Unit Outline*

MGMT8794

Literature Review & Criticism

Term F2 2010
Perth

Prof Geoff Soutar, Prof Julie Lee & Mr Will Hamilton

Business School

www.business.uwa.edu.au

* This Unit Outline should be read in conjunction with the Business School Unit Outline Supplement available on the Students web site http://www.business.uwa.edu.au/students
UNIT DESCRIPTION

Introduction
Welcome to the MBR “lit. review” unit. Here we will try to provide you with a foundation to undertake what is usually the second chapter in any thesis. It is a crucial part of any research project as it provides the foundation upon which your study will be based and provides examiners with a sense of your knowledge of the field, which is an important piece of information for most examiners. If you take this unit seriously, you will be well on your way with your research project and will shorten the time you take to complete your thesis considerably. You will also be in good shape to see which of the analysis approaches that will be discussed in subsequent units may be most appropriate for your project, giving you a start in these units as well. The unit has a one weekend component that will be taught by Geoff Soutar and Julie Lee, from the Business School, and Will Hamilton, from the Library.

Unit content
This unit requires you to identify, integrate and critically review the published literature that is relevant to your proposed thesis topic. You will be expected to show a clear understanding of prior research in the area, to identify gaps in the literature and to frame research questions based on the literature.

The unit will discuss how to use library resources to find relevant published material. It will also discuss techniques that will help you to critically review the literature, identify gaps and frame appropriate research question(s) for your thesis. The unit will also discuss the use of EndNote, which is a bibliographic tool that makes referencing and maintaining a reference database easier, to set up an Endnote library and starting to compile references.

As part of this unit, you will work with a supervisor who is knowledgeable about the research process and has knowledge of your substantive area. A critical aspect of this process is obtaining a balance between taking responsibility for your own research and accepting the guidance of your supervisor. Supervisors are experienced researchers who have a good understanding of the scope and methods required for the successful completion of doctoral research. You should listen to their advice when it is offered. On the other hand, you should not sit back and wait for the supervisor to tell you how to do the research; it is your research project and you must take responsibility for its planning and execution, using your supervisor as a sounding board rather than as the director of the project.

The goal of the unit
The unit is designed to provide you with an understanding of the importance of past research, the ways in which such information can be used within your research project and the role a literature review plays in any good research project.
Learning outcomes

On successful completion of this unit, you should be able to:

• use library databases to find relevant material;
• use EndNote to improve your literature review and reference appropriately;
• discriminate between literature that is pertinent to your research and literature that is less relevant;
• identify relevant seminal works, including areas of general agreement and controversy;
• demonstrate an understanding of the relevant published literature relevant to their proposed research topic;
• demonstrate an understanding of research methodologies and approaches used by researchers in their fields of research;
• critically evaluate the relevant published literature in terms of methodological, empirical and theoretical constructs;
• synthesise the relevant body of literature into a holistic and readable report;
• identify possible research gaps that could form the basis of new research questions.

This unit is an integral part of the MBR’s proposal preparation process. Candidates are expected to plan and conduct the literature search, synthesise the information they have collected in a coherent form, and present the information in a clear structure and consistent style.

Candidates are expected to work with their supervisors in developing both the literature review and the subsequent thesis proposal. You should note, and conform to, the requirement for submitting you proposed report to your supervisor on two occasions prior to the final submission.

Educational Principles and Graduate Attributes

In this unit, you will be encouraged and facilitated to develop the ability and desire to:

1. Think, reason and analyse past research logically and creatively
2. Question accepted wisdom and to be able to explain why you are questioning this wisdom.
3. Acquire skills in information literacy.
4. Develop written communication skills.
5. Acquire skills in critically evaluating past research.
TEACHING AND LEARNING RESPONSIBILITIES

Teaching and learning strategies

The main part of this unit is the literature review itself. You will be working one on one with your supervisor, so it is important that you interact regularly with that person and that you work out learning strategies that make these interactions effective.

