

**Alliance Manchester Business School**

**Doctoral Programme**  
**Course Unit Outline 2022/23**

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|--|---|
| <b>Academic Year</b>                                 | 1221  |
| <b>Unit code:</b>                                    | BMAN 88120  |
| <b>Title:</b>  | Literature Review                                   |
| <b>Credit rating:</b>                                | 15  |
| <b>Semester:</b>                                     | 1   |
| <b>Course Coordinator</b><br><b>Contact details:</b> | Dr Noemi Sinkovics<br>Noemi.Sinkovics@glasgow.ac.uk |
| <b>Pre-requisites:</b>                               | None  |
| <b>Co-requisites:</b>                                | None  |
| <b>Maximum number of students</b>                    | Not applicable                                      |

**Aims**

At the end of this module students are expected to produce a comprehensive review of the literature that is relevant to their chosen research topic. To do this, students will show they can produce a useful critique of the literature, identifying the main themes, methodologies, agreements/disagreements, controversies, conclusions and trends as well as the strengths and weaknesses of particularly important contributions.

A literature review should focus on those contribution that are important to the researcher's study and research question. The unit will enable students to set justifiable limits to their literature review.

A literature review should identify a research subject that is not fully explored in the existing literature, establishing a basis for the proposed research and highlighting why the proposed research will 'add value' not just to the academic literature, but to managers and practitioners. The unit will enable students to justify their proposed research in this way

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**Objectives (Learning outcomes)**

The key learning outcomes are (a) to develop students' expertise so that they can comment on a significant body of literature, (b) structure an appropriate review of the literature in order to (c) establish a firm justification for the proposed research.

Students will need this detailed understanding of the literature to be in a position to identify opportunities to add to the literature and evaluate their own contribution. In addition, students learn how to present their key insights and to defend their work under detailed questioning.

**Methods of delivery**

| <b>Activity</b>       | <b>Hours allocated</b>                 |
|-----------------------|--|
| Staff/student contact | 8 hours                                |
| Private study         | 116.5 hours                            |
| Directed reading      | To be provided by the supervisory team |
| Total hours           | 150                                    |

**Attendance**

Attendance is compulsory for Year 2 DBA researchers.

**Syllabus and Teaching Schedule**

| <b>DATES</b>  | <b>TOPICS (See Readings Below)</b>  |
|---|---|
| Thurs 6 <sup>th</sup> October 2022 – 10:00 – 16:00  | <ul style="list-style-type: none"> <li>• Literature reviews and the research process</li> <li>• Search strategies</li> <li>• Exploring software tools to support literature analysis</li> </ul> |
| Friday 7 <sup>th</sup> October 2022 – 10:00 – 13:00 | <ul style="list-style-type: none"> <li>• Bringing it all together</li> <li>• Q&amp;A and individual advice</li> </ul>   |
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**Reading List**

**Pattern matching:**

- Sinkovics, N. (2016). Enhancing the foundations for theorising through bibliometric mapping. *International Marketing Review*, 33(3), 327-350. doi: 10.1108/imr-10-2014-0341
- Sinkovics, Noemi. (2018). Pattern matching in qualitative analysis. In Catherine Cassell, Ann Cunliffe & Gina Grandy (Eds.), *The sage handbook of qualitative business and management research methods* (pp. 468-485). Thousand Oaks, US: Sage.
- Bouncken, Ricarda B., Qiu, Yixin, Sinkovics, Noemi, & Kürsten, Wolfgang. (2021). Qualitative research: Extending the range with flexible pattern matching. *Review of Managerial Science*, 15(2), 251-273. doi: 10.1007/s11846-021-00451-2

**Application examples:**

- Sinkovics, Noemi, & Reuber, A. Rebecca. (2021). Beyond disciplinary silos: A systematic analysis of the migrant entrepreneurship literature. *Journal of World Business*, 56(4), 101223. doi: <https://doi.org/10.1016/j.jwb.2021.101223>
- Kahiya, Eldrede T. (2020). Context in international business: Entrepreneurial internationalization from a distant small open economy. *International Business Review*, 29(1), 101621. doi: <https://doi.org/10.1016/j.ibusrev.2019.101621>
- Sinkovics, Noemi, Gunaratne, Denanjalee, Sinkovics, Rudolf R., & Molina-Castillo, Francisco-Jose. (2021). Sustainable business model innovation: An umbrella review. *Sustainability*, 13(13), 7266.
- Zahoor, Nadia, Al-Tabbaa, Omar, Khan, Zaheer, & Wood, Geoffrey. (2020). Collaboration and internationalization of SMEs: Insights and recommendations from a systematic review. *International Journal of Management Reviews*, 22(4), 427-456.

**Literature reviews for qualitative research**

- Sinkovics, Noemi, Sinkovics, Rudolf R., & Archie-Acheampong, Jason. (2021). Small- and medium-sized enterprises and sustainable development: In the shadows of large lead firms in global value chains. *Journal of International Business Policy*, 4(1), 80-101. doi: 10.1057/s42214-020-00089-z
- Sinkovics, Noemi, Choksy, Umair Shafi, Sinkovics, Rudolf R., & Mudambi, Ram. (2019). Knowledge connectivity in an adverse context: Global value chains and Pakistani offshore service providers. *Management International Review*, 59(1), 131-170. doi: 10.1007/s11575-018-0372-0

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**Literature reviews to aid the development of quantitative models**

Sinkovics, Noemi, Kim, Jihye, and Rudolf Sinkovics. (2022) Business-Civil Society Collaborations In South Korea: A Multi-Stage Pattern Matching Study. Management International Review

**Assessment**

All assignment submissions should be through Blackboard/Turnitin and not by other means. Assignment submission dates will be set in due course.

| Assessment task                            | Length   | How and when feedback is provided | Weighting within unit (if relevant) |
|--|--|-----------------------------------|-------------------------------------|
| Presentation to the course tutor and class | 20-30 mins followed by 10-15 mins Q&A                        | Blackboard                        | Feedback only                       |
| Report assessed by the supervisors         | No restriction but as always relevance and focus is expected | Blackboard                        | 100%                                |
| Resits: The same as above                  | No restriction but as always relevance and focus is expected | Blackboard                        | 100%                                |

**Feedback**

Assignment feedback will be provided through Turnitin 15 days after the submission date.

**Methods of Feedback from PGRs/Course Unit Survey**

PGRs can give feedback on the course unit via the course unit survey on Blackboard which will be made available at the end of the course.