



Course Title: Business Research

Course Code: 01ABBAB24412

Unit II - Literature Review

2.1 - Meaning of the Literature Review & Objectives of the Literature Review.

2.2 - Process of Literature Review.

2.3 - Types of Literature Review.

2.4 - Standard Procedures and Guideline to the Literature Review.





WHAT IS A **REVIEW**?



A **review** is an evaluation or assessment of something, such as a product, service, performance, or piece of work.

It typically involves providing feedback, opinions, and critiques based on personal experiences or observations.

Reviews can be found in various forms, including written articles, online ratings, and verbal assessments.

They serve as valuable sources of information for consumers, helping them make informed decisions, and also provide feedback to producers, performers, or creators for improvement and refinement.



Google
REVIEWS

The logo features a yellow star inside a grey circle above the word 'Google' in its multi-colored font, with the word 'REVIEWS' in a simple, grey, sans-serif font below it.

What is Literature Review?



- One of the most important steps in the research process.
- It is an account of what is already known about particular phenomenon.
- To convey to the readers about the work already done & the knowledge & ideas that have been already established on a particular topic of research.



Meaning



- A literature review surveys books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory, and by doing so, it provides-
- A description
- A summary
- A critical evolution of these works

Meaning



- A *literature review* "contains a **critical analysis** and the **integration of information from a number of sources**, as well as a **consideration of any gaps in the literature** and **possibilities for future research**".

Guess ?



Definition



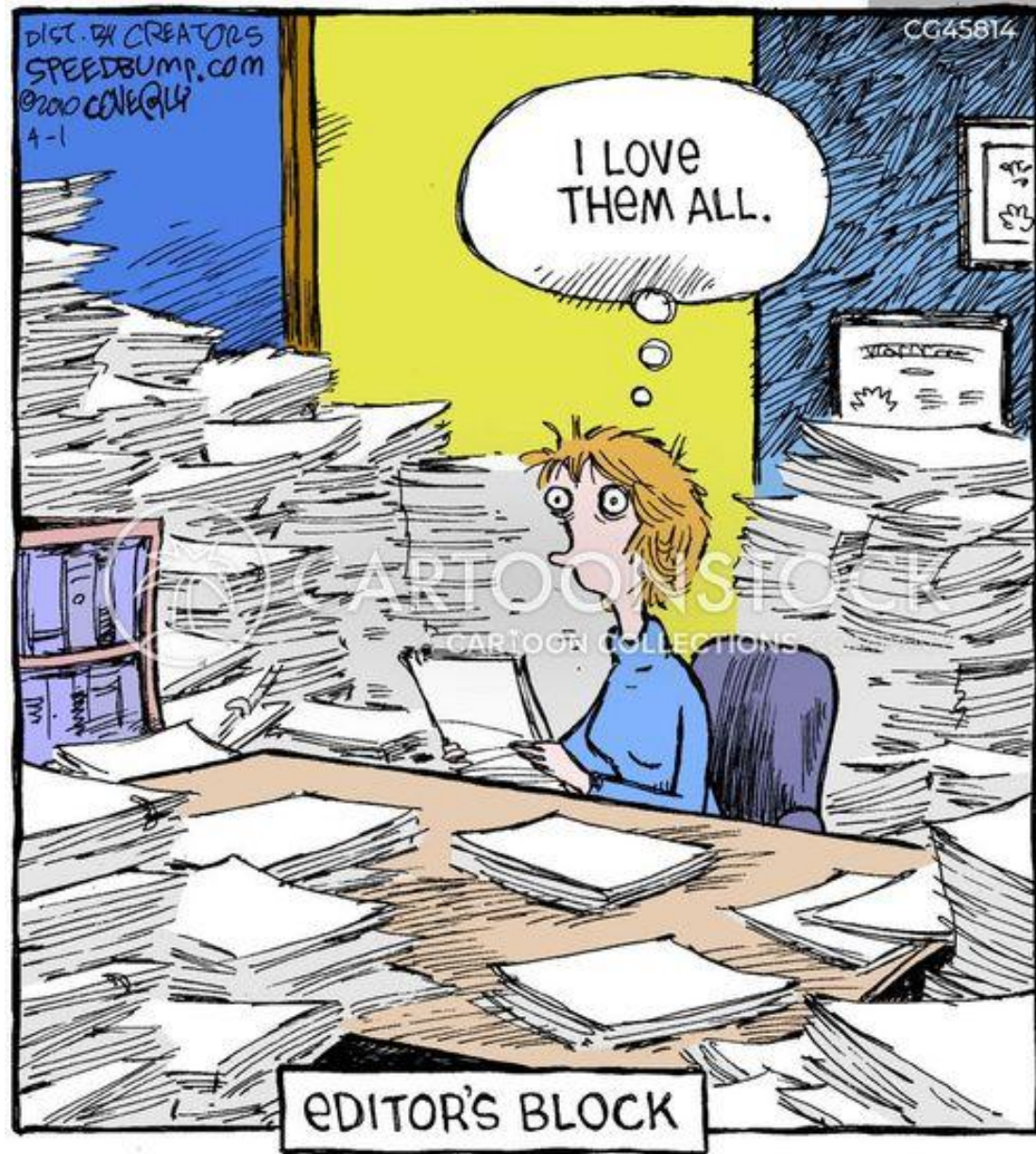
- Literature review as an **examination of the research that has been conducted in a particular field of study.**
- “**the selection of available documents and the effective evaluation of these documents in relation to the research being proposed**”.

