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| **Doctoral Programme**  **Course Unit Outline 2021/22** | | |
| **Unit code:** | **BMAN 80921** | |
| **Title:** | **Research Process 1 (RP1) Literature Review** | |
| **Credit value:** | 15 | |
| **Semester:** | 1 | |
| **Course Coordinator**  **contact details:** | Heiner Evanschitzky, [heiner.evanschitzky@manchester.ac.uk](mailto:heiner.evanschitzky@manchester.ac.uk) | |
| **Other staff involved contact details:** | Laszlo Czaban, [Laszlo.czaban@manchester.ac.uk](mailto:Laszlo.czaban@manchester.ac.uk)  Miguel Martínez Lucio [miguel.martinezlucio@manchester.ac.uk](mailto:miguel.martinezlucio@manchester.ac.uk) | |
| **Pre-requisites**  **Co-requisites**  **Dependent course units**  **Restrictions** |  | |
| **Course unit overview** | | |
| The course provides an introduction to the PhD process. Specifically, it focusses on developing a literature review with a view to setting-up your own research questions. Classes cover both practical and intellectual aspects of defining, analysing and reviewing the literature relevant for your thesis or dissertation. | | |
| **Aims** | | |
| The overall goal of RP1 is for doctoral students to understand the scientific research process in order to help them define and develop their own research project in relation to the academic literature and the methodological requirements.  (1) To acquire a foundational understanding of epistemology and philosophy of science  (2) To provide an introduction to the academic research process  (3) To identify meaningful and interesting research questions  (4) To understand and appreciate different types of literature reviews  (5) To understand the basic choice of research methodologies | | |
| **Objectives (Learning outcomes)** | | |
| On completion of this unit successful students will be able to:   * Understand the epistemological underpinnings of research * Understand the principles of selecting and formulating research topics * Conduct different types of literature reviews * Formulate a research gap on the basis of (systematic/specific) literature review(s) * Appreciate the interdependencies between formulating research topics, research questions, research hypotheses and selecting research methodologies | | |
| **Syllabus content** | | |
| The course is divided into five sessions and one Q&A surgery.  Session 1: The PhD research process: How to make a contribution  Session 2: Types of literature reviews: overview  Session 3: Towards qualitative and critical literature reviews  Session 4: Epistemology/philosophy of science  Session 5: Surgery Q&A session  Session 6: Student presentations (“mini conference”) | | |
| **Methods of delivery** | | |
| **Pre-reading** | | 20 hours |
| **Workshops/lectures/surgery/conference** | | 30 hours |
| **Independent Study** | | 100 hours |
| **Total Study Hours** | | 150 hours |
| **Reading List** | | |
| **Pre Reading**:   * Various Authors (2011-2012), “Publishing in AMJ,” *Academy of Management Journal*, Various Editorials. (pdf will be provided) * Appendix: Overview of systematic literature reviews   **Core Text:**   * Hart, C., (2018): *Doing a Literature Review: Releasing the Social Science Research Imagination*, Sage * Sayer, A. (2010) *Method in Social Science*, Routledge. * Jesson, J., Matheson, L., & Lacey, F. M. (2011). Doing your literature review: Traditional and systematic techniques.   **Supplementary Text**:  Textbooks   * Archer, M. (2012): *The Reflexive Imperative*, Cambridge University Press. * Alvesson, M., & Deetz, S. (2020). *Doing critical research*. SAGE Publications Limited. * Chalmers, A. (2013): *What is this thing called Science?