

# Literature research

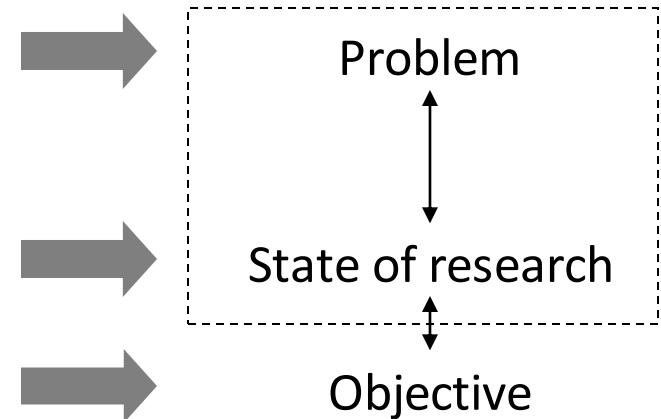
Prof. Dr. Thorsten Teichert • Universität Hamburg •  
Chair of Marketing and Innovation

Von-Melle-Park 5 • Raum 3076 (Teamassistenz) • 20146 Hamburg

Tel: +49 40 42838-4643 • Fax: +49 40 42838-5250

Email: [cmi.wiso@uni-hamburg.de](mailto:cmi.wiso@uni-hamburg.de)

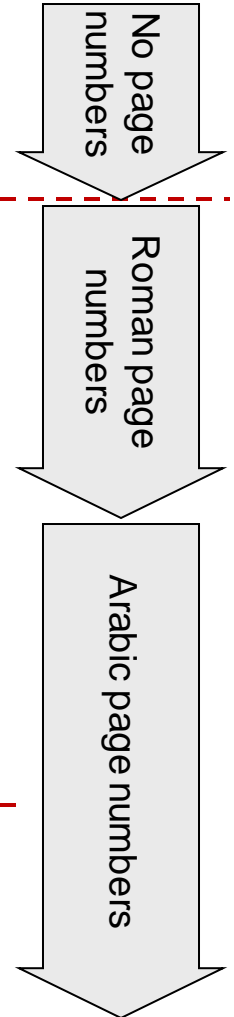
- What is the overarching context?
- What is the problem area?
- What's the problem in my work?
- What research approaches are there?
- What did others do?
- What are my results?



Task planning (What do I have to do?)

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

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



- |   |                                 |
|---|---------------------------------|
| 1 | <b>Topic Definition</b>         |
| 2 | Article relevance               |
| 3 | Literature search (operational) |
| 4 | Management of the literature    |
| 5 | Summary and conclusion          |

- 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

# Topic definition: Procedure

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)

## ① Broad topic definition

Monographs, theses, textbooks  
→ Broad overview/ summary of the topic  
→ Find relevant keywords for detailed search

## Contact Points

→ Campus Online  
→ ZBW

## ③ Development of the topic top-down and bottom-up

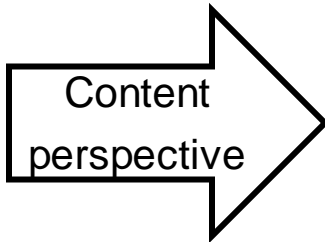
Forward-/Backward Citation → Compression of citation networks

Overview articles (Reviews, Meta-analysis)  
→ Further articles on bibliographies / citations / specialisation  
→ Most recent articles in top ranked journals  
→ Supplementary search for renowned authors

→ Ebsco  
→ **Web of Science**  
→ wiso.net  
→ Other databases

## ② Deeper look into the topic

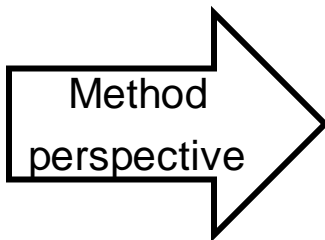
# Example: Top-Down Literature Search about foundations of „implicit associations“



„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



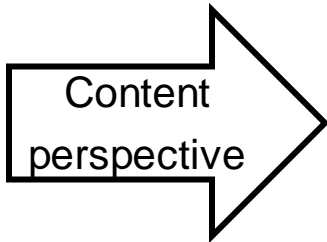
„*Implicit measures* can be defined as outcomes of measurement procedures that are caused in an automatic manner by psychological attributes“

(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\*“

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)

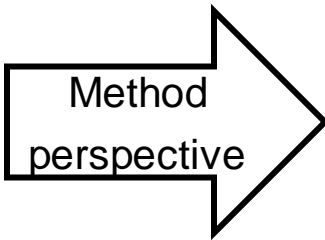
Implicit cognition\* AND marketing → 57 results (47 articles)

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\*“

- „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!

