Literature research

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In advance: Central questions for preparation

- What is the overarching context?
- What is the problem area?
- What's the problem in my work?
- What research approaches are there?
- What did others do?
- What are my results?

Task planning (What do I have to do?)

Milestone and scheduling (When do I have to do what?)

Problem

State of research

Objective

Quelle: In Anlehnung an Sørensen (1994).
In advance: Structure of scientific work

1. Cover Page
2. Abstract
3. Table of contents
4. List of figures (if necessary)
5. Table directory (if necessary)
6. List of abbreviations (if necessary)
7. Symbol directory (if necessary)
8. Introduction (general introduction, problems, objectives and structure of the work)
9. Description of the problem (definitions, discourses at hand, opposing positions, systematisation)
10. Solution of the problem (theoretical and empirical treatment)
11. Results, conclusions, outlook
12. List of references
13. Appendix (if necessary)
14. Declaration of independence
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• Getting started: Gain an overview about existing research
  – Identification of fundamental work
  – Identification of keywords for detailed search
  – Initial categorization of different research approaches
  – Aim: Focus on one topic and exclusion of related topics in order to develop the outline → start the detailed search
1. Getting started with web search (e.g. Google Scholar) to get to know the topic
2. Textbooks and monographs give a summarizing overview of a topic
3. Review articles in journals
   – Review articles on scientific literature (add „review“ in search term)
   – Meta-analyses of empirical work (add „meta-analysis“ in search term)
4. Identification of important articles using the function "Times Cited" about Ebsco and in particular the SSCI (Social Science Citation Index)
Topic definition

1. **Broad topic definition**
   - Monographs, theses, textbooks
   - Broad overview/ summary of the topic
   - Find relevant keywords for detailed search

2. **Deeper look into the topic**
   - Forward-/Backward Citation → Compression of citation networks
   - Overview articles (Reviews, Meta-analysis)
   - Further articles on bibliographies / citations / specialisation
   - Most recent articles in top ranked journals
   - Supplementary search for renowned authors

3. **Development of the topic top-down and bottom-up**
   - Forward-/Backward Citation → Compression of citation networks
   - Monographs, theses, textbooks

**Contact Points**
- Campus Online
- ZBW
- Ebsco
- Web of Science
- wiso.net
- Other databases
Example: Top-Down Literature Search about foundations of „implicit associations“

**Content perspective**

„The identifying feature of implicit cognition is that past experience influences judgment in a fashion not introspectively known by the actor“

(Greenwald and Banaji, 1995, Psychological Review)*

* Citations at google scholar: 5892

**Method perspective**

„Implicit measures can be defined as outcomes of measurement procedures that are caused in an automatic manner by psychological attributes“

(De Houwer et al., 2009, Psychological Bulletin)**

**Citations at google scholar: 617
Step 1a: Content perspective
Definition of initial search term

„The identifying feature of implicit cognition is that past experience influences judgment in a fashion not introspectively known by the actor“

(Greenwald and Banaji, 1995, Psychological Review)*

* Citations at google scholar: 5892

Search Term: „Implicit cognition“
Step 1b: Specifying search terms

Implicit cognition* → 3643 results (3209 articles)

Scanning of Journals and Web of science categories reveals a lot of articles from other disciplines, e.g. Neurosciences (318), Psychiatry (261), Substance Abuse (160) [...] → Needs further refinement

Implicit cognition* AND consumer* → 95 results (82 articles)
Implicit cognition* AND marketing → 57 results (47 articles)
Implicit cognition* AND (marketing OR consumer*) → 130 results (112 articles)

Checking titles, authors and journals: good fit!
Step 2a: Method perspective
Definition of initial search term

"Implicit measures can be defined as outcomes of measurement procedures that are caused in an automatic manner by psychological attributes"

(De Houwer et al., 2009, Psychological Bulletin)**

**Citations at google scholar: 617

Search Term: „Implicit measure*“
Step 2b: Specifying search terms

- "Implicit measure*" → 11,093 results (9,812 articles)
  Scanning of Journals and Web of Science categories reveal a lot of articles from other disciplines, e.g. Neurosciences (836), Clinical Psychology (566), Psychiatry (513), [...]
  → Needs (again) further refinement

Implicit measure* AND consumer* → 219 results (198 articles)
Implicit measure* AND marketing → 353 results (320 articles)
Implicit measure* AND (marketing OR consumer*)

→ 509 results (461 articles)

Checking titles, authors and journals: good fit!
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Indicators of article relevance

• Thematic relevance
  – search terms
  – Title and later Abstract

• Bibliometric Information
  – Number of citations (width)
  – Number of citations (quality - the older, the higher)

• Renown of the magazine
  – Journal Impact Factor Ranking of the Journal (JIF)
  – Expertise in marketing and innovation management

• Authors
  – Origin (institution, field of studies)
  – Expertise in the field

• Timelines (publication date)
Significant journals

- **German-speaking area**
  - Schmalenbach Business Review: Zeitschrift für betriebswirtschaftliche Forschung (Zfbf)
  - Marketing Zeitschrift für Forschung und Praxis
  - Zeitschrift für Betriebswirtschaft (ZfB)
  - Die Betriebswirtschaft (DBW)
  - Despite their importance in the German-speaking world, these German journals can only be classified as second-class internationally

