

DOING LITERATURE REVIEW FOR PHD, DERIVING RESEARCH GAP AND SETTING UP RESEARCH OBJECTIVES

For PhD
Research
Scholars



10th October 2020, Saturday, 12 Noon

What will we cover today?

- ✓ The correct process to conduct review of literature
- ✓ Various types of literature review
- ✓ Deciding/Selecting on which citations are good to be used in your literature review
- ✓ Tips and tricks to develop literature review
- ✓ How to derive research gap for your study
- ✓ How to present your research gap
- ✓ How to set up research objectives for your study
- ✓ How many research objectives are enough for your study



What is the real purpose of your literature review(LR)?

What we usually think about LR

- To fill up our thesis with lot of similar studies
- To study some papers about our research and write short essay about each of them
- To study only those researches which support our pre-conceived notion about the topic

What is the real purpose of LR

- What has been established, discredited and accepted in your area of research
- Areas of controversy or conflict among different schools of thought
- Problems or issues that remain unsolved
- Emerging trends and new approaches
- How your research extends, builds upon, and departs from previous research.



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TYPES OF LITERATURE REVIEW

- **Argumentative Literature Review**

This form examines literature selectively in order to support or refute an argument.

- **Integrative Literature Review**

A form of LR that reviews and critiques literature on a topic in an integrated way such that new frameworks and perspectives on the topic are generated.

- **Historical Literature Review**

Historical literature reviews focus on examining research throughout a period, often starting with the first time an issue, concept, theory or phenomena emerged in published literature.

- **Methodological Literature Review**

A review does not always focus on what someone said [findings], but also on how they came about saying what they say [method of analysis]. When this angle is being explored, it is the methodological LR.

- **Systematic Literature Review**

This LR focuses on a very specific empirical question, often posed in a cause-and-effect form, such as "To what extent does A contribute to B?" This type of literature review is primarily applied to examining prior research studies in clinical medicine and allied health fields.

- **Theoretical Literature Review**

The theoretical literature review helps to establish what theories already exist, the relationships between them, to what degree the existing theories have been investigated, and to develop new hypotheses to be tested.



I am trying to research to find out if my research supports or refutes an existing theory - **Argumentative LR**



I am trying to see how over a period research has evolved and if earlier research is valid in these times – **Historical LR**



I am trying to build a new framework/model or validate an existing model – **Integrative LR**



My research is on topics of literature, psychology – **Methodological LR**

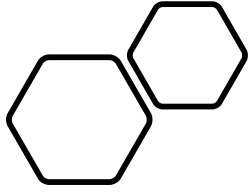


My research is on science, engineering – **Theoretical LR**



My research is on health, medicine, nursing – **Systematic LR**

Quick Tips
Selecting
which type
of LR you
need to do



Ways to Organize Your Literature Review



CHRONOLOGY OF EVENTS



BY PUBLICATION



THEMATIC ["CONCEPTUAL
CATEGORIES"]



METHODOLOGICAL



Deciding/Selecting on which citations are good to be used in your literature review

- **An item that is cited many times indicates impact, but it does not indicate value.** - In other words, just because a source has been cited numerous times doesn't mean it was a good source; it may be highly cited because researchers have used it as an example of a study that was poorly designed or used faulty methodologies or provided questionable conclusions
- **A study published many years ago will likely be cited more times than a recently published study.** - Again, though, the total number of times a source is cited does not indicate its value in regard to advancing knowledge.
- **Examine the multidisciplinary scope of the citations.** - When a strong emphasis on interdisciplinary research emerged in the social and behavioral sciences, review citations to determine the scope of a source's impact across disciplines.
- **Examine whether the source is referenced alone or always grouped with other sources.** - a study that is consistently cited with other sources, though rarely referenced as a stand-alone study, may indicate that the research is not unique or distinctive

Annotated Bibliography vs. Literature Review

Annotated Bibliography

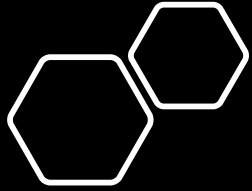
- ✓ Single text analysed
- ✓ Reference + annotation
(notes or short paragraph)

Literature Review

- ✓ Multiple texts analysed
- ✓ Reference list + intext
referencing [Synthesised
reviews paragraph or more
(article) chapter (book or
thesis)]

