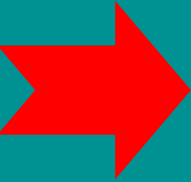


Business Research Methods

Literature review seminar

How to get started with your lit. search



Assessment clinic 2:

- Practice using visual presentations such as mind maps, Venn diagrams, and grandfather, father, son literature maps to show reviews of literature.
- Use these tools to prepare yourself for conducting a reasonably systematic, complete review of sources informing the chosen research method in your assignment.

- **Relevant literature?**
- **How and Where?**

Where do you start searching?

Search only in 'top tier' journals for high-impact articles =
ABS 4* journals with high citations: In Business & Management
studies: mostly US journals captured in Web of Science but not
Google Scholar (which includes non-original sources)

Where do you start searching?

Check Association of Business Schools (ABS) 2014 list to verify journal quality: <http://charteredabs.org/academic-journal-guide-2015-view/>

Articles in 3/4* journals will yield more than enough quality literature for most Masters Dissertations, though others could be used

Do not try to impress your examiners by including obscure literature.

Above all, know your chosen literature

Synthesize prior research & suggest how issues=> opportunity for saying something novel & interesting

- Locke & Golden-Biddle (1997) suggest you should think of prior research as ...

- 1) Incomplete (needs further development)

- 2) Incommensurable (literature overlooks important perspective/s and/or is wrong)

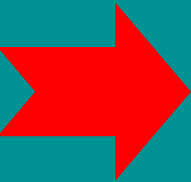
3) Inadequate (literature omits important views of phenomenon or needs clarification)

- Framing – **Choices of selection & “salience”**: You choose your gap & argue coherently about its salience (importance) for your audience

How to get started with your lit. search

Assessment clinic 2:

- Practice using visual presentations such as mind maps, Venn diagrams, and grandfather, father, son literature maps to show reviews of literature.
- Use these tools to prepare yourself for conducting a reasonably systematic, complete review of sources informing the chosen research method in your assignment.



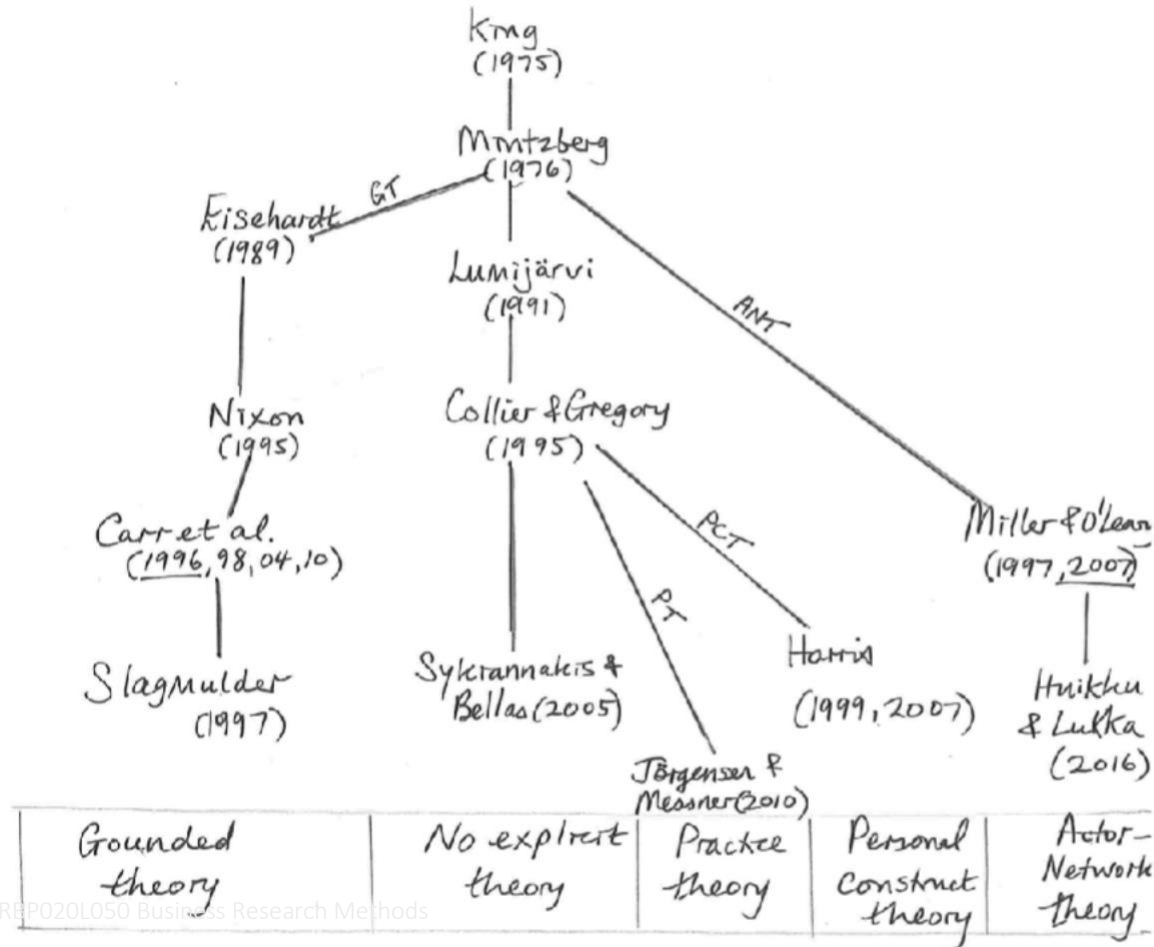
Questions you may want to ask yourself before start

- ✓ Did I read the assessment brief? Meaning – read.
- X Did some academic already write something very similar? If yes, give up your research question and start again.
- ✓ Does my research question hint at searching for something novel?
- ✓ Is my research question connected to something journals or scholars have been debating recently?
- ✓ Are there reasonable rich data and reports publicly available for my topic and for the chosen case example? OR
- ✓ Is this research question accessible for data collection? Will there be any business organisation that is likely to support me?

