

LITERATURE REVIEW

Dr Gurudutta P Japee

Associate Professor

University School of Commerce

Gujarat University, Ahmedabad



SOME PHILOSOPHY

- History of Research
- Paradigm Shift by Popper and Kuhn
- Knowledge Contribution
- Sources of Knowledge
- Rationalism
- Idealism
- Empiricism



BASIC PRINCIPLES OF RESEARCH PHILOSOPHY

- To determine research we need to Address basic principles of Research Philosophy
- Ontology
- Epistemology
- Methodology
- Techniques/ Method



ONTOLOGY

- Ontology determines how you close to you real world.
- How researcher view the world
- Any assumption he/she makes
- There are four principles of ontology
- Realism
- Internal Realism
- Relativism
- Nominalism



ONTOLOGY

Realism	You have to be real with single truth - Singularity
Internal Realism	Possibility to examine the truth but it is Obscured- Plurality- Uncertain /Unknown/undetermined/vague concealed
Relativism	Laws are fit in to the problem there are many truth because each point of view has its own truth- e.g. difference in perception, culture, society and considerations
Nominalism	Reality is created by people there is not truth, truth is created by people



EPISTEMOLOGY

- How you choose to investigate the real world
- There are two approaches
- Positivism – Objective Method
- Social Constructivism – Subjective method
- Reality is constructed on the basis of belief opinion idea
- On methodology and method you already know



WHY WE NEED LR

- Literature review is very critical because we are going to discuss about the most simple yet complex part of the thesis.
- Why we need LR
- Because
 - 1. May be Supervisor told me to do that
 - 2. May be other research scholars are doing so I have to imitate them
 - 3. May be because it is the requirement of PHD



BROAD AREAS

- As we know there are two types of research
- 1. Professional research
- 2. Academic research

Professional research is conducted by Professionals having experience of 20 years in the field and having lot of information available with good insight of the subject.

Academic research is conducted by the academicians.

The question comes here which research is more better

Should we rely more on professional research or academic research



ANSWER IS

- In Academic research the more important part is to find out Knowledge GAP.
- The first and fundamental question is to find out the research question second is how to answer the research question and third way to answer the research question.
- The first is related to Knowledge GAP second is related to methodology and third is related to method (Finding and analysis)
- If we are fail to find the research question research is over but if we fail at second stage it can have major correction and if we fail at the third stage we have minor correction



THREE MAJOR CONCEPTS OF LR

- Knowledge GAP
- Defining the Concept
- Theoretical Framework



KNOWLEDGE GAP

- How to find knowledge gap believe me it is really difficult
- Millions of paper published
- But you have to convince people that you have find knowledge gap with the help of existing researches made by peers or academicians
- Let us see how we can find knowledge gap



KNOWLEDGE GAP

- There are two schools for finding knowledge gap
- 1. creating knowledge gap
- 2. finding knowledge gap
- Creating Knowledge gap
- it is really difficult
- It means you are working on paradigm shift
- You are working on innovation
- You are working for Nobel prize
- Here you have to use grounded theory approach means starting from scratch
- Very risky
- Americans they work on this publish book and which eventually used as literature for others.



KNOWLEDGE GAP

- Finding Knowledge gap
- There are three schools for finding knowledge gap
- The first is cumin – It is narrow down the topic and then come to your research question.
- E.g. TQM in Health sector in India
- So first you are talking about quality system than about the sector and then about the country
- We can still narrow it by taking the role of CEO in specific region or area
- The second is Circle – it is when we use different circle and put various discipline to it and try to find out new discipline. As we are working on the existing discipline we can contribute on new idea or new innovation
- The third is systematic – which we generally follow

We review lot of papers – filtration process starts – what we are doing is not done by other people from different countries

Knowledge GAP should be of minimum 4 pages to maximum 6 pages and then it is converted in to your research objectives

