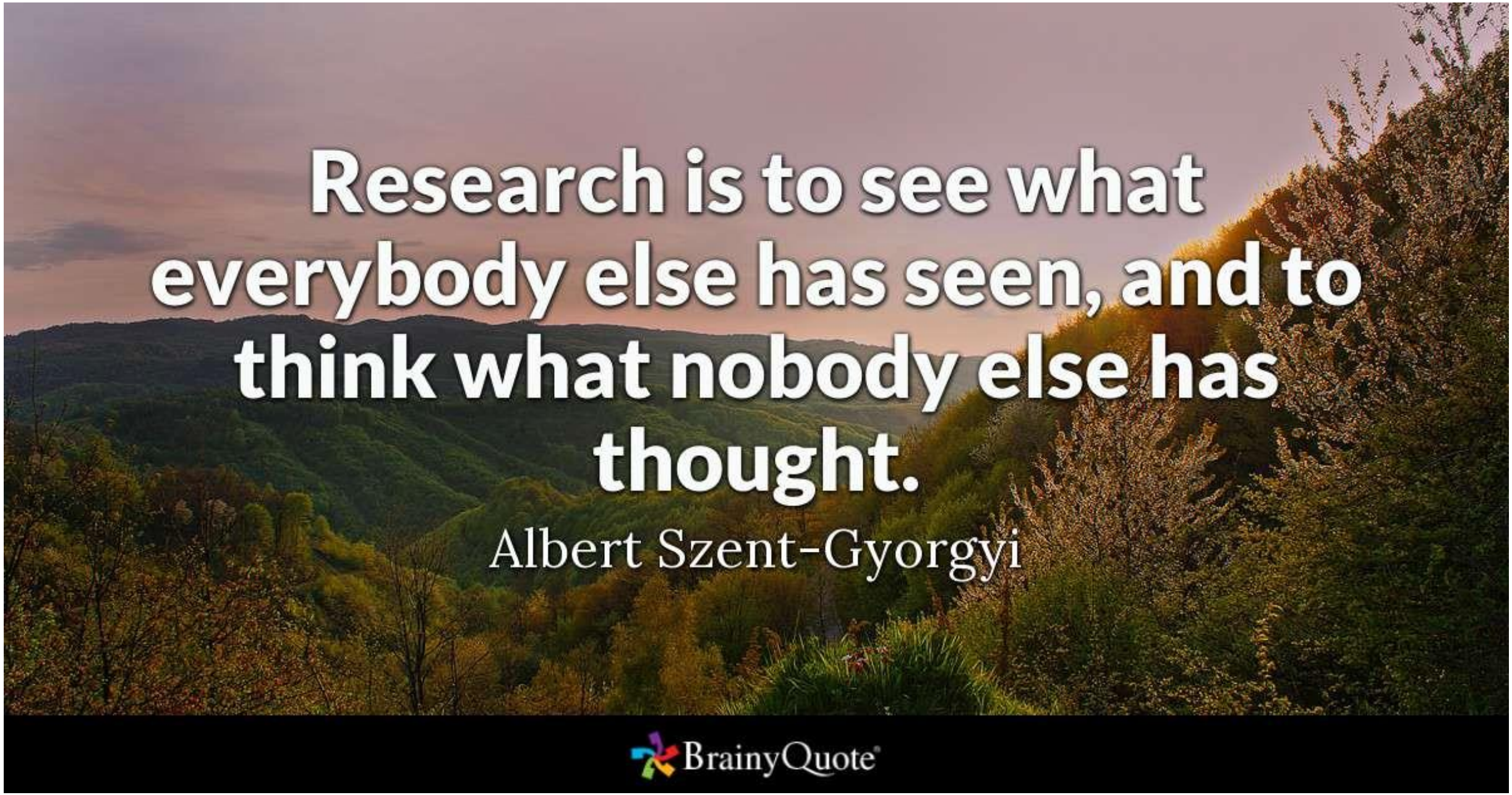
Tips for a Systematic Literature Search

Prepared by: Lim Xin Jean
Email: lim.xinjean@gmail.com




Research is to see what everybody else has seen, and to think what nobody else has thought.
Albert Szent-Gyorgyi
BrainyQuote

Systematic Literature Review

"...aims to **comprehensively locate and synthesize related research**, using **organized**, **transparent**, and **replicable** procedures at each step in the process…"

(Higgins et al., 2011)

"…are **critical evaluations** of prior studies that have already been published…"

(Bem, 1995, p. 172)

"….review articles provide readers with a **state-of-the-art understanding** of the **research topic**, help **identify research gaps** and **signal future research avenues**…"

(Paul & Criado, 2020)

"…provide a number of **critical discussions** on a specific research theme by integrating extant literature, **synthesizing prior studies**, **identifying knowledge gaps**, and **developing new theoretical frameworks**…"

(Marabelli & Newell, 2014)

Journal of the Academy of Marketing Science
https://doi.org/10.1007/s11747-020-00721-7

EDITORIAL

Why systematic review papers and meta-analyses matter: an introduction to the special issue on generalizations in marketing

John Hulland [1] · Mark B. Houston [2]

© Academy of Marketing Science 2020

Introduction

This special issue is unique. Whereas most are focused on specific topics (e.g., Technology & Marketing; Measure Validation in Marketing), this special issue is agnostic to topical domain. Instead, we called for review-based research on any topic – substantive domain, theory, or method – that is import to marketers, and for which the authors could identify

Outline the scope of the topical domain and overview the current state of knowledge

This benefits scholars who are new to the topic area and can broaden the perspective of a scholar who has focused their work in only a niche of the larger domain. However, reviews that provide only this benefit (i.e., that are "purely descriptive in nature," Barczak 2017, p. 120) are of limited impact, as they

Source: Hulland, J., & Houston, M. B. (2020). Why systematic review papers and meta-analyses matter: an introduction to the special issue on generalizations in marketing.

