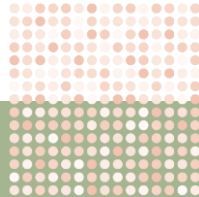




GLION SELF-HELP SERIES

Learning Support



Writing a literature review



A literature review isn't just a summary of what you've read — it's a critical overview of existing research that shows how your work fits into the bigger picture.



What is a literature review?

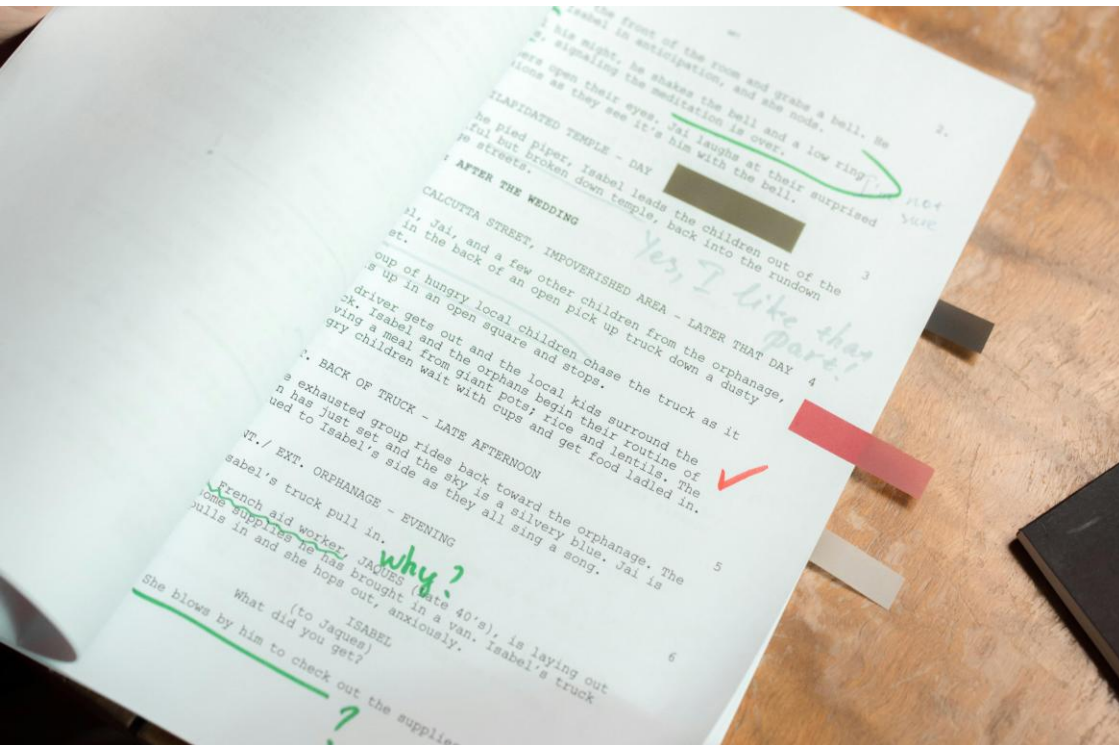
A literature review is a structured summary and analysis of scholarly sources related to your research question. It should:

- Summarize what is already known about your topic
- Identify gaps, debates, and trends in the research
- Show how your work connects to the existing knowledge.



Why Write a Literature Review?

- Provide context: Help readers understand why your research matters
- Avoid duplication: Show what has already been studied
- Justify your research question: Explain why it is relevant or necessary
- Build credibility: Show that you have done thorough background research.





Step-by-step: how to write a literature review

1 Define Your Topic and Scope

- Turn your research interest into a clear research question
- Decide what types of sources to include (books, peer-reviewed articles, reports)
- Set limits (timeframe, geographic region, language)

2 Search for Sources

- Use library databases: EBSCO, ProQuest One Business, JSTOR, SAGE Research Methods, Emerald Insight
- Supplement with Google Scholar for wider coverage
- Keep a record of your searches and results (Zotero or ZoteroBib can help)

3 Read Critically

- When you read, ask yourself:
- What is the main argument or finding?
- What methods did the authors use?
- Are there strengths or weaknesses in their approach?
- How does this source relate to others you have read?

4 Organize Your Findings

- Group your sources into themes rather than summarizing one by one.
- Common ways to organize a literature review:
- Thematically: Group by topic or idea
- Chronologically: Show how research has evolved over time
- Methodologically: Group by research approach

5 Write the Review

- Introduction: Define your topic and explain how you selected sources
- Body: Discuss key themes, debates, and gaps
- Conclusion: Summarize what is known, what is missing, and how your research will contribute

6 Revise and Proofread

- Check for logical flow and coherence
- Ensure correct APA 7th edition citations
- Make sure you are synthesizing, not just summarizing.



Mini example

Topic: Guest satisfaction in luxury hotels

Theme 1 – Personalization

Recent studies highlight that personalization drives guest loyalty (Smith, 2023; Chen & Patel, 2022). However, research also warns of data privacy concerns (Lopez, 2021).

Theme 2 – Technology and Automation

While digital tools streamline service, excessive automation risks reducing the “human touch” (Nguyen & Lee, 2022).

Gap Identified

Few studies focus on how guests balance personalization with privacy concerns in a post-pandemic context — this is where my research will contribute.





Tips & Tricks

Start broad, then narrow: Begin with general reviews before focusing on your niche

Keep detailed notes: Use reference managers like Zotero to save time later

Synthesize, don't summarize: Show how studies relate to one another

Write as you go: Don't leave all writing until the end

Download the instructions and template here:



Download an example here:



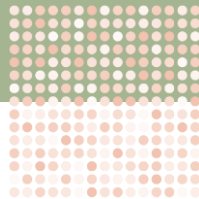
More information available on the Moodle course page: **BBA6032 Business and Academic Research Methods**



KEY DIFFERENCE BETWEEN AN ANNOTATED BIBLIOGRAPHY AND A LITERATURE REVIEW

An annotated bibliography is your research “notebook,” while a literature review is the story you tell about the research.

Annotated Bibliography	Literature Review
	
A list of sources with a short paragraph (annotation) under each one	A connected narrative that summarizes, compares, and analyzes multiple sources
Focuses on each source individually (summary + evaluation + reflection)	Focuses on themes, patterns, and gaps across sources
Usually written in bullet points or separate paragraphs	Written as a continuous piece of academic writing
Helps you collect and evaluate sources as you research	Helps you synthesize and discuss what is already known
Often the first step in research	Usually comes later , forming part of an essay, dissertation, or article



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