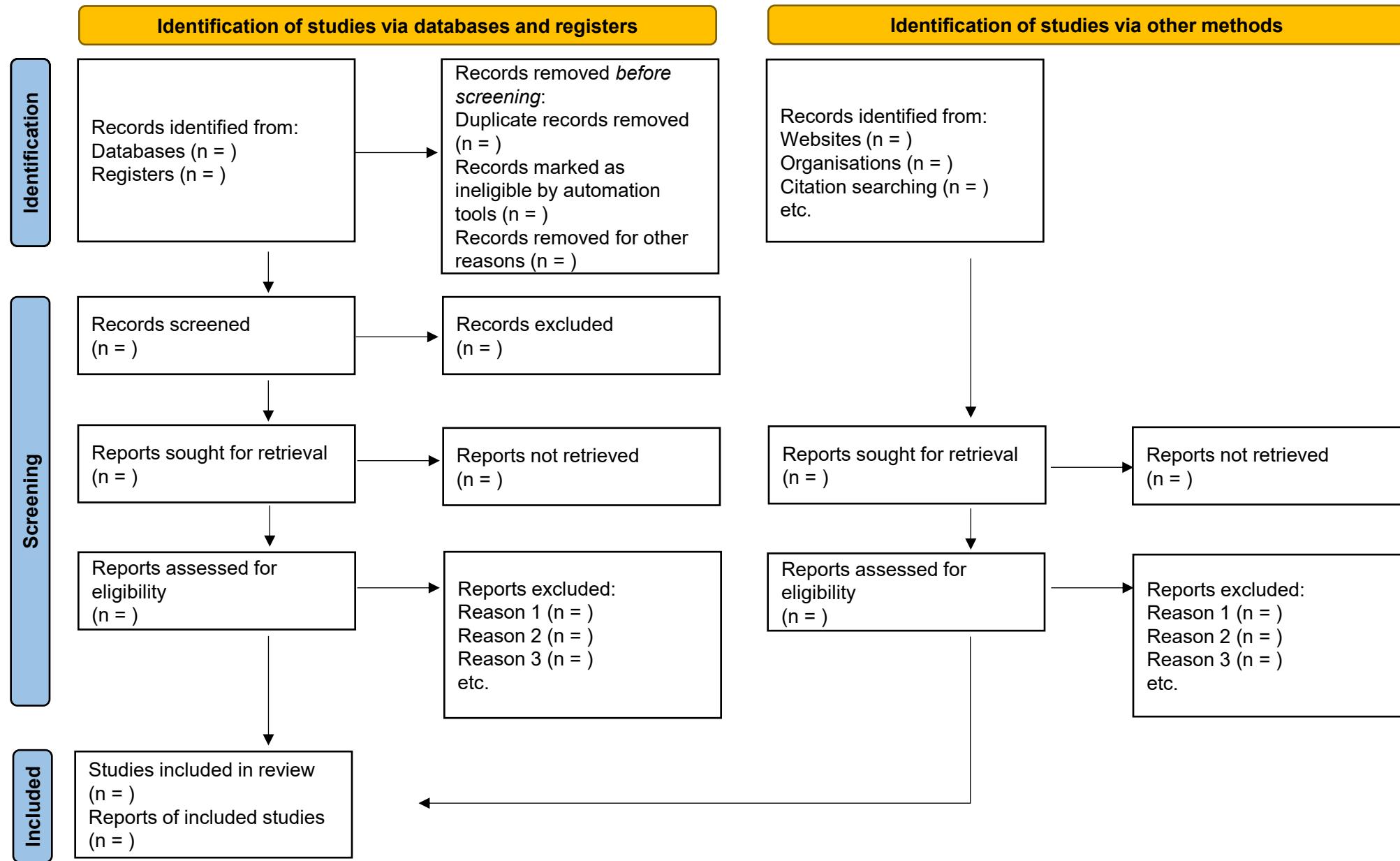


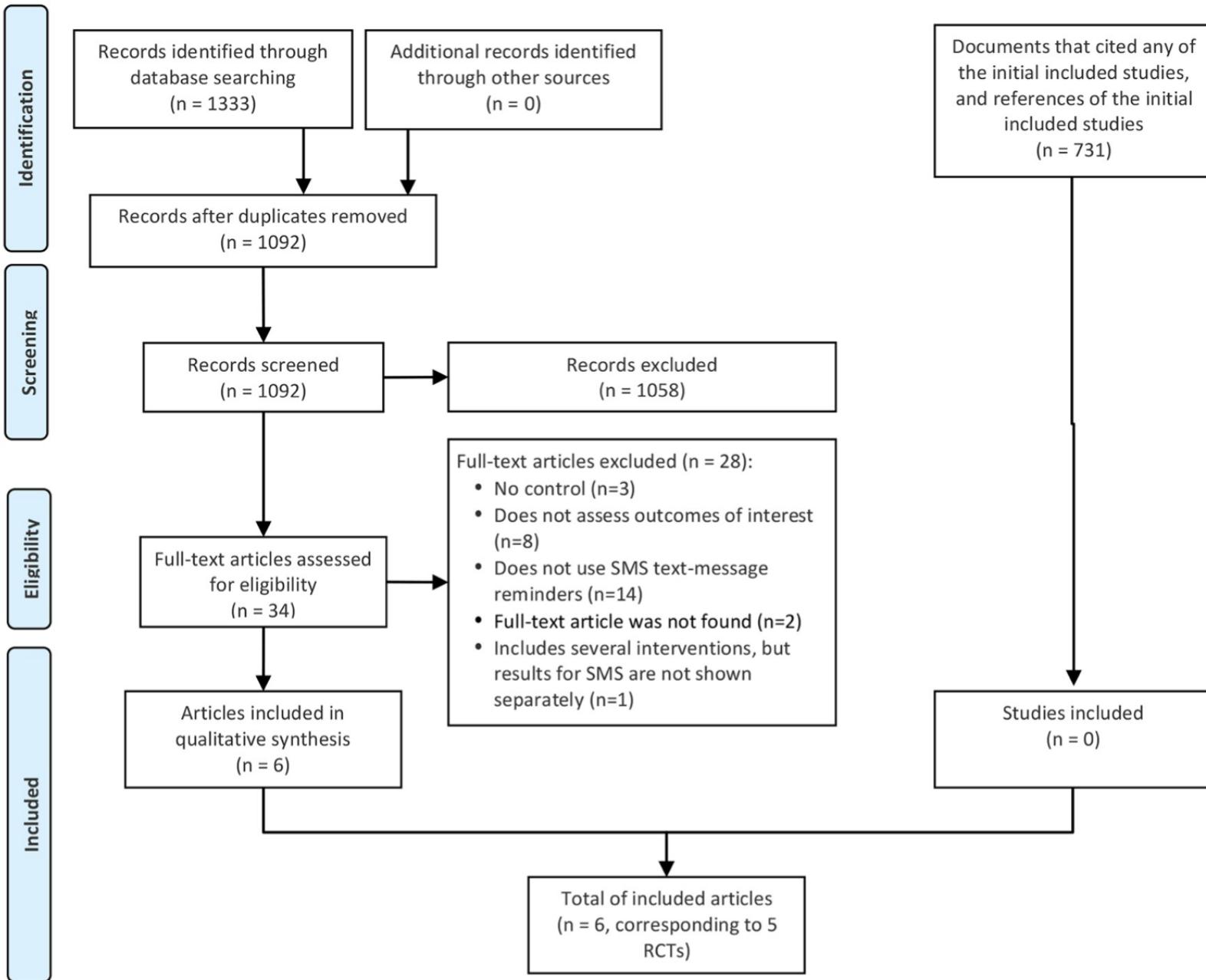
1.2 PRISMA Guidelines for Systematic Reviews Overview