Types of Systematic Literature Review

Domain-based review

- Structured review
- Framework-based review
- Bibliometric review
- Hybrid review
- Review aiming for theory development

Theory-based review

✓ focused on analyzing the role of a specific theory in a subject area/ field

✓ synthetize and help advancing a body of literature that uses and /or empirically applies a given underlying theory

Method-based review

✓ synthetize and extend a body of literature that uses an underlying methodology

International Business Review xxx (xxxx) xxxx

Contents lists available at ScienceDirect

International Business Review

journal homepage: www.elsevier.com/locate/ibusrev



The art of writing literature review: What do we know and what do we need to know?

Justin Paul[a,b,*], Alex Rialp Criado[c,d]

[a] University of Puerto Rico, San Juan, PR, USA
[b] Indian Institute of Management (IIM-K), India
[c] Universitat Autònoma Barcelona, Spain
[d] Norwegian University of Science and Technology, Norway

ABSTRACT

A literature review article provides a comprehensive overview of literature related to a theme/theory/method and synthesizes prior studies to strengthen the foundation of knowledge. In the growing International Business (IB) research field, systematic literature reviews have great value, yet there are not many reviews published describing how researchers can design and develop classic review articles. In explaining the purpose, methodology, and structure of a systematic review, we provide guidelines for developing most insightful and useful review articles. By outlining steps and thumb rules to keep in mind, we present an overview of different types of review articles and explain how future researchers could potentially find them useful. In addition, we introduce nine articles finally selected for this special issue of systematic literature review-Looking back to look forward International Business research in the days to come.

Source: Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know?. *International Business Review*, 101717.

Determine the search strategy techniques

1. Choosing search terms
2. Searching for exact phrases
3. Using field-code function
4. Using truncation and wildcard searches
5. Using Boolean logic/operators
6. Citation searching

Tip 1: Choosing search terms

Find alternative keywords or phrases



- Use a thesaurus to identify synonyms
- Search from search engine (such as: Google Scholar, Scopus, etc)
- Find from abstract or keyword use by the author

Tip 2: Searching for exact phrases

Use double quotes (“…”)



- Get the words to appear next to each other in an exact phrase
- Get a highly relevant keyword

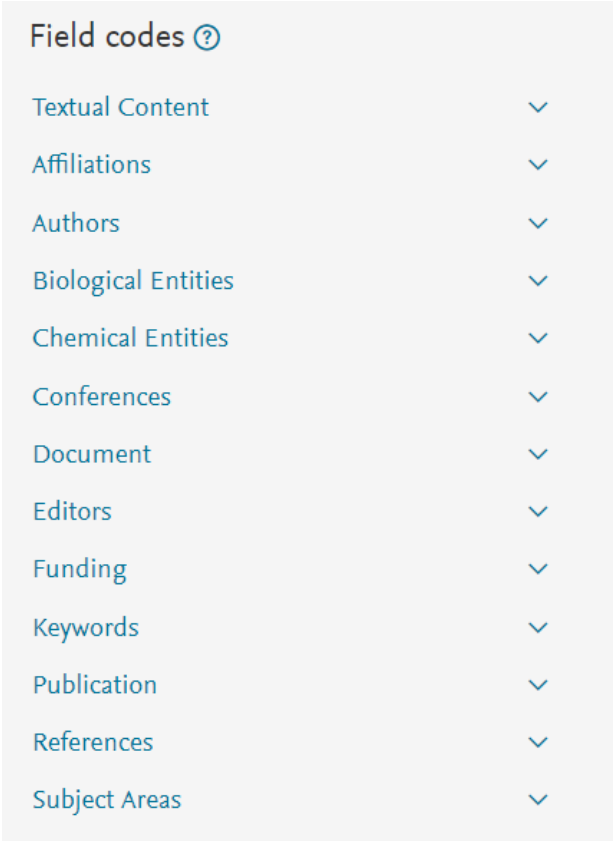
Example:

“halal tourism”
“destination image”
“revisit intention”

Tip 3: Using field-code function

Use relevant field-code function in the database

Examples of field code that applicable in Scopus:



Most common use field-code in Scopus:

- **Code:** TITLE-ABS-KEY
- **Name:** Doc Title, Abstract, Keyword
- **Description:** A combined field that searches abstracts, keywords, and document titles
- **Example:** Entering TITLE-ABS-KEY (“halal tourism”) will be able to get articles with “halal tourism” in their abstracts, article titles, or keyword fields.

Tip 4: Using truncation and wildcard searches

Truncation:
place a symbol at the end of the word

- Frequently used truncation symbols include: the **asterisk (*), question mark (?) or a dollar sign ($).**
- Truncation enables different forms of a word to searched for simultaneously and will increase the number of search results found.
- Example:
  therap*/therap$/therap? will search for results containing:
  therapy, therapies, therapist or therapists

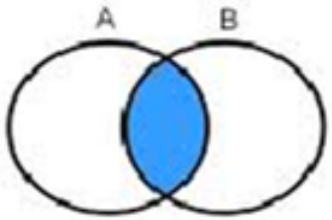
Wildcards:
place a symbol within the word

- Frequently used wildcard symbols include: the **asterisk (*), question mark (?) or pound/hatch symbol (#).**
- Wildcard enables the search of word with variation of language spelling (American/British) or spelling (singular/plural)
- Examples:
  (i) Analy*e will search for results containing:
  Analyze or analyse
  (ii) Behavio*r will search for results containing:
  behaviour or behavior