- |          |                                 |
|----------|---------------------------------|
| 1        | Topic definition                |
| <b>2</b> | <b>Article relevance</b>        |
| 3        | Literature search (operational) |
| 4        | Management of the literature    |
| 5        | Summary and conclusion          |

- 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)

- 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"

- 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)

- |          |  |
|----------|--|
| 1        | Topic definition                       |
| 2        | Article relevance                      |
| <b>3</b> | <b>Literature search (operational)</b> |
| 4        | Management of the literature           |
| 5        | Summary and conclusion                 |

# Literatursuche „Quick & Easy“ via Google Scholar



©Chair of Marketing and Innovation

google.scholar.com

Google Scholar

Articles

About 2.200.000 results (0,06 sec)

Any time

Since 2020

Since 2019

Since 2016

Custom range...

Sort by relevance

Sort by date

☒ include patents

☒ include citations

☐ Create alert

[BOOK] Handbook of **implicit cognition** and addiction

[RW Wiers, AW Stacy](#) - 2006 - books.google.com

"Most research on **cognitive** processes and drug abuse has focused on theories and methods of explicit **cognition**, asking people directly to introspect about the causes of their behavior. However, it may be questioned to what extent such methods reflect fundamental ...

☆ 99 Cited by 340 Related articles All 10 versions

[PDF] academia.edu

Measuring individual differences in **implicit cognition**: the **implicit** association test.

[AG Greenwald, DE McGhee](#)... - Journal of personality ..., 1998 - psycnet.apa.org

An **implicit** association test (IAT) measures differential association of 2 target concepts with an attribute. The 2 concepts appear in a 2-choice task (eg, flower vs. insect names), and the attribute in a 2nd task (eg, pleasant vs. unpleasant words for an evaluation attribute). When ...

☆ 99 Cited by 13243 Related articles All 23 versions Web of Science: 5482

[PDF] osf.io  
UHH Full text

[BOOK] **Implicit cognition**.

[GDM Underwood](#) - 1996 - psycnet.apa.org

How much of what we know has been learned 'implicitly', that is, without our conscious awareness? How much of our problem-solving abilities are founded on unconscious processes? How closely do verbal reports of performance relate to what the mind has ...

☆ 99 Cited by 158 Related articles All 2 versions

[PDF] harvard.edu  
UHH Full text

**Implicit social cognition**: attitudes, self-esteem, and stereotypes.

[AG Greenwald, MR Banaji](#) - Psychological review, 1995 - psycnet.apa.org

Social behavior is ordinarily treated as being under conscious (if not always thoughtful) control. However, considerable evidence now supports the view that social behavior often operates in an **implicit** or unconscious fashion. The identifying feature of **implicit cognition** is ...