We cant have one knowledge GAP



SO WHAT IS YOUR GAP

- Knowledge GAP can be of five types
- 1. Knowledge based – occurs when we don't know about a phenomenon
- 2. Relationship based – occurs when we know about the issues and variables but not sure about their relationship
- 3. Theory based- when existing theory and applicability is not investigated thoroughly
- 4. Methodology based- when a research design or methodology has not been applied to a particular phenomena
- Analytical based – when Qualitative or quantitative methos not used properly

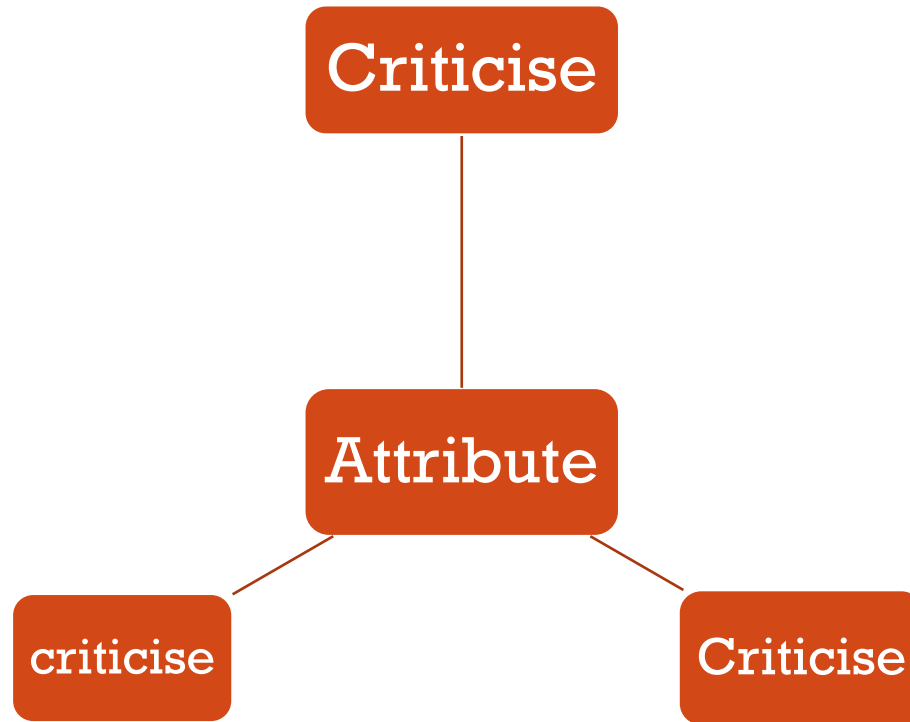


DEFINING CONCEPT

- You need to/have to defined each concept you have used for the research
- My research topic is **why IS system projects fails in realising success**
- So here I have to define what is IS
- Why IT and ICT both are not used
- Why Project is used what is the purpose of using the term Project and not programme, concept or something related to it.
- How I will be measuring suuccess
- You must have to show differnt definitions provided for it
- Which definition you are supporting
- Which definitions you are not supporting
- Why you are supporting and why you are not supporting
- You have to be clear with concept /definition/attributes / perspective/constraints etc
- Eg If you are measuring happiness than there are many attributes of it
- Smile/improvement/not in depression/getting something you want/achievement etc



DEFINING CONCEPT



DEFINING CONCEPT

- So by criticising you do three things
- Develop new concept
- Redefine the old concept
- Support the existing concept



THEORETICAL FRAMEWORK

- We generally believe theoretical framework and conceptual framework both are same.
- There is a major difference between these two is the first one is based on positivist approach and the second one is based on empiricist approach
- In the later generally hypothesis are not tested while in the first one set of hypothesis are to be tested
- E.g. NAMO speech on 8th November and NAMO speech on the day he was elected have some relationship. Now this cannot be tested as there is not statistical data are available.
- In rationalist approach we generally used traditional method which extrapolate deduce assume presume conclude something.
- E.g. X affects Y research happened in USA
- X affects Y research happened in UK
- I therefore start working on the same X affects Y in India
- So we therefore have some similar topics on the various industry with the same concept.
- E.g. Analytical study of ***** Industry in India now you have to change only the *****



THEORETICAL FRAMEWORK

- How to be innovative in developing your hypothesis
- E.g. Role of top management affects success of TQM – Already done
- TQM is kind of Quality system – it is proved
- Six sigma is a Quality system – also proved
- I therefore work on Top management affects Six sigma
- So do not imitate
- Do innovate
- And make your assumption and taste it.