Example of Annotated Bibliography

Sl. No.	Title	Objective	Methodology	Findings	Limitations / Future work
1	Active educational intervention as a tool to improve safe and appropriate use of antibiotics	The study was formulated to assess if education might be a probable approach to support safer use of antibiotics and decreasing self-medication.	Using a structured pre- and post-educational questionnaire, knowledge about appropriate antibiotics use and resistance was evaluated among a sample of adults living in Jordan. Data were collected between April and July 2012.	Using tailored education material targeting antibiotic need and use with a major aim of improving the public knowledge about antibiotics can be an effective and feasible strategy.	Demographic information was not collected. Thus, the sample was not described and the efficacy of the intervention among different individual subtypes was not examined.
2	Effectiveness of an Educational Intervention in Modifying Parental Attitudes About Antibiotic Usage in Children	To determine the effectiveness of educational materials in improving the attitudes of parents of young children about the judicious use of antibiotics.	A total of 499 eligible parents were enrolled in the study. Enrolment questionnaire at the time of enrolment was filled, followed by another questionnaire which was given 6 months later. Both questionnaires were analysed using linear regression.	A simple educational effort was successful in modifying parental attitudes about the judicious use of antibiotics. Information about specific childhood conditions may be more effective in changing attitudes than more general information about antibiotic usage.	As the follow-up questionnaire occurred 6 weeks after enrolment, it is indefinite whether the changes in attitudes found in parents who received the antibiotic educational materials were sustained.



Example of Literature Review

Importance of Understanding Customer Based Brand Equity for Successful Marketing of Products in Retail Store

Musekiwa, et al (2013) in their essay argue about the retail brand equity concept, which is a concept that facilitates the competitiveness in market comprising of certain influential factors such as raising the customers' demands, increase in competition and reduction in disposable income. Normal retail stores realize that the customers are attracted to cheaper markets than to the new brand retail stores. The success of the retailers depend on the industrial service nature and the brand name of the manufacturers. The dimension of the store also plays an important role by propagating new ideas such as color, music, smell and crowding with pertinent and new dimensional aspects which in return influence the store ambience from the consumers' point of perception. The brand equity, therefore, has sustainable advantages which are long-lasting than the normal retailing shops. The business performance is critically important in providing retailer equity because it enables premium price charging, guaranteed purchase by customers repeatedly and also provides benefits over labels of the products that are in sales.

Shailesh and Reddy, (2016) in their work, evaluate and examine the brand equity enhancers within the purview of the concept of the store brands which have become critically important factors in the field of customer loyalty and advocacy in research for a span of about two decades. The effectiveness in the market is in the hands of retailers to make a mark in the domain of brand equity of their respective stores. Furthermore, the role of a loyal customer is to facilitate success in the particular store as they are its frontline promoters. The prospective customers then play a central role in the retail shops, a behavioural pattern that can be classified with the loyal behaviour variable which is known as customer advocacy. Ideally the involvement of a stores' customers then should be imbued with advocacy and should also be concerned with the future variant factors for the increase in growth of retail stores, their pertinent image and most importantly, brand equity which would facilitate the success of their products' sale and marketing.

Process of Doing Literature Review

Locating

Locating Literature

- Search
- Identifying Key Texts

Reviewing

Reviewing Literature

- Read Key Texts
- Analyse and Evaluate

Writing

Writing the Review

- Synthesise
- Organise

Some questions to help you analyze the literatures

- What was the research question of the study you are reviewing? What were the authors trying to discover?
- Was the research funded by a source that could influence the findings?
- What were the research methodologies? Analyze its literature review, the samples and variables used, the results, and the conclusions. Does the research seem to be complete? Could it have been conducted more soundly? What further questions does it raise?
- If there are conflicting studies, why do you think that is?
- How are the authors viewed in the field? Has this study been cited?; if so, how has it been analyzed?