☆ 99 Cited by 8004 Related articles All 28 versions Web of Science: 2950

Related searches

implicit cognition **addiction**

implicit cognition **individual differences**

implicit cognition **measuring**

implicit cognition **iat**

implicit cognition **association test**

implicit cognition **unconscious**

**stacy** implicit cognition

implicit cognition **relationship maintenance**

**Implicit cognition** and addiction

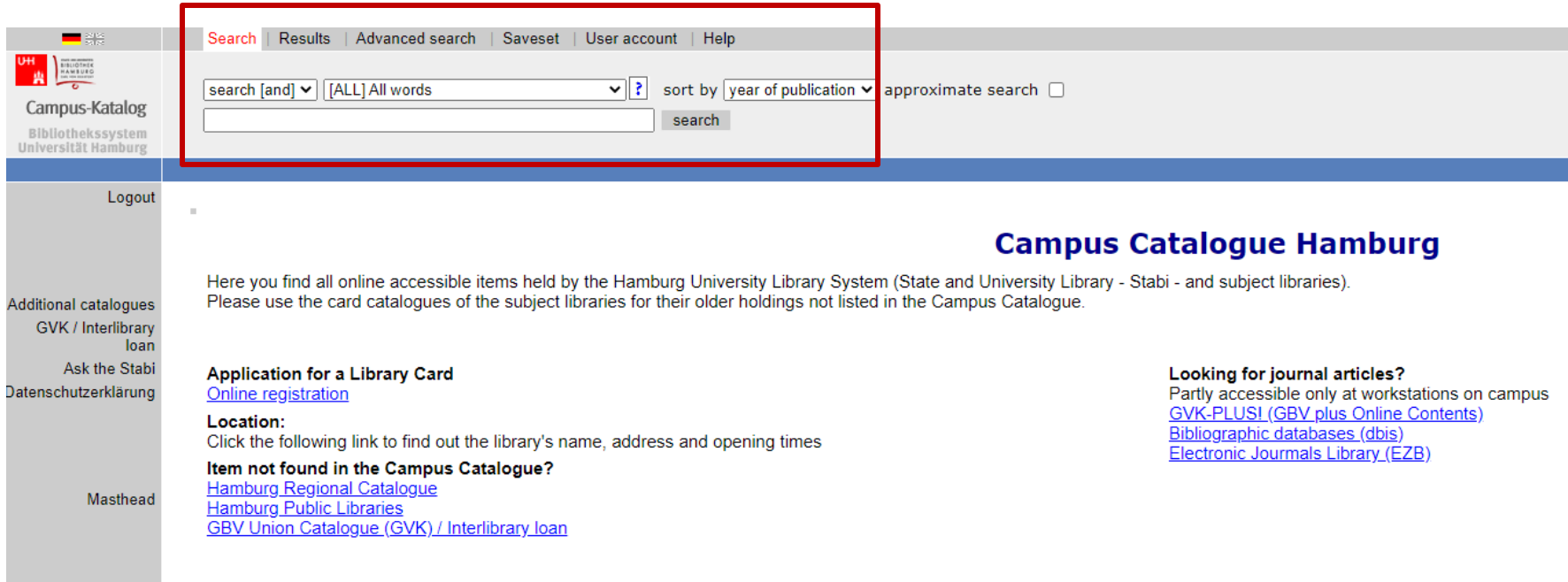
[RW Wiers, AW Stacy](#) - Current Directions in Psychological ..., 2006 - journals.sagepub.com

Extensive recent research has begun to unravel the more **implicit** or automatic **cognitive** mechanisms in addiction. This effort has increased our understanding of some of the perplexing characteristics of addictive behaviors. The problem, often, is not that substance ...

☆ 99 Cited by 293 Related articles All 10 versions Web of Science: 145

[HTML] sagepub.com  
Full View

- <http://kataloge.uni-hamburg.de/DB=1/LNG=EN/>



**Campus-Katalog**  
Bibliothekssystem  
Universität Hamburg

Search | Results | Advanced search | Saveset | User account | Help

search [and] [ALL] All words sort by year of publication approximate search ☐

search

Logout

Additional catalogues  
GVK / Interlibrary loan  
Ask the Stabi  
Datenschutzerklärung

Masthead

## Campus Catalogue Hamburg

Here you find all online accessible items held by the Hamburg University Library System (State and University Library - Stabi - and subject libraries). Please use the card catalogues of the subject libraries for their older holdings not listed in the Campus Catalogue.