Tip 5: Using Boolean logic/operators

Boolean logic/operators: Using different combination of search term that allow **narrow** or **broaden search**

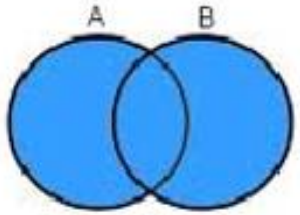
AND



Narrows a search:

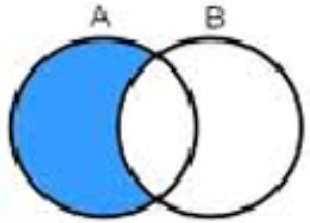
Each result contains all search terms

OR



Broadens a search:
Each result contains at least one search term (cover more broad result)

AND NOT



Narrows a search:

Results do not contain the specified terms

Tip 6: Citation searching

Citation searching:
a method to find articles that have been cited by other publications



- Find out whether articles have been cited by other authors
- Find more recent papers on the same or similar subject
- Discover how a known idea or innovation has been confirmed, applied, improved, extended, or corrected
- Help make your literature review more comprehensive

How to present search outcome ?

Preferred Reporting Items for Systematic review and Meta-Analysis (PRISMA)

✓ A guideline to help researcher prepare protocols for planned systematic reviews

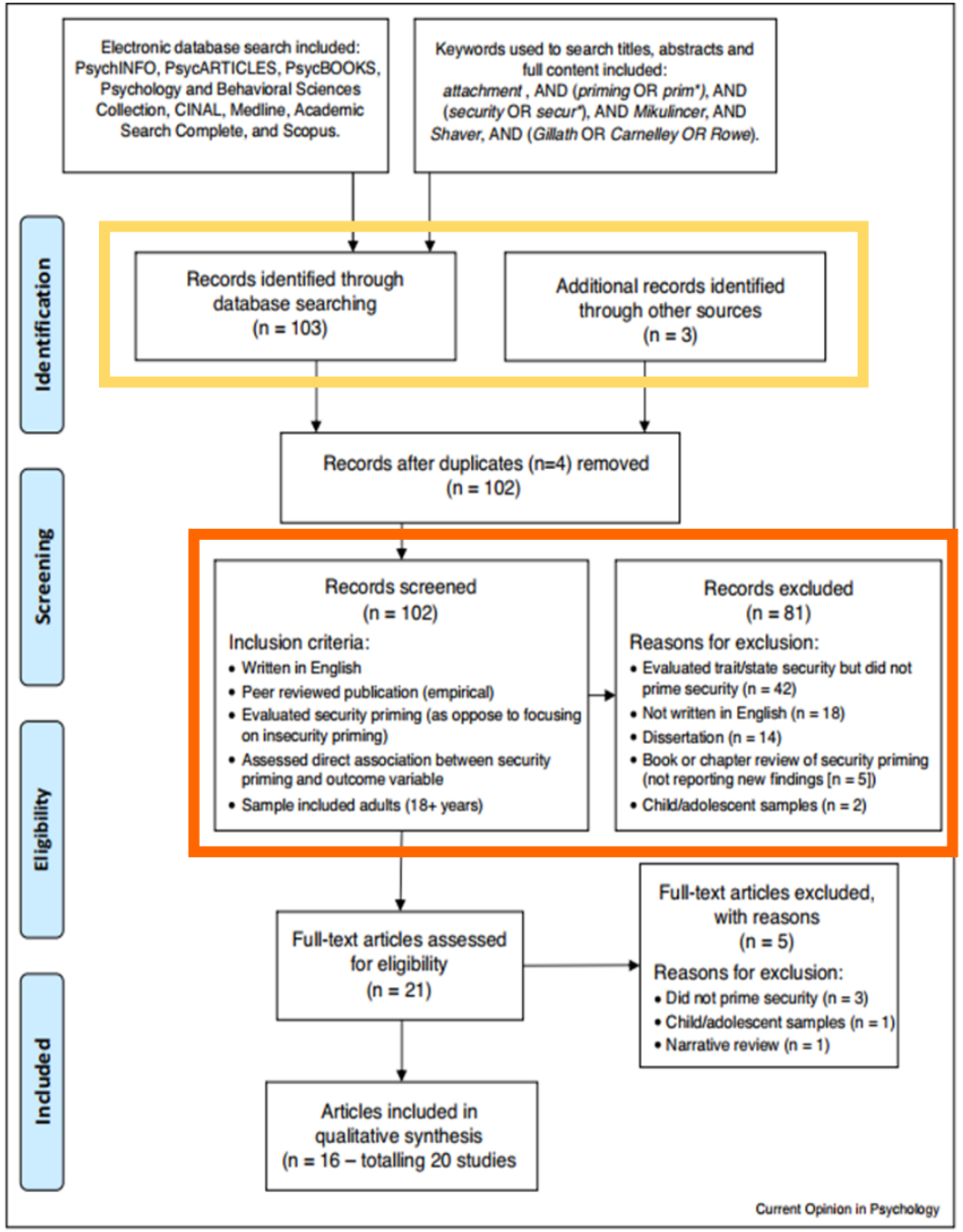
✓ Strengthen the quality and rigor of systematic literature review

✓ Improve transparency in systematic review



Step 1: Identification

- ✓ Enrich your keywords
- ✓ Combine all the keywords in one search string
- ✓ Identify the database (e.g., Scopus, WOS, Google Scholar, etc)