* Queensland University Press. * Hair, J. et al. (various editions; various author teams): *Multivariate Data Analysis*, Prentice Hall. * Hart C. (2018) *Doing a Literature Review* London: Sage * Hollis, M. (1996): *The Philosophy of the Social Sciences*, Cambridge University Press. * Hunter, J.E. & Schmidt, F.L. (2004): *Methods of Meta-Analysis, Correcting Error and Bias in Research Findings*, Sage. * Kelemen, M. L., & Rumens, N. (2008). *An introduction to critical management research*. Sage. * Lipsey, M.W. & Wilson, D.T. (2001): *Practical Meta-Analysis*, Sage. * Miles, Matthew B., and A. Michael Huberman (1994): *Qualitative Data Analysis*, Sage * Murray R., (2002): *How to Write a Thesis*, Open University Press. * Ridley, D. (2008): *The Literature Review. A Step-by-step Guide for Students*, Sage. * Saunders, N.K., Lewis, P, Thornhill (2016) ‘Chapter 3: Critically reviewing the literature’ *Research Methods for Business Students* Pearson * Wallace, M. and Wray, A. (2016) *Critical Reading and Writing for Postgraduate Students* London Sage   Methods-Papers.   * Bartunek, J.M., Rynes, S.L. & Ireland, R.D (2006): What makes interesting research and why does it matter? *Academy of Management Journal*, 49, 9-15. * Boyack, K.W. & Klavans, R. (2010): Co-citation analysis, bibliographic coupling, and direct citation: Which citation approach represents the research front most accurately? *Journal of the American Society for Information Science and Technology*, 61(12), 2389–2404. * Chen, C. (2006): CiteSpace II: Detecting and visualizing emerging trends and transient patterns in scientific literature, *Journal of the Association for information science and technology*, 57(3), 359-377. * Geyskens, I., Krishnan, R., Steenkamp, J.-B. E. M., & Cunha, P. V. (2009): A Review and Evaluation of Meta-Analysis Practices in Management Research, *Journal of Management*, 35(2), 393–419. * Hood, W., & Wilson, C. (2001): The literature of bibliometrics, scientometrics, and informetrics. *Scientometrics*, 52(2), 291–304. * Huber, J., Kamakura, W., & Mela, C.F. (2014): A topical history of JMR, *Journal of Marketing Research*, 51(1), 84–91. * Kincaid, H. (1990): Defending Laws in the Social Sciences, *Philosophy of Social Sciences*, 20, 56-83. * Locke, K. & Golden-Biddle, K (1997): “Constructing opportunities for contribution: Structuring coherence and ‘problematizing’ in organization studies,” *Academy of Management Journal*, 40, 1023-1062. * Tranfield, D., Denyer, D. & Smart, P. (2003), “Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review” *British Journal of Management* 14: 207-222.   Applications   * Evanschitzky, H., Eisend, M., Calantone, R.J. & Jiang, Y. (2012): “Success Factors of Product Innovation: An Updated Meta-Analysis,” *Journal of Product Innovation Management*, 29 (S1), 21-37. * Gurzki, H., Woisetschläger, D.M. (2017): “Mapping the luxury research landscape: A bibliometric citation analysis,” *Journal of Business Research*, 77, 147-166. * Gonzalez Menéndez, M., & Martinez Lucio M. (2020). Voice across borders: comparing and explaining the dynamics and politics of participation in a context of change. In *Handbook of Research on Employee Voice*. Wilkinson, A., Donaghey, J., Dundon, T., & Freeman, R. B. (Eds.). Edward Elgar Publishing. (an example of mapping a debate) * Martinez Lucio, (2010) ‘Labour process and Marxist perspectives on employee participation.’ In Wilkison, A., Gollan, P. J., Marchington, M. and Lewin, D. (eds.) *The Oxford handbook of participation in organizations*. (an example of a review of the politics of research and the emergence of gaps) Oxford OUP * Wilkinson, A., Knoll, M., Mowbray, P.K. and Dundon T. (2021) New Trajectories in Worker Voice: Integrating and Applying Contemporary Challenges in the Organization of Work *British Journal of Management* forthcoming (an example of a reflective review of worker voice)   “Classics”   * Feyerabend, P (1975): *Against Method*, New Left Books. * Kuhn, T.S (1962): *The Structure of Scientific Revolutions*, University of Chicago Press. * Kuhn, T.S. (1977): T*he Essential Tension: Selected Studies in Scientific Tradition and Change*, University of Chicago Press. pp. 320-339. * Popper, K. (1974): *Conjectures and Refutations*, Routledge. | | |
| **Assessment** | | |