**Application for a Library Card**  
[Online registration](#)

**Location:**  
Click the following link to find out the library's name, address and opening times

**Item not found in the Campus Catalogue?**  
[Hamburg Regional Catalogue](#)  
[Hamburg Public Libraries](#)  
[GBV Union Catalogue \(GVK\) / Interlibrary loan](#)

**Looking for journal articles?**  
Partly accessible only at workstations on campus  
[GVK-PLUS! \(GBV plus Online Contents\)](#)  
[Bibliographic databases \(dbis\)](#)  
[Electronic Journals Library \(EZB\)](#)

- Enter the search term „Marketing“

Search Results | Advanced search | Saveset | User account | Help

search [and] [ALL] All words sort by year of publication approximate search

marketing search

Save Logout Analyse Se

Additional catalogues GVK / Interlibrary loan Ask the Stabi Datenschutzerklärung Masthead

results search [and] ([ALL] All words) marketing

1. [Political marketing in the 2019 Canadian federal election](#) / Gillies, James. - Cham : Palgrave Macmillan, [2020]
2. [Agribusiness management](#) / Barnard, Freddie L.. - Sixth edition. - New York, NY : Routledge, 2021
3. [Sport and the pandemic : perspectives on Covid-19's impact on the sport industry](#) / Pedersen, Paul Mark. - London : Routledge, Taylor & Francis Group, 2021
4. [The aging consumer : perspectives from psychology and marketing](#) / Drolet, Aimee Leigh. - 2nd edition. - New York : Routledge, Taylor & Francis Group, 2021
5. [Virtual Reality in der Tourismusbranche : Verkaufsförderung durch Risikosenkung und Flucht in die me](#) / Huber, Stephanie. - Hamburg : Diplomica Verlag, 2020
6. [Hamburg News : Wirtschaftsnachrichten aus der Metropolregion / Corona](#) / Hamburg Marketing GmbH. - Hamburg : [Hamburg Marketing GmbH], 2020-
7. [Free Guide to Digital Marketing : Facebook, Instagram, Whatsapp, SEO, SEA, E-Commerce, CRM](#) / ramp106 GmbH. - Hamburg : ramp 106 GmbH, [2020]
8. [Nonprofit marketing and fundraising : a research overview](#) / Bennett, Roger. - First issued in paperback. - London : Routledge, 2020
9. [2019: Jahresbericht ...](#) [2020?]
10. [Virtual Reality in der Tourismusbranche : Verkaufsförderung durch Risikosenkung und Flucht in die mediale Wirklichkeit](#) / Huber, Stephanie. - Hamburg : Diplomica Verlag, 2020

[CLT] Correlating phrases: [branding](#) | [ecommerce](#) | [businessdata](#) | [digitalen](#) | [praxisbeispiele](#) | [quick](#) | [digital](#) | [customer](#) | [basiswissen](#) | [statistics](#)

Word	Type	Count
marketing	[ALL] All words	69491

PPN: 1725110172 [Record](#)

Title: [Political marketing](#) in the 2019 Canadian federal election / [Jamie Gillies, Vincent Gillies, James \[HerausgeberIn\] ; Raynauld, Vincent \\*1982-\\* \[HerausgeberIn\]](#)

Persons:

Language/s: English

Publication statement: Cham : Palgrave Macmillan, [2020]

Extent: xi, 150 Seiten

Series: [Palgrave studies in political marketing and management](#)

ISBN: 978-3-030-50280-5  
Weitere Ausgaben: [9783030502812\\$ebook](#) (Fernzugriff)

Subject: [89.56 Politische Kommunikation](#)  
[15.86 Kanada Geschichte](#)  
[89.57 Politische Beteiligung](#)

Location: [Staats- und Universitätsbibliothek - SB-Bereich](#)

Shelf mark: A 2020/4776

Note: --

Request info: Ordered / not yet available  
Not for loan

PPN: 173829739X [Record](#)

Title: [Free Guide to Digital Marketing : Facebook, Instagram, Whatsapp, SEO, SEA, E-Commerce, CRM](#) / ein Produkt von OMR, ramp 106 GmbH

Corporate body: ramp106 GmbH [Herausgebendes Organ]