- **Anglo-Saxon area**
  - Indicative: Amount of the Journal Impact Factor (JIF) determined by SSCI;
  - e.g.: Strategic Management Journal
    JIF = 6,06 (2016)
  - Thumb rule JIF >0,5 = still good journal; >1 = good journal; >2 = very good journal (these are only tendencies!)
  - See the link on our homepage “Journal Rankings" in the category "Service and Links"
Important international magazines in Business Administration/Strategy

- Academy of Management Review (JIF = 10,74)
- Academy of Management Journal (JIF = 9,81)
- Journal of Management (JIF = 9,24)
- Strategic Management Journal (JIF = 6,06)
- Journal of International Business Studies (JIF = 6,07)
- Journal of Management Studies (JIF = 5,88)
- California Management Review (JIF = 2,36)
- Sloan Management Review (JIF = 2,32)
- Journal of Business Research (JIF = 2,32)
Important international magazines in the field of marketing

- Journal of Marketing (JIF = 7,42)
- Journal of Consumer Research (JIF = 5,00)
- Journal of the Academy of Marketing Science (JIF = 4,56)
- Journal of Marketing Research (JIF = 3,77)
- Journal of Retailing (JIF = 3,11)
- International Journal of Electronic Commerce (JIF = 3,09)
- Marketing Science (JIF = 3,03)
- International Journal of Research in Marketing (JIF = 2,79)
- Journal of Advertising Research (JIF = 2,54)
- Journal of International Marketing (JIF = 3,54)
- Industrial Marketing Management (JIF = 2,38)
- Journal of Public Policy & Marketing (JIF = 1,83)
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Literatursuche „Quick & Easy“ via Google Scholar

google.scholar.com
• http://kataloge.uni-hamburg.de/DB=1/LNG=EN/
• Enter the search term „Marketing“
Variations of the search

• Operators:
  – **AND** und & +: all terms
  – **OR** oder |: one or more terms
  – **NOT**: except: a certain term shall not occur
  – */*: Placeholder for any number of characters (e.g. Innovations*)
  – “…“: exact wording / phrase
How often have articles been cited in the database (times cited) and number of cited references?

Enter the search term

All articles found: Title, author, journal, publication date, issue, pages and length.
Access via the Stabi

https://www.sub.uni-hamburg.de/en/service/english.html

In the Katalogplus, you can find books and media that are in the Stabi, the specialist libraries and numerous other libraries in Hamburg. You can also find several million electronic documents there, which are sometimes free for you to access.

In the Common Union Catalogue (GVK), you can find the holdings of seven states in northern Germany, including Hamburg. Interlibrary loans can be ordered via the GVK.

The Electronic Journal Library gives you easy access to freely available and licensed electronic journals. Please note that part of this is only available to members of the library system via remote access.

The Database Info System gives you easy access to freely available and licensed databases. Please note that part of this is only available to members of the library system via remote access.
Searching articles: Web of Science

Access via Link or Web Search: Web of Science

https://apps-1webofknowledge-1com-1004632xi0081.emedien3.sub.uni-hamburg.de/WOS_GeneralSearch_input.do?product=WOS&search_mode=GeneralSearch&SID=D32Xlei5T2svKb6d1DI&preferencesSaved=
Other relevant databases: Jstor & PsycINFO

- **Jstor (www.jstor.org)**
  - Over 400 journals in Business and Economics
  - Partially dating back to 1892
  - All articles in pdf format
  - Limited timeliness (time delay)
  - Access only via UHH-WLAN or VPN

- **PsycINFO**
  - It lists 1700 journals and numerous monographs from the field of psychology and related sciences.
  - No full-text access, but a very broad search
  - Access only via UHH-WLAN or VPN
Loan and interlibrary loan

- [http://kataloge.uni-hamburg.de/DB=1/SET=1/TTL=1/START>Welcome](http://kataloge.uni-hamburg.de/DB=1/SET=1/TTL=1/START>Welcome)
Interlibrary loan: GBV

Interlibrary loan options via loan order, subito or copy order
# Overview of sources

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<th>Campus Katalog</th>
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<td>Quality (citations)</td>
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Management of the literature

- **Systematic processing of the read literature**
  - Protection from chaos

- **Capture of the central, read contents**
  - E.g. in Excel and/or Endnote/Citavi
  - **Category**
    - Author, Year, Journal abbreviation
    - Theoretical basis
    - Methodology
    - Dependent variable
    - Independent variable
    - Key results

- **Systematic filing of literature**
  - By chapters
  - Alphabetically
  - Important: Please observe the requirements for the format of the electronic storage of literature!
  - **LastName_FirstName_Year_Journal_KeyWord.pdf.**
    (e.g.: Soman_D_2001_JCR_payment_mechanisms.pdf)
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Summary

Literature search procedure

• First delimitation of topics, headings and subheadings + synonyms
  – Web research (e.g. Google-Scholar)
  – Dictionaries, textbooks + monographs
  – Overview articles in journals (review or meta-analyses)
• Detailed research e.g. in
  – Campus Katalog (https://kataloge.uni-hamburg.de/)
  – ZBW in Hamburg + Kiel, free registration (http://econis.eu/)
  – Hamburger Regionalkatalog (http://gso.gbv.de/DB=2.91/LNG=DU/)
  – Databases (z.B. Ebsco, Web of Science, wiso.net)
  – E-Journals
• Management of the literature:
  – Preparation and structuring of findings
  – Use (→ Writing)
→ Make use of the exchange with fellow students
→ Use instructions for scientific work
→ https://www.wiso.uni-hamburg.de/fachbereich-sozoek/professuren/teichert/service/literatur-recherche.html
→ Document your results!

Have fun with science!