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| **Mode of Assessment** | **Length required** | **Weighting within unit** |
| The course is assessed by means of a piece of written literature analysis and review. Students can choose (in close coordination with their supervisor and the course tutor) which type of literature review they want to do. They are required to submit a 3,000-word literature review and a 15-minute presentation. | 3,000 words  Presentation | 50%  50% |
| **Resits**: The same as the original assignment. | 3,000 words  Presentation | 50%  50% |

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| **Feedback methods** |
| Written feedback on your literature review will be provided by your supervisor and the module leader. Verbal feedback will be provided during and after the presentation.  **Feedback from students**  In addition to the course unit evaluation questionnaire, students are encouraged to give feedback through emails and conversations at any time, and using the online questionnaire near the end of the semester |

**APPENDIX**

**Overview of different types of systematic and critical literature reviews**

**‘Qualitative’/’Traditional’ and ‘Critical’ Approaches to Literature Reviews**

Denyer D. & Tranfield D. (2009), Producing a literature review, in Buchanan and Bryman (2009), SAGE Handbook of Organizational Research Methods (Chapter 39), SAGE Publications Ltd, London, EnglandKnopf, J. W. (2006). Doing a literature review. *PS: Political Science and Politics*, *39*(1), 127-132.

Torraco, R. J. (2005). Writing integrative literature reviews: Guidelines and examples. *Human resource development review*, *4*(3), 356-367.

Saunders, M. N., & Rojon, C. (2011). On the attributes of a critical literature review. *Coaching: An International Journal of Theory, Research and Practice*, *4*(2), 156-162.

**Bibliometric analysis**

Randhawa, K., Wilden, R., & Hohberger, J. (2016). A bibliometric review of open innovation: Setting a research agenda. *Journal of Product Innovation Management*, 33(6), 750-772. https://doi.org/10.1111/jpim.12312

Ruggeri, G., Orsi, L., & Corsi, S. (2019). A bibliometric analysis of the scientific literature on Fairtrade labelling. *International Journal of Consumer Studies*, 43(2), 134-152. https://doi.org/10.1111/ijcs.12492

**Framework and theory development reviews**

Paul, J., & Mas, E. (2019). Toward a 7-P framework for international marketing. *Journal of Strategic Marketing* (in press). https://doi.org/10.1080/0965254X.2019.1569111

Paul, J. (2019). Marketing in emerging markets: A review, theoretical synthesis and extension. *International Journal of Emerging Markets*. https://doi.org/10.1108/IJOEM-04-2017-0130

Pansari, A., & Kumar, V. (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294-311. https://doi.org/10.1007/s11747-016-0485-6

**Framework-based review**

Khamitov, M., Grégoire, Y., & Suri, A. (2020). A systematic review of brand transgression, service failure recovery and product-harm crisis: integration and guiding insights. *Journal of the Academy of Marketing Science*, 48, 519-542. https://doi.org/10.1007/s11747-019-00679-1

Paul, J., & Benito, G. R. (2018). A review of research on outward foreign direct investment from emerging countries, including China: What do we know, how do we know and where should we be heading? *Asia Pacific Business Review*, 24(1), 90-115. https://doi.org/10.1080/13602381.2017.1357316

**Hybrid-Narrative reviews**

Dabić, M., Vlačić, B., Paul, J., Dana, L. P., Sahasranamam, S., & Glinka, B. (2020). Immigrant entrepreneurship: A review and research agenda. *Journal of Business Research*, 113, 25-38. https://doi.org/10.1016/j.jbusres.2020.03.013