Language/s: German

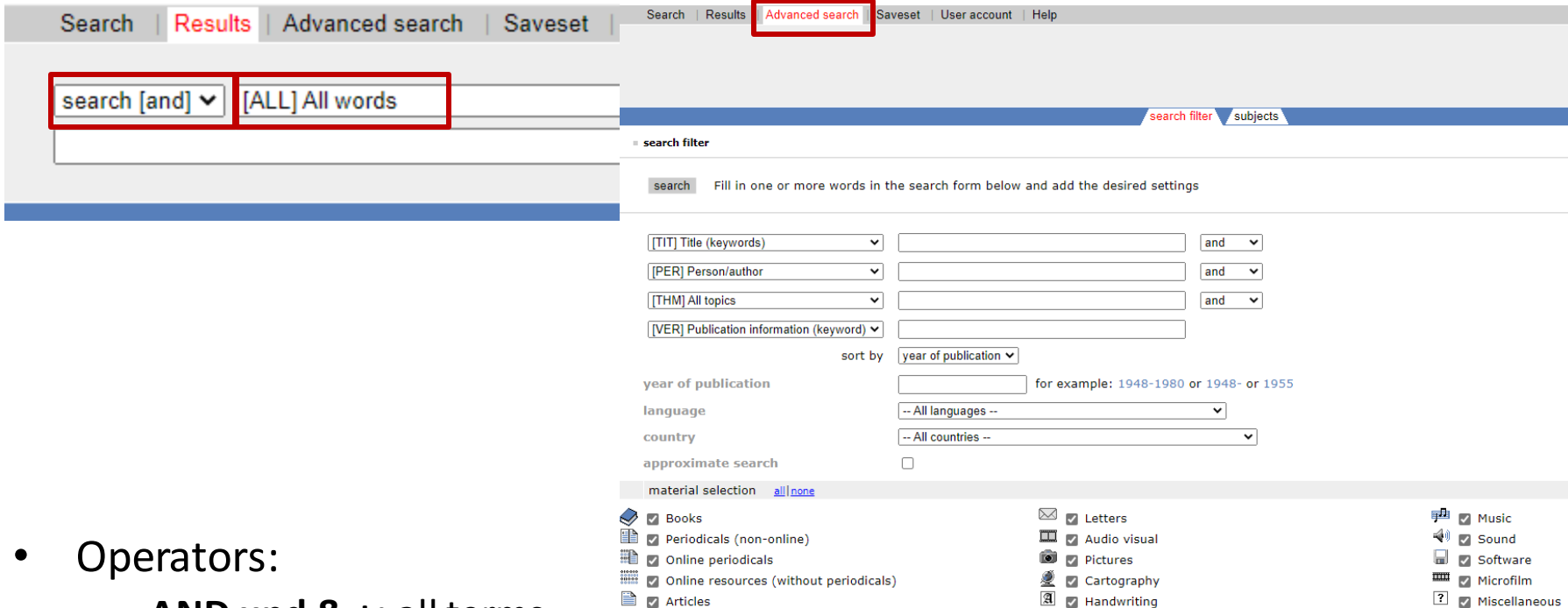
Publication statement: Hamburg : ramp 106 GmbH, [2020]

Extent: 1 Online-Ressource (86 Seiten) : Illustrationen

Series: [OMR Report. - Hamburg : Ramp 106 GmbH, \[2019\]- ; ZDB-ID: 3044733-1 ; 2020](#)

Note: Archivierung/Langzeitarchivierung geplant 2020 (Rechtsgrundlage Pflichtexemplar Hamburg). SUB+Uni Hamburg

Link: <http://epub.sub.uni-hamburg.de/epub/volltexte/einzelplatz/2020/110840/> [Volltextzugang Einzelplatz Lesesaal SUB-Hamburg] Einzellizenz



Search | **Results** | Advanced search | Saveset | Search | Results | **Advanced search** | Saveset | User account | Help

search [and] ▼ [ALL] All words

search filter subjects

search Fill in one or more words in the search form below and add the desired settings

[TIT] Title (keywords) and  
 [PER] Person/author and  
 [THM] All topics and  
 [VER] Publication information (keyword)

sort by year of publication

year of publication for example: 1948-1980 or 1948- or 1955

language -- All languages --  
 country -- All countries --

approximate search

material selection all none

- ☒ Books
- ☒ Periodicals (non-online)
- ☒ Online periodicals
- ☒ Online resources (without periodicals)
- ☒ Articles
- ☒ Letters
- ☒ Audio visual
- ☒ Pictures
- ☒ Cartography
- ☒ Handwriting
- ☒ Music
- ☒ Sound
- ☒ Software
- ☒ Microfilm
- ☒ Miscellaneous

