

## COMPLETING THE LITERATURE REVIEW

There is a narrated PowerPoint that discusses how to complete the literature review. The YouTube link to this video is:

<https://youtu.be/n6c4ABKuxDI>

There are three additional sources. Two are already posted in the Project Module (Gabbott, 2004; Mongan-Rallis, 2014) and one is a YouTube video

[https://www.youtube.com/watch?v=t2d7y\\_r65HU](https://www.youtube.com/watch?v=t2d7y_r65HU)

### **SLIDE 1: Completing the Literature Review**

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Video 4

In this narrated PowerPoint, I discuss how to complete a literature review. As the literature review is the biggest portion of the overall project grade, this will be the portion of the project that you will be spending the greatest amount of time on and will be the largest portion of your project.

### **SLIDE 2: Overview**

- Purpose of the Literature Review
  - Read Gabbott (2004) article (In Project Module)
- Sources to aid in how to do a literature review
  - Watch Literature Reviews: An Overview for Graduate Students from NCSU Libraries [https://www.youtube.com/watch?v=t2d7y\\_r65HU](https://www.youtube.com/watch?v=t2d7y_r65HU)
  - Read Mongan-Rallis (2014) (In Project Module)
- How to structure the literature review
- Reminders in Writing the Literature Review

This slide provides an overview of the four major topics this narrated PowerPoint covers.

I provide three sources to provide you a stronger background on what it means to write a literature review in general. The first, an article from Gabbott (2004) on “Undertaking a Literature Review in Marketing,” is included in the Project Module. The second, is an html handout from Mongan-Rallis (2014) that is also posted as a pdf file in the Project Module. The third is a ten minute YouTube video made by North Carolina State University (NCSU) Libraries.

I would recommend you first watch the entire ten minute NCSU video (“Literature Reviews: An Overview for Graduate Studies”) on YouTube, then read the Mongan-Rallis (2014) handout (“Guidelines for writing a literature review”) as I think her discussion of what is a literature review and the step-by-

step guide is very useful. Finally, I would read over the Gabbott (2004) article (focus on pages 412-417 and 420-423).

Some things to consider in looking over the additional materials:

\*I think these materials would be helpful if you have to do a literature reviews in any of your graduate courses (not just this one).

\*Recognize that these sources were developed for courses/projects that are different than the one in this class; for example, the sources will discuss looking at and evaluating the methodologies/statistical analysis done in the research. Discussing the statistical process goes beyond what is needed for the Marketing Project (that would relate more to a thesis or a project which would then entail collecting primary data). I would much rather have focus on the key findings and contributions from the articles.

\*The sources may refer to tools, such as Refworks and EndNote, which I don't think are needed given the size of our project. If you are familiar with these tools and what to use them, you are welcome to, but I am not expecting it.

### **SLIDE 3: Purpose of Literature Review**

- A summary of what is known about a topic based on scholarly research (Gabbott, 2004)
- We are doing what Gabbott (2004) refers to as an Embedded Literature Review
  - One component (but the largest one for us)
  - Information used to relate to Text Summary (fill in gaps) and offer Managerial Recommendations
- Our main purpose for the Literature Review
  - Increase your understanding, demonstrate your breadth of knowledge and identify key articles on the topic

Remember that a literature review “is not an annotated bibliography in which you summarize briefly each article that you have reviewed” (Mongan-Rallis, 2014, p. 1). Rather it focuses on a specific topic of interest (and its relevant subtopics) and syntheses, critical evaluates, and compares/contrast what has been said in the literature on your topic(s) of interest.

### **SLIDE 4: How to do a Literature Review**

- See Guidelines for writing a literature review (Mongan-Rallis, 2014)
  - <http://www.duluth.umn.edu/~hrallis/guides/researching/litreview.html>
  - This write up does a nice job of outlining the steps
  - Mongan-Rallis (2014) discusses creating summary tables of what the different articles say – you could use these as Exhibits for this project
  - NCSU Libraries' video does a nice job of presenting an overview of how to do a literature review: [https://www.youtube.com/watch?v=t2d7y\\_r65HU](https://www.youtube.com/watch?v=t2d7y_r65HU)

Even if you have done a literature review before, I would still watch the NCSU Libraries' (2009) video as it does a nice job in ten minutes of presenting what is involved. I think the Mongan-Rallis (2014) handout does a nice job of outlining the steps involved:

1. Review APA guidelines
  2. Decide on a topic
  3. Identify the literature that you will review
    - a. I would use Galileo and Google Scholar
    - b. Recognize you may have to try a variety of search terms relating to your topic (for example, you will get different articles for a topic dealing with marketing to senior citizens if you use the terms elderly, seniors, or matures.
    - c. When you find a good article, look at its reference list - especially for scholarly articles that were a major portion of their literature review.
  4. Analyze the Literature
    - a. Remember I am not expecting you to discuss the specifics of the statistical analysis
    - b. Instead look at key terms, key quotes (be sure to track what are direct quotes and what is in your own words), strengths, weaknesses, key findings, major trends/patterns, relationships, etc . . .
    - c. Stay focused on your topic - some of the articles will be very relevant, some may only have a small portion that relates to your literature review
    - d. Make sure your references are from scholarly, peer-reviewed sources (not blogs or wiki pages)
  5. Summarize the literature - this could be a good Exhibit and helps you keep straight of the key findings from each of your articles
  6. Synthesize the literature prior to writing your review - this is the outline of your literature review
- 7&8. Write the Review and Developing a coherent essay - note some of what is discussed by Mongan-Rallis (2014) we will have in other elements of the project.

#### **SLIDE 5: Literature Review Structure for Marketing Paper**

- Opening Paragraph
  - Serves as transition from summary of text to describe how this section of the paper is organized. Works like an introduction for this section.

- What are the gaps you are addressing with your literature review
- How is the literature review organized (i.e., order of topics/concepts you will cover)
- Coverage of Topics
  - Use subheadings to make it clear what is the topic area
  - What NCSU video refers to Concept A, B, C . . .

In writing your literature review for the project, you will need an opening paragraph as described in the slide and then to break up your coverage of the topics within your literature review by subtopics/subconcepts.

**SLIDE 6: Literature Review Structure for Marketing Paper**

Coverage of Topics

- Use subheadings to make it clear to reader what topic area you are discussing in this section of the literature review
- These subheadings should relate to how you stated the literature review would be organized in your opening paragraph for this section
- Each subheading should be a synthesis of the literature on that topic
- May use an article to address multiple topics/subtopics
- Relate articles to each other and to text
  - Do they agree, disagree, cover different aspects of topic, etc . . .
  - Be sure to cite each of your sources within the text APA style

In your coverage of topics noted in the slide, please be sure to remember what the sources I provided for how to write a literature review discuss.

**SLIDE 7: Literature Review Structure for Marketing Paper**

- Ending Paragraph(s)
  - Summarize key ideas in a few sentences
  - What NCSU video refers to as a conclusion for this section
  - Set up how you will apply the information from this literature review in the next section covering the Managerial Recommendations

Finally in finishing up your literature review, you will need a brief conclusion of what you discussed in the literature review and help set up the next section (Managerial Recommendations) in which you will tell what managers what you think they should do based on what you learned in this literature review.

**SLIDE 8: Reminders for Writing Literature Review**

- This is the largest portion of the Project Grade so significant time should be spent on this section
- Make sure you are not contradicting yourself and that this section is written well and flows smoothly
- Expecting a synthesis of the literature review; not individual article summaries

- Cite your sources APA style every time they are used
  - Avoid over-reliance of quotes
  - Make sure you are putting the discussion in your own words.
  - TurnItIn can serve as a useful check on this.

Here are just some reminders on this slide as you work on your literature review. It will be very obvious when I read your paper if you ignored the resources in this presentation/Project Module in writing your literature review.

### **SLIDE 9: Conclusion**

- Please let me know if you have any questions.
- Next video deals with writing the Managerial Implications section
  - This section is where you apply what you would recommend to managers based on what you have learned about the topic

After you have reviewed these resources, please let me know if you have any questions as you work on your literature review.

### **SLIDE 10: References**

- Gabbott, M. (2004). Undertaking a Literature Review in Marketing. *The Marketing Review*, 4, 411-429.
- Mongan-Rallis, H. (2014). Guidelines for Writing a Literature Review. <http://www.duluth.umn.edu/~hrallis/guides/researching/litreview.html> (accessed 1/17/16).
- North Carolina State University Libraries (2009). Literature Reviews: An Overview for Graduate Students. [https://www.youtube.com/watch?v=t2d7y\\_r65HU](https://www.youtube.com/watch?v=t2d7y_r65HU) (accessed 1/17/16).

Here are the sources I used in developing this PowerPoint. The first two are in your Project Module and the last one is the NCSU Libraries' YouTube video.

Take care,  
Jackie Eastman