Tips on writing your literature review

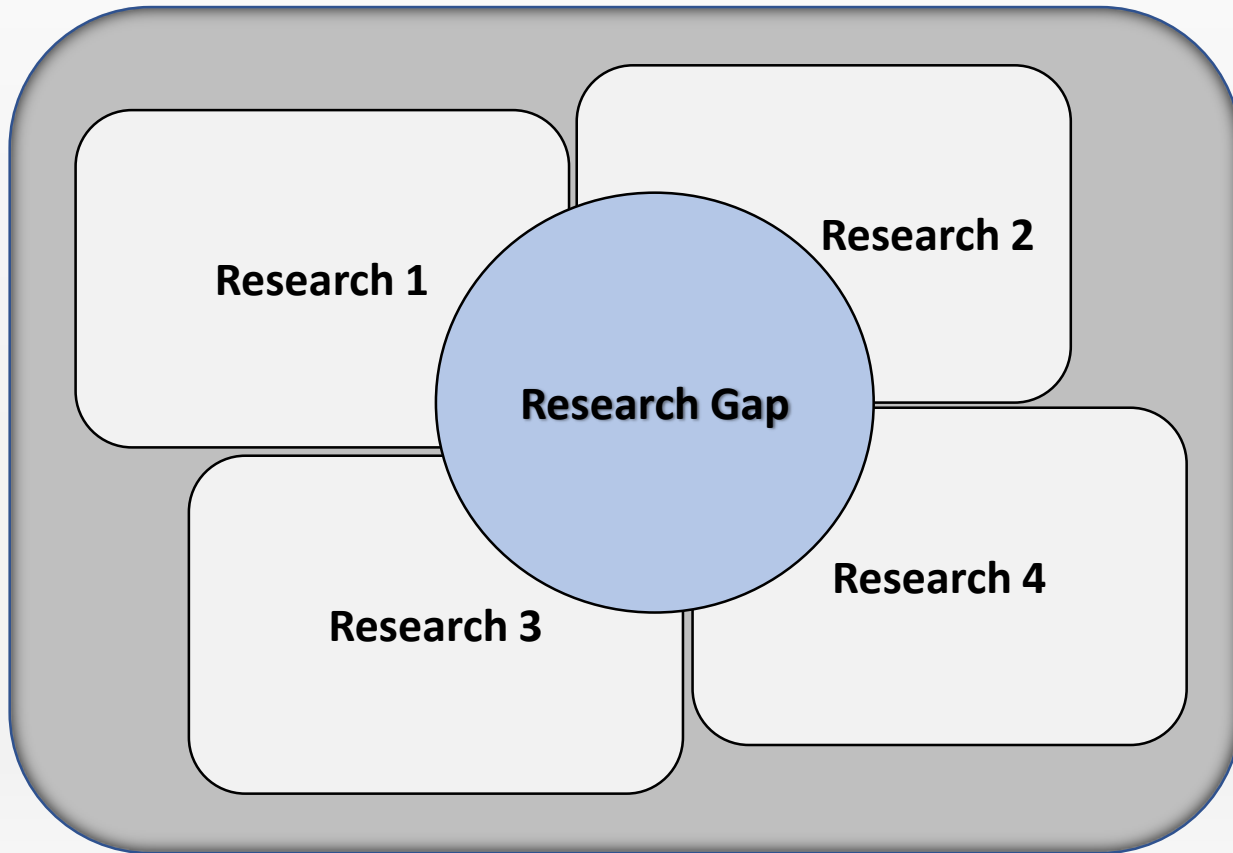
- **Use evidence** - Your interpretation of the available sources must be backed up with evidence to show that what you are saying is valid.
- **Be selective** - Select only the most important points in each source to highlight in the review.
- **Use quotes sparingly** - That is because the survey nature of the literature review does not allow for in-depth discussion or detailed quotes from the text, however some short quotes here and there are okay
- **Keep your own voice** - While the literature review presents others' ideas, your voice (the writer's) should remain front and center.
- **Use caution when paraphrasing** - When paraphrasing a source that is not your own, be sure to represent the author's information or opinions accurately and in your own words.

What is a research gap?