- 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

- <http://search.epnet.com> → Business Source Complete

Enter the search term

innovation AND marketing

Search Options

Search Modes and Expanders

Search modes

- ☒ Boolean/Phrase
- ☐ Find all my search terms
- ☐ Find any of my search terms
- ☐ SmartText Searching [Hint](#)

Limit your results

- ☒ Full Text
- ☒ Scholarly (Peer Reviewed) Journals
- ☐ Publication

Refine Results

Current Search

Boolean/Phrase:

innovation AND marketing

Limiters

- ☒ Full Text
- ☒ Scholarly (Peer Reviewed) Journals

Limit To

Search Results: 1 - 30 of 6,296

1. Business Strategies of SME's, Innovation Types and ...

2. Customer Clusters as Sources of Innovation-Based Competitive Advantage.

By: Bindroo, Vishal; Mariadoss, Babu John; Pillai, Rajani Ganesh. Journal of International Marketing. Sep2012, Vol. 20 Issue 3, p17-33. 17p. 5

Subjects: INNOVATIONS in business; RESEARCH; KNOWLEDGE management; SOCIOECONOMICS; INNOVATION management; INTERNATIONAL CUSTOMER lifetime value; CUSTOMER orientation; MARKETING strategy; RELATIONSHIP marketing

Show all 5 images

Cited References: (121) Times Cited in this Database: (2)

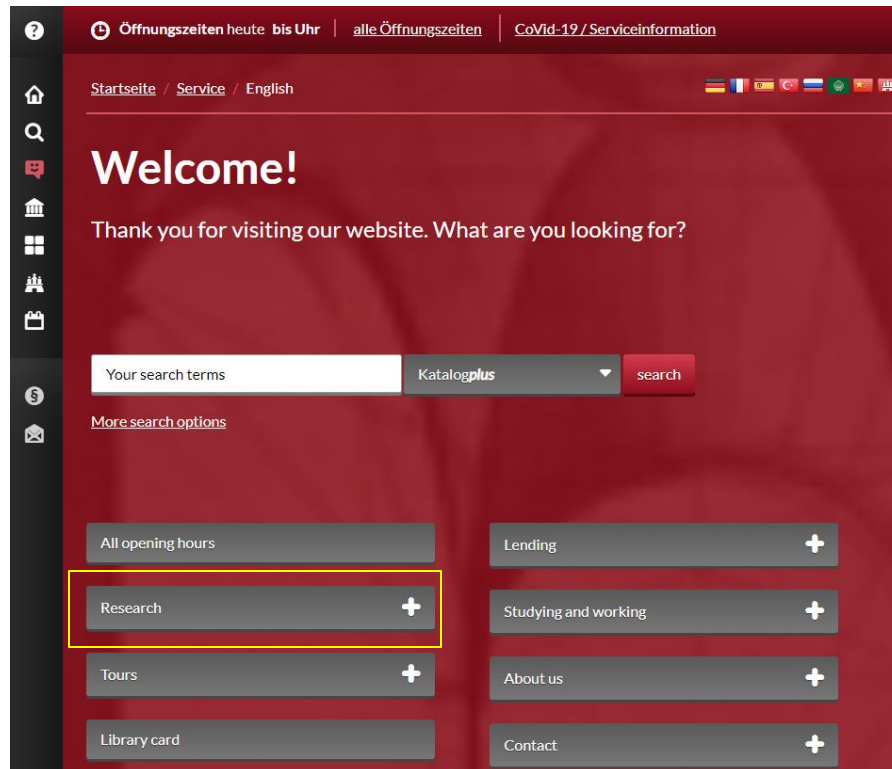
PDF Full Text (207KB)

How often have articles been cited in the database (times cited) and number of cited references?

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>



### Research

- 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.