THREE COMMON MISTAKES STUDENT MAKE

- 1. Failure to use any source
- 2. Lack of in text citation
- 3. End of Paragraph citation



FAILURE TO USE ANY SOURCE

- The growth in environmental accounting research and interest in the last few years has been little short of phenomenal. The review of prior research shows that the major contributions have been related to the motivations for social and environmental disclosure. However, other important research areas such ethical/accountability issues and how to cost externalities which have already been considered within the context of developed countries are yet to emerge within the developing country context. Since most of the industries effect the environment at some level, researcher would like to study what Indian corporates do to protect the environment. This paper is an attempt to study the significance of environmental accounting and its disclosure practises of Indian companies. Researcher has taken 100 companies and 11 environmental variables to study the disclosure practises of Indian companies.



MISTAKE -2 IS USING ONLY REFERENCE CITATION

- The growth in environmental accounting research and interest in the last few years has been little short of phenomenal. The review of prior research shows that the major contributions have been related to the motivations for social and environmental disclosure. However, other important research areas such ethical/accountability issues and how to cost externalities which have already been considered within the context of developed countries are yet to emerge within the developing country context. Since most of the industries effect the environment at some level, researcher would like to study what Indian corporate do to protect the environment. This paper is an attempt to study the significance of environmental accounting and its disclosure practises of Indian companies. Researcher has taken 100 companies and 11 environmental variables to study the disclosure practises of Indian companies.
- **Reference** : Malarvizhi, P. (2013). "Corporate environmental Accounting and Reporting," A Green Framework, The ICAI Journal of Accounting Research
- **Both are like matched pair of shoes – in text citation and reference citation**



HOW TO ADD INTEXT CITATION

- Author's last name + year of publication + page no(if necessary)
- E.g. (Japee, 2015)- generally used if it is taken from Video/ PDF entire is used
- (Japee, 2015, P.10)- When Journal article is used
- And it should be followed by reference citation



HOW TO APPLY

- Remember : An intext citation can apply only to the sentence its part of
- An intext citation can apply only to one sentence at a time.
- So Question comes here How many times I cite the same source in one paragraph.
- Answer as many time as you use that source.
- If you use three times, you should use the name three times.
- Let us see how it is used in following review



IS IT CORRECT ????

- **John and Jean (2017)** examine the use of leadership presence as a way to increase productivity in the workplace. **John and Jean** present a model of leadership that facilitates communication throughout the organisation. **John and Jean's** approach may not be suitable for all organisations, but the information provided can be useful to any leader looking to increase communication success in work place.
- **Reference : John, G & Jean, P(2017).
What leadership presence? New York:
random house**



LITTLE TOO MUCH AUTHOR'S NAME SO ANOTHER WAY TO PRESENT

- **John and Jean (2017)** examine the use of leadership presence as a way to increase productivity in the workplace. **The authors present** a model of leadership that facilitates communication throughout the organisation. **This approach** may not be suitable for all organisations, but the information provided can be useful to any leader looking to increase communication success in work place.
- **Reference : John, G & Jean, P(2017). What leadership presence? New York: random house**



PLEASE READ AND TELL ME THE FOLLOWING INTEXT CITATION IS CORRECT OR NOT

- Leadership generosity is about more than pay rises. Generosity in leadership means giving someone a chance to create or innovate, giving praise, giving emotional attention, and giving respect. All provide positive motivation. Good leaders are guided by a generous heart and a loyal mind (**Matinuzzi, 2017**)
- (**Matinuzzi, 2017**) Leadership generosity is about more than pay rises. Generosity in leadership means giving someone a chance to create or innovate, giving praise, giving emotional attention, and giving respect. All provide positive motivation. Good leaders are guided by a generous heart and a loyal mind.