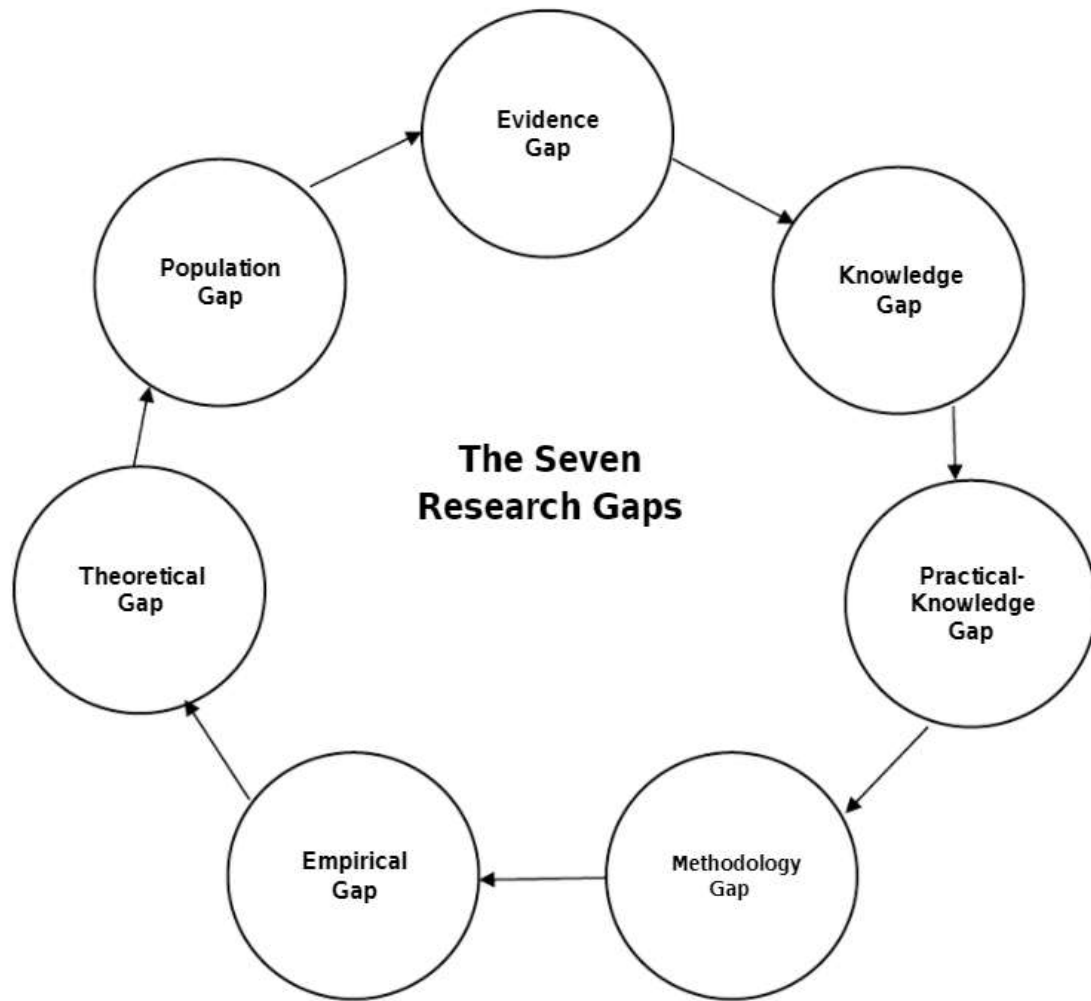
What is a Research Gap?

- A research gap is a question or a problem that has not been answered by any of the existing studies or research within your field.
- A) Sometimes, a research gap exists when there is a concept or new idea that hasn't been studied at all.
- B) Sometimes you'll find a research gap if all the existing research is outdated and in need of new/updated research (studies on Internet use in 2001, for example).
- C) Or a specific population has not been well studied (perhaps there are plenty of studies on teenagers and video games, but not enough studies on toddlers and video games, for example).
- D) These are just a few examples, but any research gap you find is an area where more studies and more research need to be conducted.

Research Gap




- ✓ The gap, also considered the missing piece or pieces in the research literature, is the area that has not yet been explored or is under-explored.
- ✓ This could be a population or sample (size, type, location, etc.), research method, data collection and/or analysis, or other research variables or conditions.



Types of Research Gaps

A useful trick is to look at the “suggestions for future research” or conclusion section of existing studies on your topic. Many times, the authors will identify areas where they think a research gap exists, and what studies they think need to be done in the future.



How do I find
research gap? –
Quick Tip

What are research objectives?