Teaching and learning evaluation

You may be asked to complete an evaluation during this unit. The Students’ Unit Reflective Feedback (SURF) is completed online and is a university wide survey. You will receive an email from the SURF office inviting you to complete the SURF when it is activated. We encourage you to complete the form as your feedback is extremely important and can be used to make changes to the unit when appropriate.

Attendance

Participation in class, whether it be listening to a lecture or getting involved in other activities, is an important part of the learning process. It is therefore important that you attend classes. More formally, the University regulations state that ‘to complete a course or unit students shall attend prescribed classes, lectures, seminars and tutorials’. You are expected to attend all of the weekend workshop sessions.
CONTACT DETAILS
We strongly advise students to regularly access their student email accounts. Important information regarding the unit is often communicated by email and will not be automatically forwarded to private email addresses.

<table>
<thead>
<tr>
<th>Unit coordinator/lecturer</th>
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<tbody>
<tr>
<td><strong>Name:</strong></td>
<td>Geoff Soutar Julie Lee</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:geoff.soutar@uwa.edu.au">geoff.soutar@uwa.edu.au</a> <a href="mailto:julie.lee@uwa.edu.au">julie.lee@uwa.edu.au</a></td>
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<tr>
<td><strong>Phone:</strong></td>
<td>618 6488 7885 618 6488 2912</td>
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**Professor Geoff Soutar**

Geoff Soutar is a Winthrop Professor and the Nancy Keegan and Don Voelte Distinguished Scholar at the Business School. He has a degree in economics from the University of Western Australia and an MA and PhD from Cornell University. Geoff was made a Fellow of the Australian Marketing Institute, a life member of the Market Research Society, a Fellow of the Australian Institute of Management and a Fellow of the Marketing Institute of Singapore for his contributions to management, marketing, marketing research and education in Australia and the region. He is a Fellow and Life Member of the Australian and New Zealand Academy of Management and was one of three academics appointed as Inaugural Fellows of the Australian and New Zealand Marketing Academy. Geoff has been a consultant to a large number of organisations and has been active in research across a wide area, publishing more than 150 papers in journals and books and presenting more than 300 papers at seminars and conferences. He has a particular interest in service quality, satisfaction and their impact on organisational. From this evolved a long-term study of value and its impact on people’s willingness to buy and subsequent satisfaction or dissatisfaction. He is also involved in studies examining marketing strategies in professional service firms, word of mouth and cross-cultural decision-making.

Julie has taught undergraduate, MBA and Doctoral courses in marketing research, international marketing research, research methods (PhD), international consumer behaviour, consumer behaviour, international marketing, marketing principles and marketing strategy. Her research interests focus on cross-cultural consumer behaviour. She is examining personal values across cultures and cross-cultural shopping behaviour with Geoff Soutar and other colleagues. Most of this work originated from a large ARC grant, (with Geoff Soutar) which allowed data collection in 10 countries. These data have been used by six doctoral students in their theses. Julie has published widely, including articles in the Journal of Personality and Social Psychology, Journal of Cross-Cultural Psychology, Journal of Consumer Psychology, Psychology & Marketing, Journal of Personality Assessment, Journal of Business Research, International Marketing Review, International Journal of Conflict Management, Tourism Management, Annals of Tourism Research, International Journal of Tourism Research. Her book with Jean-Claude Usunier, *Marketing across Cultures* is a comprehensive analysis of research in international marketing.