- Reference:

Martinuzzi, B. (2017). "Degrees of giving : Leading with generosity." Retrieved from http://www.Mindtools.com/pages/article/article/newLDR_55.htm



THIS IS MISTAKE NO 3

- End of paragraph citations
- Readers really don't know whether citation is for the entire paragraph or it is for the last line. This type of citation is not valid internationally
- So what to do
- You have two ways to use or quote
- 1. quote from it
- 2. rephrase in your own wording



QUICK RECAP

- A signal Phrase such as According to is used to introduce the use of the source
- The Author's last name and year comprises to intext citation because the author's name was used in the sentence, it is not parentheses.(punctuation mark)
- A large number is used because the information comes from the specific part of the source and if you are rephrasing still you need to provide intext citation at the end.



QUICK RECAP

- Don't include
- Name of the Journal
- Mr/Prof/Dr/Prin/etc
- Don't write the title of the article
- If two authors are give you can use wither and or & does not make any difference the later is symbolic representation
- If more than two authors are used than use it for the first time and whenever you are using second time it should go with first author's name with (Japee et. al)
- (Japee et.al. 2010) but in reference you have to use all the names
- Now brackets can be used like Japee (2010) or (Japee,2010) in 2010, Japee.....



HOW TO REVIEW

- LR is the part of the paper where there is extensive reference to related research in your field .Here connections are made and your position is very clear
- The main element is
 - 1. Author- Who is the author of the research
 - 2. Source – Where they come from

(Journal articles are preferred because it is written by peers)



METHODS OF LR

- Time – Chronology – Early to later study
- Perspective – Position taken- School of thought
- Method – How research has been conducted
- Thematically- Presented in sequence like essay
- (Ultimately it demands on research question or topic of the study)
- Create plan –read and take notes of the plan



TWO ELEMENTS ARE VERY IMPORTANT

Descriptive/ Reporting element – The Catalogue

- I. What happened – Describe
- II. What the Author has discussed, found, did on account of the topic

Interpretive/ Critical element – The dialogue

- I. Ask and answer the questions
 - II. Analyse, Explain and interpret the information
 - III. Synthesis information to develop the point of view
- Avoid the term when you write LR – He- She found, noted, reported as they simply shows the idea and not the analytical framework of LR
 - How we move the writing from descriptive to interpretive



GUESS ?

- In the next section, production analysis became the focus, in her analysis of production **kena(2010)** showed that the method was **successful** and this was significant **because** it represented a major shift from prior research moving the focus back to personnel away from more traditional process concerns.
- (Here the researcher has mentioned very important point and make the clear statement about the research made by KENA- which type of LR is this???)



CONTINUE – TWO MORE

- In relation to efficacy of method **Kena et al. (2003)** then re interviewed each participant, and in doing so, **found** a revealing, new set of responses emerging.
- **Bruce (2017)** argues these findings were crucial as they highlighted a significant set of secondary level responses that still provide clinical Practitioner guidelines today.



HOW TO RECOGNIZE

- Language is very important
- So when you are highlighting importance
- Or when in interpretation when you use your voice
- E.g. This Shows* that (* suggest/tells us/ reveals/points to/ implies/ highlights)

INTERPRETING+VOICE(In your voice)



HOW TO USE OR MAKE SUCH LR

- This is important/ Significant because
- This is worth noting as / because it
- This calls attention to
- This can be illustrated by
- With this mean* is (shows/tell us that)
- Importantly * this suggest that (crucially/ significantly)
- Which points to/ suggest the need for
- Which is vital/ crucial as it
- Which shows/ illustrates that
- Which is significantly as it meaning that
- Illustrating/ Pointing
- This is important because it moves your writing from descriptive to interpretative and it gives you stronger writer's voice