Purpose of Literature Review



- Attain a good knowledge of the field of inquiry - facts, scholars, etc.
- Methodologies common to the field
- Proposed research is really needed
- Helps to narrow a problem
- Generation of hypotheses, or questions for further studies

Literature Review



Characteristics of Literature Review



- **Focused** - The topic should be narrow. Only present ideas and only report on studies that are closely related to topic.
- **Concise** - Ideas should be presented economically. Don't take any more space than you need to present your ideas.
- **Logical** - The flow within and among paragraphs should be a smooth, logical progression from one idea to the next
- **Developed** - Don't leave the story half told.
- **Integrative** - Your paper should stress how the ideas in the studies are related. Focus on the big picture. Your paper should stress how all the studies reviewed contribute to your topic.
- **Current** - Your review should focus on work being done on the cutting edge of your topic.



Objectives of Literature Review

- Identification of **research problem** and development of research questions.
- Generation of useful research questions.
- Orientation to **what is known and not known** about an area of inquiry.
- Determination of any gaps or inconsistencies in a body of knowledge
- Discovery of **unanswered questions** about subjects, concepts, or problems.
- Determination of a **need to replicate a prior study in different study settings** or different samples or sizes or different study populations.
- Identification of relevant **theoretical or conceptual framework** for research problems



Theoretical Framework	Criteria	Conceptual Framework
Based on established theory	Definition	Researcher-developed model
Draws from recognised theories	Source	Combines ideas from multiple sources
Explains and tests existing theory	Purpose	Organises concepts for a specific study
Fixed and theory-driven	Flexibility	Flexible and adaptive
Applies or extends known theories	Use	Integrates perspectives across fields

Literature Review Table



Author	Sample	Title	Source	Findings
Josh Lerner (2002)	Financial patents (1971-2000)	Where Does State Street Lead? A First Look at Finance Patents	Journal of Finance	The results show that the patenting activity of investment banks is positively related to the size of the investment banks
Elizabeth Laderman (1990)	State by state analysis of a number of ATM cards and ATMs in use	The Public Policy Implications of State Laws Pertaining to Automated Teller Machines.	Economic Review, Federal Reserve Bank of SF	The number of ATM cards in use per state, as of 1987, is significantly and positively related to population and per capita income and negatively related to the number of branches.
Patrick Honohan (2006)	Financial access by households to financial assets, presenting data for over 150 countries	Household Financial Assest in the Process of Development	World Bank	Financial access is negatively correlated with poverty rates, but the correlation is not a robust one.
Hannig and Jansen(2010)	Policy examples across countries	Financial Inclusion and Financial Stability: Current Policy Issues	ADBI	Innovations aimed at countering financial exclusion may help strengthen financial systems rather than weakening them.



Types of Literature Review

1. Narrative literature review:

- Also referred to as traditional literature review, critiques literature and summarizes the body of a literature.
- Selects relevant studies based on the research topic
- Organizes the literature around **themes, concepts, or trends**
- Explains what **different authors** have said
- Highlights **similarities, differences, and important ideas**
- Presents the review in a **story-like (narrative) flow**



Narrative Review

According to **Patino, Pitta and Quinones (2012)** social media enables consumers to interact with each other for sharing information and evaluation of choices. In the process, huge content generation takes place on the media. Thus, abundance of shared content becomes potential alternative to traditional research processes. Authors argue that social media, being an open portal for specific consumer information, is subject to use by organisations. Further, the organisations have been found to use social media for pattern recognition, market research, listening to consumers at a low cost.

Tsiotsou and Ratten (2010) has highlighted the emerging areas of research in tourism. Authors are of view that early adoption of ICTs has exceeded tourism businesses after rise of social media and social networking sites. Even though tourism



Types of Literature Review

2. Systematic literature review

- Requires more rigorous and well-defined approach compared to most other types of literature review.
- Systematic literature review is comprehensive and details the timeframe within which the literature was selected.
- Systematic literature review can be divided into two categories: meta-analysis and meta-synthesis

Types of Literature Review



3. Scoping review

- Serves the purpose of identifying the existing literature on a specific research question.
- Scoping reviews do not aim to produce a critically appraised and synthesized result/answer to a particular question, [they] rather aim to **provide an overview or map of the evidence**" (Munn et al., 2018).

Types of Literature Review



4. Integrative review

- Collects, evaluates, and synthesizes findings from different types of studies—such as qualitative, quantitative, and conceptual research—to develop a comprehensive understanding of a topic.
- Combines multiple types of research studies
- Focuses on synthesis, not just summary
- Identifies themes, relationships, and research gaps



Integrative Review

Much of the research on Facebook have been focused on personality and motivation (Ross et al., 2009) identity presentation, privacy concerns and temporal patterns of use (Ellison et. al., 2007). Facebook has been found to be the most suitable social media platform (Howison et. al., 2015) and most common social networking site (Munnar, 2012). Facebook groups provide channels that consumers deem useful when seeking self-status in a product category, as does passing on viral content about brands to their social contacts (Chu 2011, 40). It also helps in creation of destination image and boosting intentions to visit the destination (Molinillo, et. al., 2018).



Types of Literature Review

Scoping → What research exists and where are the gaps?

Narrative → What is known?

Integrative → What does it all mean together?

Systematic → What is the best evidence?

Types of Literature Review



Criteria	Narrative Review	Integrative Review	Systematic Review	Scoping Review
Purpose	To provide a general understanding and background of a topic	To synthesize findings from diverse studies and develop new insights	To answer a specific research question using a rigorous method	To map the breadth and nature of existing literature
Review Protocol	No formal protocol	Semi-structured	Strict, predefined protocol (e.g., PRISMA)	Structured but less rigid than systematic
Type of Studies Included	Selected studies based on relevance	Qualitative, quantitative, and conceptual studies	Primarily empirical, high-quality studies	All types of studies and evidence
Search Strategy	Not comprehensive	Moderately comprehensive	Exhaustive and reproducible	Comprehensive but exploratory

Process of Literature Review





THANK YOU!