**Mr Will Hamilton**

Will Hamilton, who has worked in the UWA Library for 17 years, the last eight in the Business Library, will be responsible for the Saturday sessions that cover the Library and its many resources. Will’s job in the Business Library is to help students search for information effectively and to provide them with the resources needed so they can best use the wide range of Library resources. Will has been a regular contributor to the MBR program in Singapore.
UNIT SCHEDULE

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Topic</th>
<th>Facilitator</th>
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<tbody>
<tr>
<td>27 March</td>
<td>8:30 - 9:30</td>
<td>Introduction</td>
<td>Geoff Soutar</td>
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<tr>
<td></td>
<td>9:30 - 10:30</td>
<td>Library Databases</td>
<td>Will Hamilton</td>
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<td></td>
<td>11:00 - 12:30</td>
<td>Library Databases</td>
<td>Will Hamilton</td>
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<td></td>
<td>13:15 - 14:15</td>
<td>Library Databases</td>
<td>Will Hamilton</td>
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<td></td>
<td>14:30 – 16:00</td>
<td>EndNote</td>
<td>Will Hamilton</td>
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<td></td>
<td>16:15 – 18:00</td>
<td>EndNote</td>
<td>Will Hamilton</td>
</tr>
<tr>
<td>28 March</td>
<td>9:00 - 10:30</td>
<td>Defining your project before undertaking a literature review</td>
<td>Geoff Soutar &amp; Julie Lee</td>
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<td></td>
<td>11:00 - 12:30</td>
<td>Doing your literature review</td>
<td>Geoff Soutar &amp; Julie Lee</td>
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<tr>
<td></td>
<td>13:15 - 14:30</td>
<td>Doing your literature review</td>
<td>Geoff Soutar &amp; Julie Lee</td>
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<td>14:45 – 16:15</td>
<td>Group project discussion time</td>
<td>Geoff Soutar &amp; Julie Lee</td>
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<td></td>
<td>16:15 – 18:00</td>
<td>Group presentations</td>
<td>Geoff Soutar &amp; Julie Lee</td>
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TEXTBOOK(S) & RESOURCES

Recommended/required text(s)
There is no required text for this unit

Software requirements
You will be required to use ENDNOTE in this unit. While you are required to use ENDNOTE to create your bibliography, you will also find it useful as a means of classifying literature into discrete areas relevant to your thesis.

Additional resources & reading material
You will find examples of literature reviews from journals and from students who were previously enrolled in this unit in Quickplace.
You should be able to access relevant journal articles through the electronic searching process that has formed a part of the course. In addition, a Google search on ‘literature review’ will suggest many articles. But beware! Reading about the literature review is not doing the review!
In addition, the following books may prove useful:


**ASSESSMENT**

**The purpose of assessment**

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work provides you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process.

**Assessment components**

There are two assignments in this unit. The first is designed to examine your understanding of the library aspects covered in the unit and the second is the literature review itself, which is worth 80% of the grade in this unit. The literature review will be discussed in detail in class and will be the result of your interactions with your supervisor.

The library assignment has two components that are worth 10% each. The first is an extensive library search on your topic, which demonstrates the techniques and strategies learnt in the class. The second is an EndNote library created from a short list of references and formatted in the Harvard style.

There is also an in-class group activity that will not be assessed, but you will need to do some preparation on Saturday evening. The activity will be discussed on the Saturday morning and time will be provided on the Sunday for groups to meet and work on the activity.

<table>
<thead>
<tr>
<th>Activity</th>
<th>In Perth</th>
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<tbody>
<tr>
<td>Class Attendance</td>
<td>27 March &amp; 28 March</td>
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<tr>
<td>Library assignments submitted</td>
<td>4 April</td>
</tr>
<tr>
<td>Literature Review 1st draft submitted to Supervisor</td>
<td>3 May (Monday)</td>
</tr>
<tr>
<td>Literature Review Final draft submitted to the Doctoral Office</td>
<td>28 May (Friday)</td>
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The library assignments should be submitted for marking by email to Will Hamilton (whamilton@library.uwa.edu.au)

The first literature review submission should be emailed direct to your supervisor on or before 3 May.

The final submission for marking should be submitted by email to pg-programs@biz.uwa.edu.au on or before 28 May.
Student Guild

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E-mail: enquiries@guild.uwa.edu.au
Website: http://www.guild.uwa.edu.au