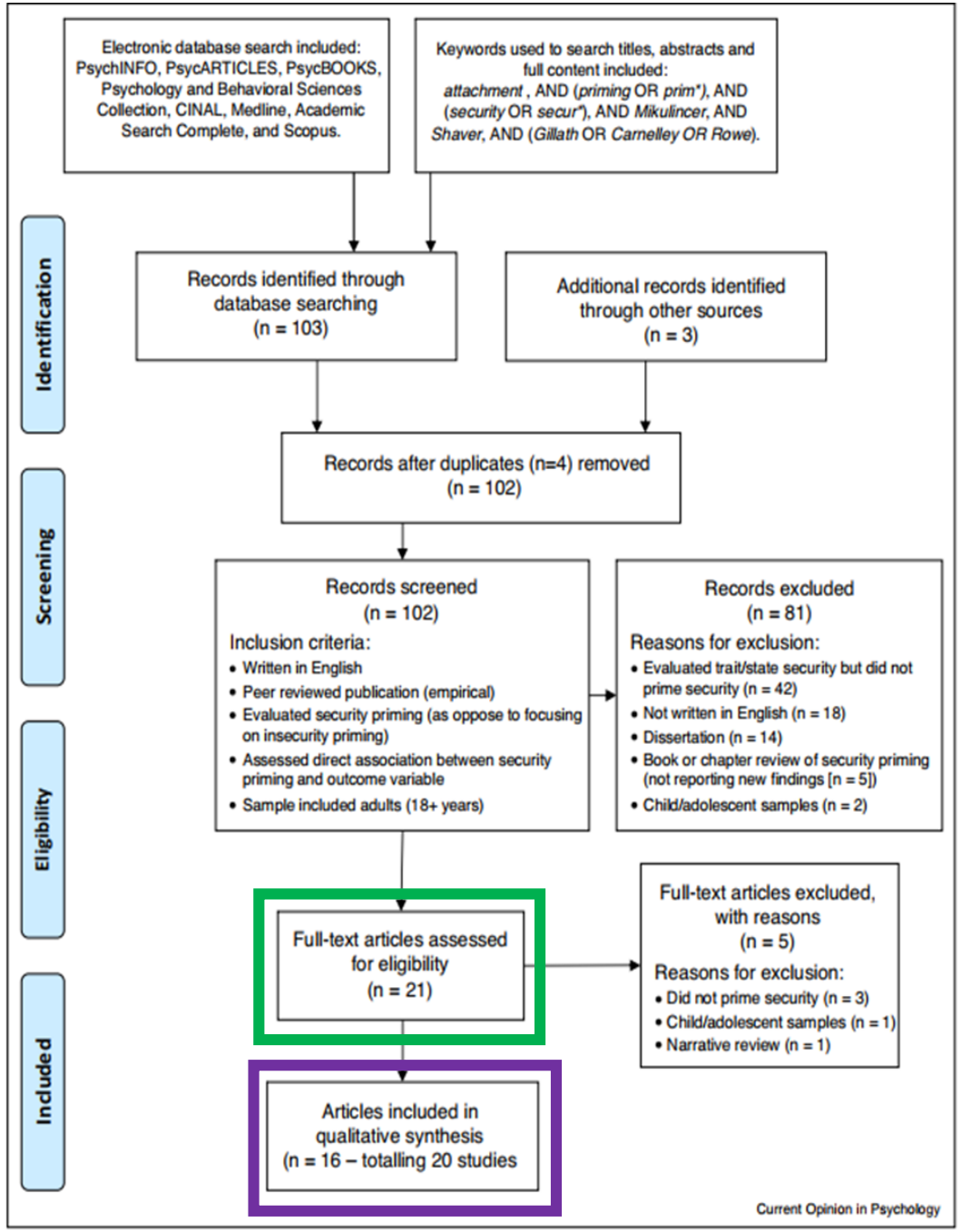


Step 2: Screening

- ✓ A process to include or exclude articles based on criteria determined by the authors
- ✓ Remove duplicate articles
- ✓ E.g: publication timeline, language, research field, article, duplicate reference, etc

Step 3: Eligibility

- ✓ Title, abstract, and main content of the articles are examined thoroughly
- ✓ Make sure all the articles met the inclusion criteria



Step 4: Included

- ✓ Summarize/review the articles

Future reading

Demystifying the role of causal-predictive modeling using partial least squares structural equation modeling in information systems research

Wynne Chin
Department of Decision and Information Sciences, C.T. Bauer College of Business, University of Houston, Houston, Texas, USA
Jun-Hwa Cheah
School of Business and Economics, Universiti Putra Malaysia, Serdang, Malaysia
Yide Liu
Macau University of Science and Technology, Taipa, China
Hiram Ting
Faculty of Hospitality and Tourism Management, UCSI University, Kuala Lumpur, Malaysia
Xin-Jean Lim
School of Business and Economics, Universiti Putra Malaysia, Serdang, Malaysia, and
Tat Huei Cham
Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman, Kajang, Malaysia

Received 7 October 2019
Revised 18 February 2020
18 May 2020
Accepted 15 June 2020

Abstract

Purpose – Partial least squares structural equation modeling (PLS-SEM) has become popular in the information systems (IS) field for modeling structural relationships between latent variables as measured by manifest variables. However, while researchers using PLS-SEM routinely stress the causal-predictive nature of their analyses, the model evaluation assessment relies exclusively on criteria designed to assess the path model's explanatory power. To take full advantage of the purpose of causal prediction in PLS-SEM, it is imperative for researchers to comprehend the efficacy of various quality criteria, such as traditional PLS-SEM criteria, model fit, PLSpredict, cross-validated predictive ability test (CVPAT) and model selection criteria.

Design/methodology/approach – A systematic review was conducted to understand empirical studies employing the use of the causal prediction criteria available for PLS-SEM in the database of Industrial Management and Data Systems (IMDS) and Management Information Systems Quarterly (MISQ). Furthermore, this study discusses the details of each of the procedures for the causal prediction criteria available for PLS-SEM, as well as how these criteria should be interpreted. While the focus of the paper is on demystifying the role of causal prediction modeling in PLS-SEM, the overarching aim is to compare the performance of different quality criteria and to select the appropriate causal-predictive model from a cohort of competing models in the IS field.