Family tree of a discourse or research gap

SIDM case studies

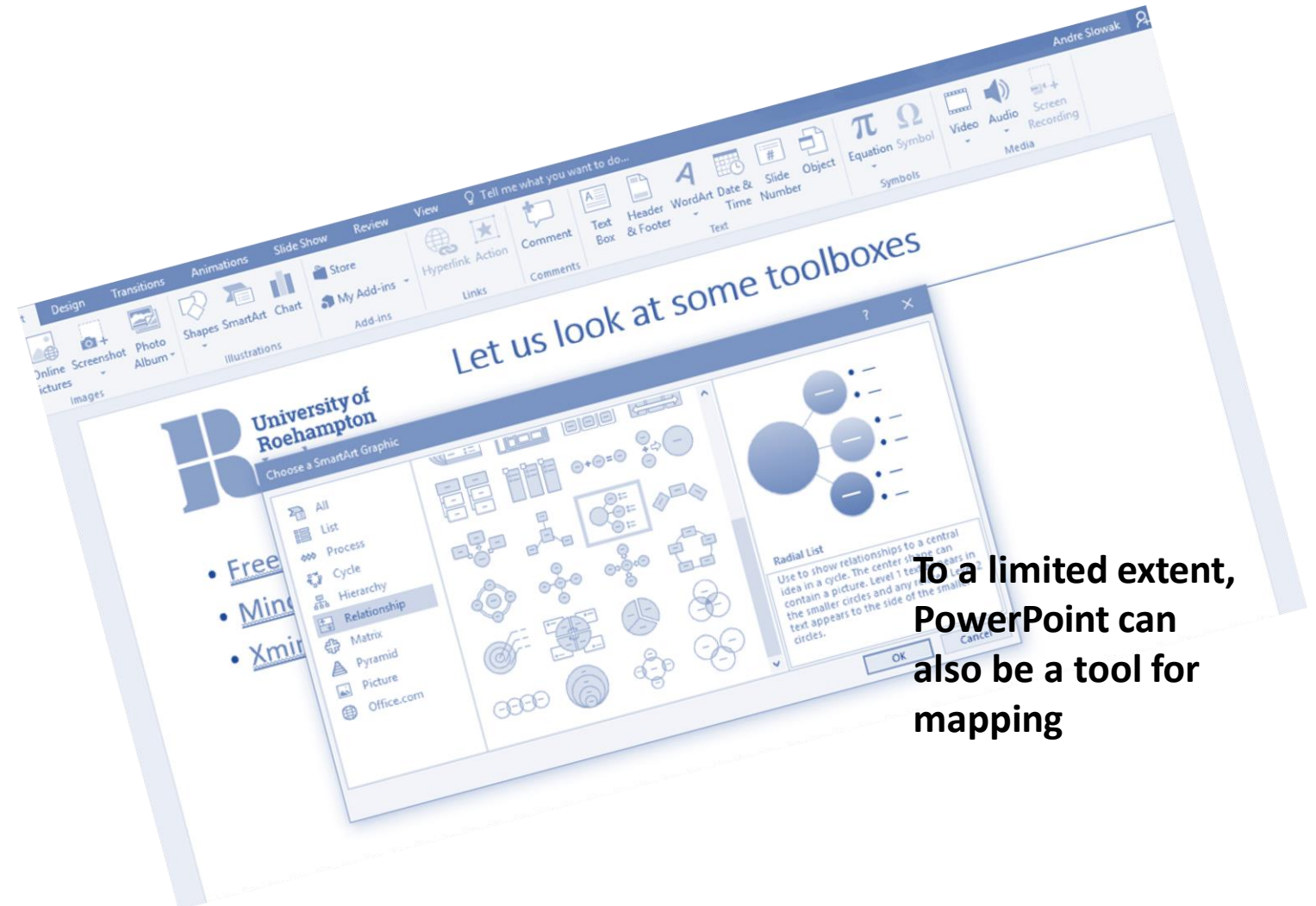
Example of family tree using Harris et al. (2016).



- **Use this tool as an example to discuss in class...**
 - What could we mean by a discourse within a field or discipline?
 - What is a research gap in the context of mapping a field / wider topic?
- Reflect how you would management and map literature, as you will continuously explore new aspects of your topic

Let us look at some toolboxes

- [FreeMind](#)
- [Mindmaple](#)
- [Xmind](#)



- Feng, M., Yu, W., Chavez, R., Mangan, J., & Zhang, X. (2017). Guanxi and operational performance: the mediating role of supply chain integration. *Industrial Management & Data Systems*, 117(8), 1650-1668.
- Look at the literature review
- Visualise readings
- Think about theories/ key variables/ components for your literature review.

Share your thoughts/findings

- Possible concepts?
- Variables?