**Meta-analysis**

Khamitov, M., Wang, X., & Thomson, M. (2019). How well do consumer-brand relationships drive customer brand loyalty? Generalizations from a meta-analysis of brand relationship elasticities. *Journal of Consumer Research*, 46(3), 435-459. https://doi.org/10.1093/jcr/ucz006

Knoll, J., & Matthes, J. (2017). The effectiveness of celebrity endorsements: A meta-analysis. *Journal of the Academy of Marketing Science*, 45(1), 55-75. https://doi.org/10.1007/s11747-016-0503-8

Rana, J., & Paul, J. (2019). Health motive and the purchase of organic food: A meta‐analytic review. *International Journal of Consumer Studies*. 44(2), 161-172 https://doi.org/10.1111/ijcs.12556

**Morphological analysis**

Sunder M., V., Ganesh, L. S., & Marathe, R. R. (2018). A morphological analysis of research literature on Lean Six Sigma for services. *International Journal of Operations & Production Management*, 38(1), 149-182. https://doi.org/10.1108/IJOPM-05-2016-0273

Sunder M., V., Ganesh L.S. and Marathe, R. (2019). Dynamic capabilities: A morphological analysis framework and agenda for future research, *European Business Review*, Vol. 31 No. 1, pp. 25-63. https://doi.org/10.1108/EBR-03-2018-0060

**Theme-based reviews**

Hao, A. W., Paul, J., Trott, S., Guo, C., & Wu, H. H. (2019). Two decades of research on nation branding: A review and future research agenda. *International Marketing Review* (in press). https://doi.org/10.1108/IMR-01-2019-0028

Jamali, D., & Karam, C. (2018). Corporate social responsibility in developing countries as an emerging field of study. *International Journal of Management Reviews*, 20(1), 32-61. https://doi.org/10.1111/ijmr.12112

Kahiya, E. T. (2018). Five decades of research on export barriers: Review and future directions. *International Business Review*, 27(6), 1172-1188. https://doi.org/10.1016/j.ibusrev.2018.04.008

Lim, W. M. (2016). Understanding the selfie phenomenon: current insights and future research directions. *European Journal of Marketing*, 50(9/10), 1773-1788. https://doi.org/10.1108/EJM-07-2015-0484

Paul, J., Parthasarathy, S., & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. *Journal of World Business*, 52(3), 327-342. https://doi.org/10.1016/j.jwb.2017.01.003

Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157-165. https://doi.org/10.1016/j.jretconser.2017.06.004

Rosado-Serrano, A., Paul, J. & Dikova, D (2018). International franchising: A literature review and research agenda. *Journal of Business Research*, 85, 238-257. https://doi.org/10.1016/j.jbusres.2017.12.049

**Theory-based reviews**

Gilal, F. G., Zhang, J., Paul, J., & Gilal, N. G. (2019). The role of self-determination theory in marketing science: An integrative review and agenda for research. *European Management Journal*, 37(1), 29-44. https://doi.org/10.1016/j.emj.2018.10.004

Hassan, L. M., Shiu, E., & Parry, S. (2016). Addressing the cross‐country applicability of the theory of planned behaviour (TPB): A structured review of multi‐country TPB studies. *Journal of Consumer Behaviour*, 15(1), 72-86. https://doi.org/10.1002/cb.1536

**Theory-Context-Characteristics-Methodology (TCCM)-based reviews**

Canabal, A., & White III, G. O. (2008). Entry mode research: Past and future. *International Business Review*, 17(3), 267-284. https://doi.org/10.1016/j.ibusrev.2008.01.003

Paul, J., & Rosado-Serrano, A. (2019). Gradual internationalization vs born-global / international new venture models: A review and research agenda. *International Marketing Review*, 36(6), 830-858. https://doi.org/10.1108/IMR-10-2018-0280

Paul, J., & Singh, G. (2017). The 45 years of foreign direct investment research: Approaches, advances and analytical areas. *The World Economy*, 40(11), 2512-2527. https://doi.org/10.1111/twec.12502