Findings – The study found that the traditional PLS-SEM criteria (goodness of fit (GoF) by Tenenhaus, R2 and Q2) and model fit have difficulty determining the appropriate causal-predictive model. In contrast, PLSpredict, CVPAT and model selection criteria (i.e. Bayesian information criterion (BIC), BIC weight, Geweke–Meese criterion (GM), GM weight, HQ and HQC) were found to outperform the traditional criteria in determining the

The authors would like to thank Marko Sarstedt and Benjamin Dybro Liengaard for guiding us the new PLS prediction techniques (i.e., information theoretic model selection criteria and cross-validated predictive ability test) in this manuscript.



Industrial Management & Data Systems

© Emerald Publishing Limited

0263-5577
DOI 10.1108/IMDS-10-2019-0529

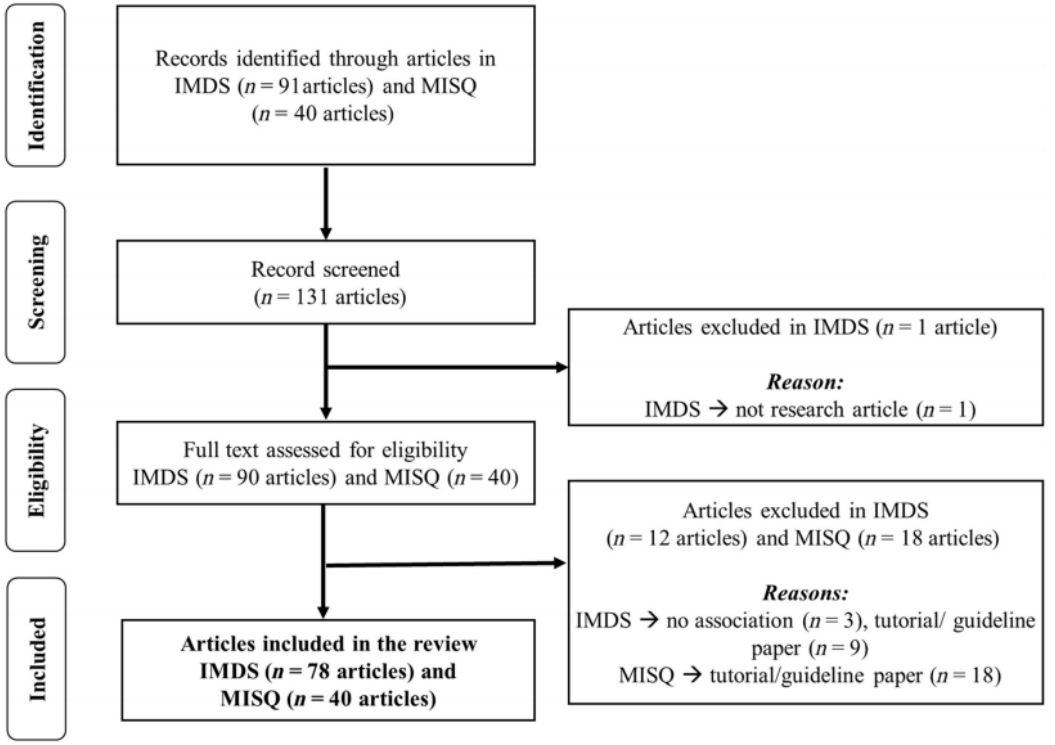


Figure 2.
PRISMA flow chart for PLS-SEM in IMDS

Source: Chin, W., Cheah, J. H., Liu, Y., Ting, H., Lim, X. J., & Cham, T. H. (2020). Demystifying the role of causal-predictive modeling using partial least squares structural equation modeling in information systems research. Industrial Management & Data Systems.

Future reading

MAG Scholar®
Marketing *in* Asia Group

Asian Journal of Business Research
ISSN 2463-4522 e-ISSN 1778-8933

Volume 10 Issue 2, 2020
DOI: 10.14707/ajbr.200081

Editorial – Responsible Tourism: A Call to Action for Turbulent Times

Hiram Ting
Faculty of Hospitality and Tourism Management, UCSI University, Malaysia

Lim Xin Jean
School of Business and Economics, Universiti Putra Malaysia, Selangor, Malaysia

Leong Choi Meng
Faculty of Business and Management, UCSI University, Sarawak, Malaysia