Research objectives (or questions) serve to narrow the purpose statement and are linked directly to the research findings.



Research objectives (or questions) are the specific things you will achieve (or questions you will answer) in your research in order to accomplish your overall purpose.

How should your research objectives be stated?



Your objectives should be stated using *action verbs* that are specific enough to be measured, for example: to compare, to calculate, to assess, to determine, to verify, to calculate, to describe, to explain, etc.



Avoid the use of vague non-active verbs such as: to appreciate, to understand, to believe, to study, etc., because it is difficult to evaluate whether they have been achieved.

How many research objectives should you have?



a) The research approach (quants, quals, or mixed)



b) The research output: PhD thesis, MSc dissertation, Research Paper



Any research can be initiated with just one research question, and then as the research develops the number increases. As a rule of thumb 5 to 10 research questions should be used for a doctoral research.



The upper limit is pragmatic because the more research questions one has, the more literature they need to produce, the more analysis they have to produce which makes impossible to manage too many questions.

Example of Literature Review & Research Gap

Topic –

The Influence of Customer Based Brand Equity on Buying Behaviour - A Study with Special Reference to Convenience Goods in Kerala Market.

Literature Review-

https://shodhganga.inflibnet.ac.in/bitstream/10603/212098/3/12_chapter2.pdf

Example of Research Questions

RQ 1 - How important is understanding of customer based brand equity for successful marketing of products in retail store?

RQ 2 – How the organized and unorganized retail formats are penetrated in Kerala market? What is the relationship among customer based brand equity dimensions?

RQ 3 - What is the relationship among customer based brand equity dimensions and overall brand equity?

RQ 4 - How the overall customer based brand equity effects on customer buying behavior?

RQ 5 - What is the research model to be proposed for the factors influencing customer based brand equity on buying behavior with special reference to convenience goods in Kerala?

Example of Research Objectives

- ✓ To assess how important is customer based brand equity for successful marketing of products in retail store.
- ✓ To understand the penetration of organized and unorganized retail formats in Kerala market.
- ✓ To assess the relationship among customer based brand equity dimensions
- ✓ To assess the relationship among customer based brand equity dimensions and overall brand equity.
- ✓ To assess the overall customer based brand equity effects on customer buying behavior.
- ✓ To propose a framework for the factors influencing customer based brand equity on buying behavior with special reference to convenience goods in Kerala

Example of Variables Identified from LR

Brand Equity

Brand Awareness

Brand Association

Perceived Quality

Brand Loyalty

Buying Behavior

Price Premium

Brand Preference

Purchase Intention

Example of Hypothesis

Brand awareness has an influence on brand associations

Brand associations have an influence on overall brand equity.

Brand awareness has an influence on perceived quality

Perceived quality has an influence on overall brand equity.

Brand awareness has an influence on brand loyalty

Brand loyalty has an influence on overall brand equity.

Brand associations have an influence on perceived quality

Overall brand equity has an influence on willingness to pay price premium.

Brand associations have an influence on brand loyalty.

Overall brand equity has an influence on brand preference.