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=](https://apps-1webofknowledge-1com-1004632xi0081.emedien3.sub.uni-hamburg.de/WOS_GeneralSearch_input.do?product=WOS&search_mode=GeneralSearch&SID=D32Xlei5T2svKb6d1DI&preferencesSaved=)

- Jstor ([www.jstor.org](http://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

- [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)

The screenshot shows the 'Campus-Katalog' website. The top navigation bar includes links for 'Search', 'Results', 'Advanced search', 'Saveset', 'User account', and 'Help'. The search area features a dropdown menu for 'search [and]', a text input field with '[ALL] All words', a 'sort by' dropdown set to 'year of publication', and an 'approximate search' checkbox. A 'search' button is located to the right of the input field. On the left sidebar, there is a 'Logout' link and a section for 'Additional catalogues' which includes 'GVK / Interlibrary loan', 'Ask the Stabi', and 'Datenschutzerklärung'. The main content area is titled 'Campus Catalogue Hamburg' and contains a paragraph about online accessible items. Below this, there are three sections: 'Application for a Library Card' with a link to 'Online registration', 'Location:' with a link to find library details, and 'Item not found in the Campus Catalogue?' with links to 'Hamburg Regional Catalogue', 'Hamburg Public Libraries', and 'GBV Union Catalogue (GVK) / Interlibrary loan' (which is highlighted with a red box). To the right of these sections is a 'Looking for journal articles?' section with links to 'GVK-PLUS! (GBV plus Online Contents)', 'Bibliographic databases (dbis)', and 'Electronic Journals Library (EZB)'.

Search Results Advanced search Saveset User account Help

search [and] [ALL] All words sort by year of publication approximate search ☐

search

Logout

Additional catalogues  
GVK / Interlibrary loan  
Ask the Stabi  
Datenschutzerklärung

Masthead

## Campus Catalogue Hamburg

Here you find all online accessible items held by the Hamburg University Library System (State and University Library - Stabi - and subject libraries). Please use the card catalogues of the subject libraries for their older holdings not listed in the Campus Catalogue.

**Application for a Library Card**  
[Online registration](#)

**Location:**  
Click the following link to find out the library's name, address and opening times

**Item not found in the Campus Catalogue?**  
[Hamburg Regional Catalogue](#)  
[Hamburg Public Libraries](#)  
[GBV Union Catalogue \(GVK\) / Interlibrary loan](#)

**Looking for journal articles?**  
Partly accessible only at workstations on campus  
[GVK-PLUS! \(GBV plus Online Contents\)](#)  
[Bibliographic databases \(dbis\)](#)  
[Electronic Journals Library \(EZB\)](#)

search [and] ▼ [ALL] all words without fulltext ▼ ? sort by year of publication ▼

marketing x search ☐ fuzzy search

☐ Full text titles only

[fewer search options](#)

GVK

Gemeinsamer Verbundkatalog GBV

Library: SUB HAMBURG | [personal sign on](#) | [logout](#) | [database menu](#)


search history | shortlist | full title

first | previous | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | next | last | [go to](#)

results search [and] ([ALL] all words without fulltext) marketing | 67386 hits

restrict 19001 B

[loan request](#) | [Copy request](#) | [save/print info](#) | [add to my list](#)



PPN: 1736602055 [Cite](#)

Title: [Understanding digital marketing](#) : a complete guide to engaging customers and implementing successful digital dampaings / Damian Ryan

Person/s: [Ryan, Damian \[VerfasserIn\]](#) [E](#)

Edition: Fifth edition




































Published: London ; New York, NY ; New Dehli : Kogan Page, 2021

Language/s: English

Extent: XXII, 426 Seiten : Illustrationen

ISBN: 978-1-78966-601-4

Interlibrary loan  
options via loan  
order, subito or copy  
order

	Google Scholar	Ebsco	Web of Science	Wiso	Campus Katalog	ZBW
Engl. journals						
German journals						
Books						
Full text access					  (online)	  (online)
Quality (citations)						
Cross-references (citations)			 			

- |          |                                     |
|----------|-------------------------------------|
| 1        | Topic definition                    |
| 2        | Article relevance                   |
| 3        | Literature search (operational)     |
| <b>4</b> | <b>Management of the literature</b> |
| 5        | Summary and conclusion              |

- 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)

- |   |                                 |
|---|---------------------------------|
| 1 | Topic definition                |
| 2 | Article relevance               |
| 3 | Literature search (operational) |
| 4 | Management of the literature    |
| 5 | <b>Summary &amp; Conclusion</b> |



## 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!**