



Literature Review



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Meaning of a Literature Review

A search and evaluation of the published and unpublished works related to the area of specific interest to the researcher or chosen topic area.



Published Works

Published works may include journal articles, books, book chapters, dissertations and thesis, or conference proceedings.



Unpublished Works

Unpublished works can be found from the papers, documents, or important materials collected by the government or other institutions or individuals.





Purposes of a Literature Review

- To survey the literature in the area of specific interest or chosen topic;
- To synthesis and summarize the information in literature survey;
- To analyze the information by identifying points of view related to theories and formulate areas for further research;
- To present the literature in specific themes related to chosen topic area.



Elements in a Literature Review

- Locate major formative works in the field;
- Ascertain key researchers working on this topic;
- Find main ideas, conclusions, and theories establish similarities and differences;
- Notice main methodologies and research techniques;
- Identify gaps in existing research;
- Show relationships between previous studies/theories;
- Provide context for conducting on this research;
- Explore existing information in the field of research.

Planning for Literature reviews

Define
your
research
question

Identify
relevant
search
terms

Develop
your
search
plan

Test and
refine your
search

Select
relevant
databases
and run
searches

Document
and
manage
search
results

Conducting for Literature Reviews

Step 1: Identify the relevant sources that are available on the topics of interest and access to these.

Step 2: Gather the relevant information either by going through the related materials in a library or by getting access to online sources.

Step 3: Synthesize, analyze, and write up the literature review.



Step 1: Identify the Relevant Sources

Relevant sources: periodicals, books, database (Scopus, Google Scholar, etc.)

Searching Tips:

- Identify the keywords and concepts within your research question.
- Search for keywords in database will generally show in the “title” and “abstract”.
- Use alternative spellings and synonyms for your keywords to retrieve all articles on your topic.

Step 2: Gather the Relevant Information

Gathering Tips:

- Identify the topic of research: list down the research attributes and its purpose
- Collect existing data: check for any previous data that is available which is closely related to the topic.

Step 3: Synthesize, analyze, and write up

Synthesis Tips:

- Assemble data into usable format and make sure to collect data from authentic sources.
- Summarize and evaluate your sources, arrange them in a matrix to help you see how they relate to each other, and apply to each of your themes or variables.

Example:

Theme	Resources			Summary
	Title	Author	Date	
Online Marketing	Attracting Customers Online: Effectiveness of Online Marketing Tools	Efendioglu, A. & Igna, F.	2011	Online marketing is a new platform for buying and selling through internet.

Step 3: Synthesize, analyze, and write up (cont.)

Analyze Tips:

Ask the following questions to assess the validity and relevance of literature reviews:

- What question or problem is the author addressing?
- What are the key concepts and how are they defined?
- What are the key theories, models, and methods?
- What are the results and conclusions of the studies?
- Are there any gaps in the literature that require further study?
- How does the publication contribute to your understanding of the topic? What are their key insights and arguments?
- What are the strengths and weaknesses of the studies?

Step 3: Synthesize, analyze, and write up (cont.)

Write Literature Reviews

Basic Categories:

1. **Introduction:** Clearly establish the focus and purpose of the literature reviews.

2. **Body:** Divide the body into subsections with subheading for each theme, time period, or methodology approach. Write in well-structured paragraphs using transitions and topic sentences to draw connections, comparisons, and contrast.

3. **Conclusions:** Discuss what you have drawn from reviewing literature so far. Where might the discussion proceed?

Example of a Literature Review

Title: Attracting Customers Online: Effectiveness of Online Marketing Tools

Authors: Efendioglu, A. & Igna, F.(2011)

Literature Overview:

- E-Commerce and B2C
- Online Marketing
- Online Marketing Communications
- Online Customer
- Effective in Communication



Reference

Efendioglu, A. & Igna, F.(2011). *Attracting Customers Online: Effectiveness of Online Marketing Tools* (Master's Thesis, Luleå University of Technology, Department of Business, Administration, Technology and Social Sciences). Retrieved from <http://ltu.diva-portal.org/smash/get/diva2:1029534/FULLTEXT02>

Activity

- 1) Select web-based information sources related your chosen topic.
- 2) Extract the relevant information from your literature review using the synthesis matrix.

Chosen Topic(according to Revised Title from your advisor).

Theme	Resources			Summary
	Title	Author	Date	



Q & A



END