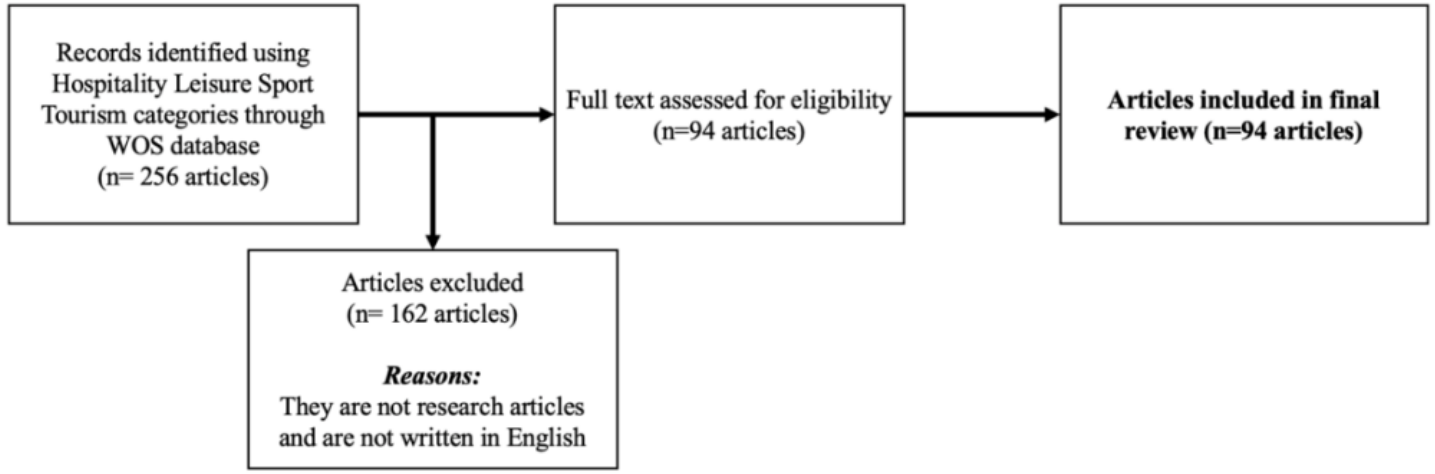
Jun-Hwa Cheah
School of Business and Economics, Universiti Putra Malaysia, Selangor, Malaysia

Joseph M. Cheer
Center for Tourism Research, Wakayama University, Japan

Abstract

The magnitude in which global crises and the ongoing societal challenges affects our life has called for attentions to be more socially responsible, environmentally friendly and caring for the wider community. A lot has been said recently about tourism restart or recovery as a consequence of COVID-19, highlighting the need for greater pragmatism and responsibility in the midst of turbulence, further emphasising the relevance for responsible tourism practice and scholarship. The present editorial serves as a foundation that provides an overview of the development of responsible tourism, offering a synthesis of key literature and sources regarding responsible tourism that can help guide future investigations. A bibliometric analysis of responsible tourism was conducted in Web of Science (WOS) database and subsequently 94 articles were used in the final review. While the results show the relevance of sustainable practices, behavioural factors and value creation by multiple stakeholders, they underscore the need for more and better efforts to delve into and realise responsible tourism in the contemporary environment.

Keywords: Responsible Tourism, Sustainability, COVID-19, Value, Stakeholders, Behaviour



Source: Ting, H., Lim, X. J., Leong, C. M., Cheah, J. H., Cheer, J. M. (2020). Editorial – Responsible tourism: A call to action for turbulent times. Asian Journal of Business Research, 10 (2), I-XIII.

Future reading

Contents lists available at ScienceDirect

Tourism Management Perspectives

journal homepage: www.elsevier.com/locate/tmp

Positive psychology and tourist well-being: A systematic literature review

Sera Vada[a,*], Catherine Prentice[a], Noel Scott[b], Aaron Hsiao[c]

[a] Griffith Business School, Department of Marketing, Nathan Campus, Griffith University, 170 Kessels Rd, Nathan, Brisbane, QLD 4111, Australia
[b] Sustainability Research Centre, University of the Sunshine Coast, 90 Sippy Downs Dr, Sippy Downs, QLD 4556, Australia
[c] Griffith Business School, Department of Tourism, Sport and Hotel Management, Nathan Campus, Griffith University, 170 Kessels Rd, Nathan, Brisbane, QLD 4111, Australia

ARTICLE INFO

Keywords:
Positive psychology
Tourist well-being
Tourism marketing and management
Systematic literature review

ABSTRACT

This paper examines the current state of research on well-being from tourism from the lens of positive psychology. A systematic review of 82 peer-reviewed articles published in English-language tourism journals indicate that tourist well-being is predominantly examined as a consequence of travel, rather than linked to tourism marketing and management. This study presents a conceptual framework of the antecedents, episodes and consequences of tourist well-being. Practically, results suggest strategies on how well-being can be used to generate better outcomes for tourism marketers and managers. By mapping what is known in the intersection between positive psychology and tourist well-being, this study identifies existing gaps and opportunities for future research in this area.

1. Introduction

Nearly a decade ago, Seligman and Csikszentmihalyi (2000) called for the development of a new science of positive psychology involving the study of human flourishing, happiness, excellence and optimal human functioning. In the tourism literature, an increasing number of studies have linked travel and tourist experiences to positive psychological outcomes and well-being (Coghlan, 2015; Filep, 2009; Filep & Deery, 2010; Filep & Laing, 2018; Filep, Macnaughton, & Glover, 2017; Filo & Coghlan, 2016). For example, it has been reported that people are happier during their holiday than at home (Filep, 2008b) and holidays are perceived as an escape from daily responsibilities at work (Pearce, 2009). Tourists also report higher levels of well-being in comparison to non-tourists (Gilbert & Abdullah, 2004), and holidays improve the happiness and well-being for disadvantaged groups (McCabe & Johnson, 2013). These examples confirm positive psychological concepts are applicable and useful in tourism research.

However, despite the growing interest and research on positive psychology and tourist well-being, research in this area is fragmented, with little agreement on theoretical frameworks applied, methodologies used, and wide variation on where the research was carried out and whom the research samples were. Also, few studies examine if and how tourist well-being can be utilized in practice as a marketing strategy to generate business for tourism operators. A systematic literature review of research on tourist well-being from the lens of positive psychology was conducted to address these gaps. This is the first systematic review of tourist well-being studies since the introduction of positive psychology to tourism research in 2007 (Nawijn, 2015; Wu & Pearce, 2014). This paper has two main aims (as shown in Fig. 1). Firstly, to present a conceptual framework on the implications of tourist well-being on tourism marketing and management and, secondly to identify future directions for research. This review provides a timely and useful review of scientific progress of positive psychology in tourist well-being studies.