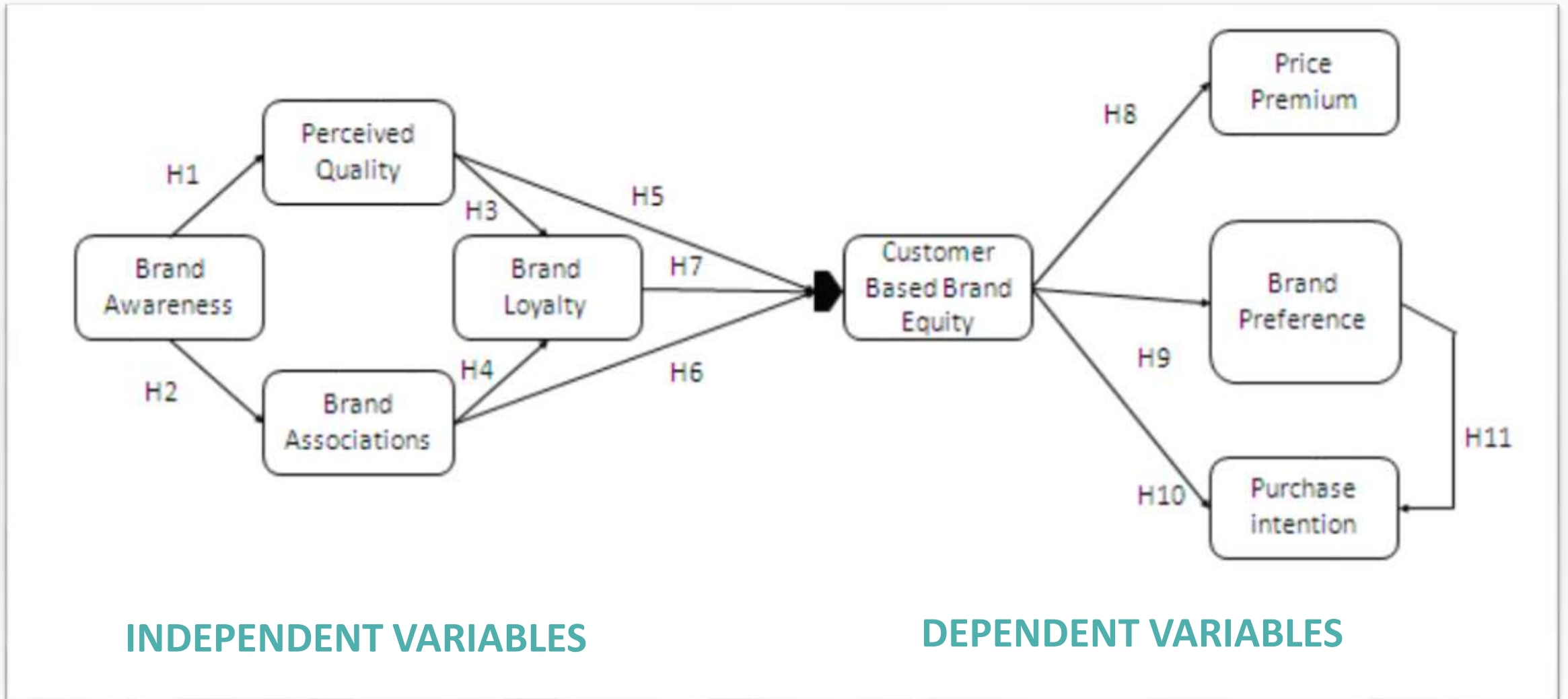
Perceived quality has an influence on brand loyalty

Overall brand equity has an influence on purchase intention.

Brand awareness has an influence on overall brand equity

Overall brand equity has an influence on buying behavior.

Example of Conceptual Framework



Example of Questionnaire

https://shodhganga.inflibnet.ac.in/bitstream/10603/212098/8/17_app_endices.pdf

Systematic Literature Review

- ✓ A systematic review ('SLR') is a methodical summary of past research
- ✓ The primary aim of an SLR is to try to answer a specific question or need
- ✓ SLRs are a convenient source of high-level evidence
- ✓ The names of study types vary, so readers should check the methods used

Systematic LR vs. Traditional LR

- A “systematic literature review”, “systematic review”, or “SLR”, is a type of secondary research that evaluates information from all relevant previous studies in a systematic way.
- Systematic reviews are methodical, reliable, and comprehensive. This is why SLRs are more valuable than a traditional “literature review” / “narrative review” / “review article”.

Systematic literature reviews

- are methodical
- are repeatable
- are comprehensive
- require at least 2 authors so that judgments & interpretations can be cross-checked and discussed

Traditional literature reviews

- are usually descriptive
- may not include all the available data
- do not analyze the data rigorously
- are commonly performed by one author

Types of systematic reviews

There are two main types of systematic review:

- **Qualitative (sometimes termed “meta-synthesis”)** - evaluate, summarize, and interpret data that are not numerical, such as descriptive results, observations, texts, and transcripts.

Example of a qualitative systematic review: <https://onlinelibrary.wiley.com/doi/abs/10.1111/jan.13465>

- **Quantitative (typically termed “meta-analysis”)** - involve pooling the numerical data from two or more studies and using appropriate statistical tests to analyze the combined data.

Example of a meta-analysis: <https://onlinelibrary.wiley.com/doi/full/10.1002/ccd.25712>