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

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

VHB-JOURNAL 3 Teilrating Marketing									
Zeitschrift	ISSN (Druckversion, sofern verfügbar)	JQ3	JQ2	Anzahl Voten A+ bis D	Verteilung der Voten	Anteil Rating o. besser	Nicht Wiss.	Nicht bewl.	
		A+	A	B	C	D	Verteilung		
Journal of Marketing Research	0022-2429	A+	A	113	13,1%	2,1%	0,0%	85,2%	0,0%
Journal of Marketing	0022-2429	A+	A	279	80,8%	14,0%	3,7%	0,0%	0,0%
Journal of Consumer Research	0093-5013	A+	A	175	75,4%	18,0%	5,7%	0,0%	0,0%
Marketing Science	0732-2399	A+	A	172	74,4%	19,0%	4,7%	1,2%	0,0%
Journal of Retailing	0022-2429	A+	A	182	84,0%	13,2%	2,7%	0,0%	0,0%
Journal of Interactive Marketing	0890-7070	A+	A	181	22,7%	59,1%	14,9%	2,2%	1,1%
Journal of Product Innovation Management (JPIM)	0737-6782	A+	A	227	11,0%	55,5%	26,0%	6,2%	1,3%
Journal of Consumer Psychology	1057-7408	A	B	95	14,7%	45,5%	33,7%	4,2%	2,1%
Marketing Letters	0923-0645	B	B	171	3,2%	32,2%	58,5%	7,0%	0,0%
Journal of International Marketing	1069-031X	B	B	95	8,1%	23,2%	57,4%	10,1%	0,0%
Journal of Personal Selling & Sales Management	0258-3482	B	B	168	10,0%	31,2%	51,2%	17,8%	0,0%
Quantitative Marketing and Economics (QME)	1570-7156	B	B	60	6,7%	41,7%	38,7%	10,0%	0,0%
Journal of Interactive Marketing	1094-9968	B	B	105	2,9%	36,2%	46,7%	13,3%	1,0%
Psychology & Marketing	1064-7914	B	B	100	1,0%	30,0%	40,0%	30,0%	0,0%
Journal of Consumer Decision Making	0894-3257	B	B	65	0,0%	24,6%	56,9%	13,8%	4,6%
Journal of Forecasting	0277-6693	B	B	71	3,4%	16,9%	62,0%	14,1%	5,6%
Structural Equation Modeling: A Multidisciplinary Journal	1070-5513	B	B	34	0,0%	32,4%	44,1%	23,5%	0,0%
Journal of Business Ethics	0167-454X	B	B	100	0,0%	32,0%	47,0%	21,0%	0,0%
Journal of Communication	0021-9916	n.e.	B	25	3,8%	34,0%	34,0%	15,4%	11,2%
Journal of Public Policy & Marketing	0743-9156	B	B	48	4,2%	18,8%	47,9%	20,8%	3,1%
Journal of Business Negotiation	1065-4914	B	B	100	0,0%	32,0%	47,0%	21,0%	0,0%
Journal of Media Economics	0899-7764	B	B	47	4,3%	19,1%	42,6%	25,5%	8,5%
AMS Review	1869-814X	n.e.	B	40	2,5%	35,0%	40,0%	27,5%	0,0%
Journal of Advertising	0091-3966	B	B	100	0,0%	32,0%	47,2%	21,2%	2,8%
Journal of Personal Selling & Sales Management	0258-3482	C	C	100	0,0%	32,0%	47,0%	21,0%	0,0%
Journal of Purchasing & Supply Management	1478-4093	C	C	41	2,4%	4,9%	46,3%	39,0%	7,8%
Industrial Marketing Management	0378-5574	C	C	127	0,8%	11,4%	40,2%	40,2%	7,1%
International Journal of Retail & Distribution Management	0959-0552	C	C	100	0,0%	32,0%	47,0%	21,0%	0,0%
Journal of Service Management	1757-5818	C	C	88	0,0%	9,1%	43,0%	49,5%	3,4%

OR

Scimago Ranking Q1

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

OR

Journal Impact Factor
>= 3.0

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

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

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

JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY ×

Journal Impact Factor™
2020 Five Year
7.673 10.4

JCR Category	Category Rank	Category Quartile
PSYCHOLOGY, SOCIAL in SCII edition	3/65	Q1

Source: Journal Citation Reports™ 2020

Full Text at Publisher ***