2. Systematic quantitative literature review method

A literature review may use methods such as meta-analysis and traditional narrative reviews (Green, Johnson, & Adams, 2006). A meta-analysis involves statistical analysis of findings from similar prior research (Mays, Pope, & Popay, 2005), whilst narrative reviews, although more common in the academic literature, are subjective and potentially biased due to the reliance on the expertise of the author(s) (Petticrew, 2001). This study opted for a systematic literature review, as the main aim of this study was to map the current state of knowledge in the intersection between positive psychology and tourist well-being studies.

A systematic quantitative literature review (Pickering & Byrne, 2014) is systematic because the methods used to select papers and survey the literature are explicit, reproducible and comprehensive. This study considers two main reasons for conducting a systematic

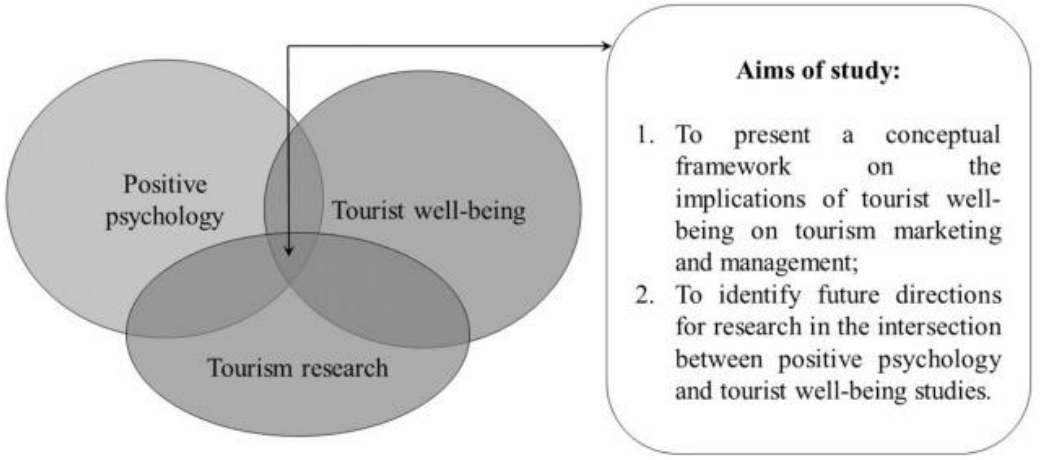


Fig. 1. Aims of study.

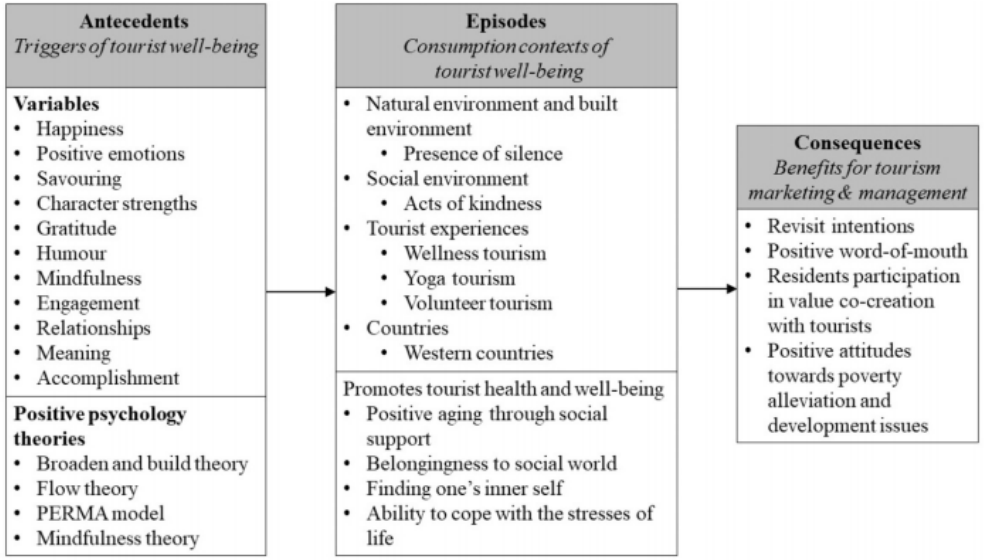


Fig. 8. Conceptual framework of tourist well-being in tourism research.

Source: Vada, S., Prentice, C., Scott, N., & Hsiao, A. (2020). Positive psychology and tourist well-being: A systematic literature review. Tourism Management Perspectives, 33, 100631.

The landscape of customer engagement in hospitality and tourism: a systematic review

Future reading

Fei Hao
School of Hotel and Tourism Management, Hong Kong Polytechnic University, Kowloon, Hong Kong

Received 6 September 2019
Revised 30 January 2020
2 March 2020
Accepted 9 March 2020

Abstract

Purpose – This paper aims to deliver a systematic review of customer engagement in hospitality and tourism by synthesising existing literature, thus presenting a state-of-art landscape of customer engagement research.

Design/methodology/approach – A total of 173 peer-reviewed articles were collected from seven databases, spanning from 2007 to 2020. A systematic review was conducted by analysing, categorizing and synthesising existing studies to examine the evolution, conceptual nature, typology and measurement of the existing literature on customer engagement in hospitality and tourism.

Findings – This study provides an overview of the temporal, spatial, sectoral and journal-wise distribution of customer engagement in hospitality and tourism. A comprehensive definition of customer engagement is proposed based on five fundamental propositions. Scrutiny of customer engagement studies in hospitality and tourism presents four sub-forms, including online customer engagement, tourist engagement, customer brand engagement and customer engagement behaviour. Additionally, the research methods, dimensionality and measurement scales of customer engagement are systematically reviewed.