HOW TO USE OR MAKE SUCH LR

- Writing – responding with critiques – Layered approach.
- Now again tell me
- The first key area of this review concern age and memory loss with elderly populations providing a point of focus, in a 2011 study **Brent found that** elderly patients were increasingly unable to recall key information set and had to be prompted, indicating strong likelihood of memory loss.
- Her study, however, was limited in its application as she choose to focus on small sample size drawn solely from one high care facility
- It may have been more illustrative to broaden the scope of the study to high and low care patients from a range of facilities, James(2014) did precisely that in his **pivotal longitudinal multi facility broad score study.**



HOW TO USE OR MAKE SUCH LR

- So in first LR- Description
- Second – Critique
- Third – Solution
- There are also two types of critiquing languages which are used to write LR
- One is deficit critique
- Another is strengths critique



DEFICIT CRITIQUE

- A question that needs to be asked, however
- A weakness with this argument, however
- One of the limitations with this explanation is that is....
- This approach is fail to take In to account
- The study would have been more useful if it had
- The findings may have been more applicable if.....
- Although
- Nevertheless



STRENGTH CRITIQUE

- In this milestone* study smith found.....
- This was significant / influential in that it....
- Moss Correctly argues that.....
- Ding makes the very valid point that
- *significant, detailed, thorough, ground breaking, useful, impressive, wide ranging, pivotal, comprehensive, Likewise, same logic



TOPIC: RESILIENCE AT THE MICRO LEVEL

- Japee(2010) concludes that there is a powerful relationship between what happens within an individual, which he refers to as the micro level, and its impact on the societal or macro level. He suggests that focusing on developing resilience at the micro level is a worthy goal from this research he constructed the “person focused approach” (Japee,2010,P.329). In interviewing children either identified as resilient or non resilient, he states that it was “ the little things” (P.330) teachers did which has an impact on the well being of their students at the micro level. Teachers need to be reminded that being available, listening, helping children to promote a positive view of themselves, influencing a child’s environment and generally connecting through friendly interpersonal interactions are important and make a difference.

Can we say

- ***1. paragraph is on relevant topic ?????***
- ***2. Is it critical / Interpretive ???????***



ANSWER TO PREVIOUS SLIDE

- 1. Yes
- 2. No
- It completely shopping list of ideas – descriptive
- Now let us see one more



CAN U TELL ME THE DIFFERENCE

- Japee(2010) concludes that there is a powerful relationship between what happens within an individual, which he refers to as the micro level, and its impact on the societal or macro level. And in doing so suggests that focusing on developing resilience at the micro level is a worthy goal. This Understanding is crucial because, from this pivotal research he constructed the successful and widely used “person focused approach” (Japee 2010,P.329). In interviewing children either identified as resilient or non resilient, his research makes it clear that it was “ the little things” (P.330) teachers did which had an impact on the well being of their students at the micro level. The key implications drawn from this is that teachers need to be reminded that being available, listening, helping children to promote a positive view of themselves, influencing a child’s environment and generally connecting through friendly interpersonal interactions are important and make a difference.
- Can you tell me the difference



THE DIFFERENCE IS

- Japee(2010) concludes that there is a powerful relationship between what happens within an individual, which he refers to as the micro level, and its impact on the societal or macro level. ***And in doing so suggests that*** focusing on developing resilience at the micro level is a worthy goal. ***This Understanding is crucial because,*** from this ***pivotal*** research he constructed the ***successful and widely used*** “person focused approach” (Japee 2010,P.329). In interviewing children either identified as resilient or non resilient, ***his research makes it clear*** that it was “ the little things” (P.330) teachers did which had an impact on the well being of their students at the micro level. ***The key implications drawn from this*** is that teachers need to be reminded that being available, listening, helping children to promote a positive view of themselves, influencing a child’s environment and generally connecting through friendly interpersonal interactions are important and make a difference.

- **Interpretive + Connecting + Critique + Your Voice**

(of course positive critique / strength critique)



ALWAYS REMEMBER

- LR is not A descriptive summary of existing literature
- It is not Presentation of your Argument
- And of course not an abstract
- According to an International standards it cannot be more than 20000 words and less than 10000 words



ANY DOUBTS

- Wish you all the best for your future endeavors