Originality/value – This study is the first systematic review of customer engagement research in the field of hospitality and tourism. The original definition leads to an improved understanding of customer engagement. This study is also the first to propose a clear typology of customer engagement to enhance consistency in usage.

Keywords Customer engagement, Brand engagement, Systematic review, Hospitality, Customer engagement behaviour, Online engagement, Tourist engagement

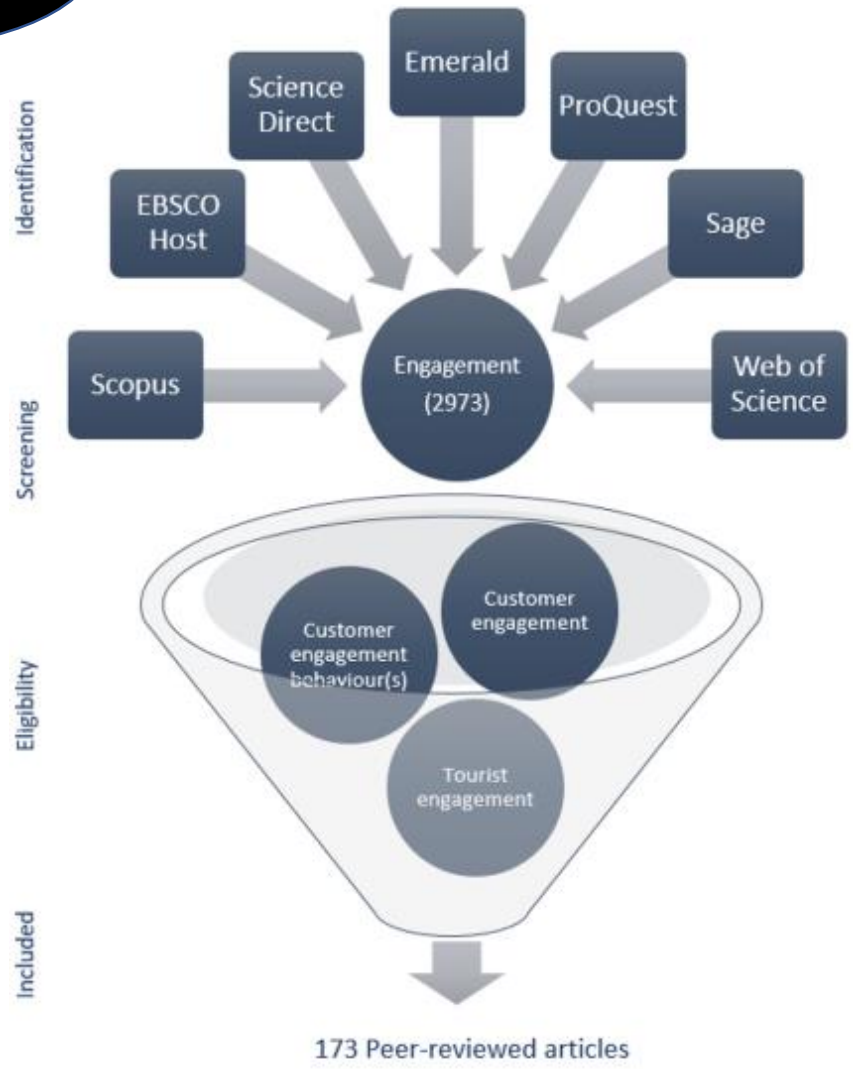
Paper type Research paper

Introduction

As a strategic driver to business success, customer engagement has entered the scope of marketing literature since the late 1990s (Fabien, 1997). Coye (2004) identified the process of customer engagement within the service delivery expectations and interventions system. Since 2005, customer engagement has emerged as an influential research stream in marketing (Islam and Rahman, 2016). Patterson *et al.* (2006, p. 127) proposed the first definition of customer engagement (Appendix 2). Customer engagement provokes positive performance among firms directly (e.g. increase in net sales growth, profit margin, market share, etc.) or indirectly (e.g. improvement in the feedback efficiency, customer socialisation, relationship quality) (Verhoef *et al.*, 2010). Therefore, it is adopted as an important component of customer relationship management (CRM), value co-creation and competitive advantage maintenance.

The theoretical root of customer engagement lies in the service-dominant (S-D) logic (Hollebeek *et al.*, 2019). For decades, the traditional value creation theories were dominated by the goods-dominant (G-D) logic, which placed the firm at the centre of the value creation

International Journal of Contemporary Hospitality Management
Vol. 32 No. 5, 2020
pp. 1837-1860
© Emerald Publishing Limited
0959-6119
DOI 10.1108/IJCHM-09-2019-0765



Exclude:

- Employee/work engagement
- Community/resident engagement
- Stakeholder engagement
- Institutional/hotel engagement
- Student/learner engagement
- Civic/volunteer engagement
- ...

Include:

- Customer engagement (56)
- Engagement (29)
- Tourist engagement (14)
- Customer engagement behaviour(s) (13)
- Consumer engagement (11)
- Visitor engagement (7)
- User engagement (6)
- Online customer engagement (6)
- Social media engagement (5)
- Brand engagement (4)
- Customer brand engagement (3)
- Attendee engagement (2)
- Consumer engagement behaviours (2)
- Destination engagement (2)
- Emotional engagement (2)
- Online engagement (2)
- Active engagement (1)
- Affective engagement (1)
- Cognitive engagement (1)
- Consumer online engagement (1)
- Guest engagement (1)
- Narrative engagement (1)
- Media engagement (1)
- Online customer engagement behaviour (1)
- Sensuous engagements (1)

Source: Hao, F. (2020). The landscape of customer engagement in hospitality and tourism: a systematic review. International Journal of Contemporary Hospitality Management.


THANK
YOU