

INTRODUCTION TO LITERATURE REVIEW

DIFFERENT TYPES OF LITERATURE REVIEW

Review type	Purpose	Methodology	Quality assessment	Data analysis
Narrative literature review	To synthesise and analyse the existing literature.	Qualitative, narrative approach	informal	Thematic
Scoping review	To map the key concepts, sources and types of .	Comprehensive search and screening of relevant literature	Tends to be informal or none	Descriptive, charting and summarising
Systematic review	To identify, appraise and synthesize all relevant studies on a specific research question	Comprehensive and systematic search, screening and data extraction of literature	Yes, using predefined criteria	Statistical
Conceptual review	To explore and develop theoretical concepts and frameworks	Qualitative, interpretive approach	Yes,	Analysis and synthesis of theoretical concepts

WHAT IS A NARRATIVE LITERATURE REVIEW

- A narrative literature review tells a story or presents the history of a research area.
- It typically presents a “**comprehensive overview**” of the existing literature on a topic, including the main findings, trends and the knowledge gap.
- It is interpreted through the lens of the researchers’ perspective, i.e. bias is inevitable.
- They are often used when there is a lack of comprehensive prior research on a particular topic (**so you can develop the research questions and identify knowledge gap**).

THE SCOPING REVIEW

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Scoping Studies: Towards a Methodological Framework

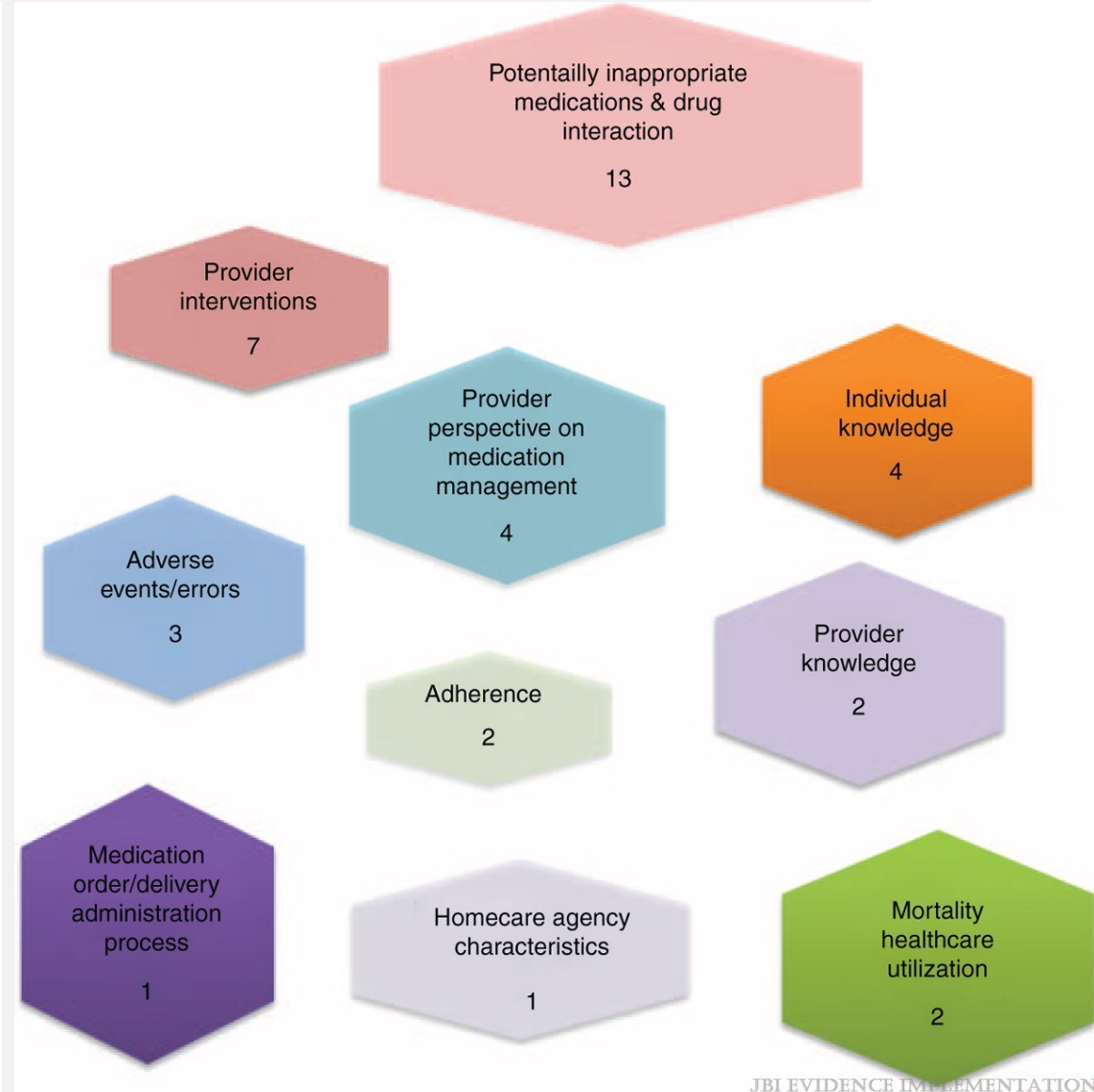
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This paper focuses on scoping studies, an approach to reviewing the literature which to date has received little attention in the research methods literature. We distinguish between different types of scoping studies and indicate where these stand in relation to full systematic reviews. We outline a framework for conducting a scoping study based on our recent experiences of reviewing the literature on services for carers for people with mental health problems. Where appropriate, our approach to scoping the field is contrasted with the procedures followed in systematic reviews. We emphasize how including a consultation exercise in this sort of study may enhance the results, making them more useful to policy makers, practitioners and service users. Finally, we consider the advantages and limitations of the approach and suggest that a wider debate is called for about the role of the scoping study in relation to other types of literature reviews.

Introduction

As the drive towards evidence-based practice has gathered pace, increasing numbers of systematic reviews reporting on the effectiveness of treatments and procedures have been published by, for example, the Cochrane Collaboration, an international body supported in the UK by the UK Cochrane Centre based in Oxford, and the NHS Centre for Reviews and Dissemination (CRD) at the University of York. The methodology for conducting full systematic reviews in the area of health care, education and criminal



JBI EVIDENCE IMPLEMENTATION

THE CONCEPTUAL REVIEW

- The conceptual review can enrich the field by reviewing extant knowledge, **noting tensions and inconsistencies**, identifying important gaps as well as key insights, and proposing agendas for future research.
- This process involves:
 - (1) **systematic collection**;
 - (2) **assessment**; and
 - (3) **integration of existing work**.

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THEORY/CONCEPTUAL



Conceptual review papers: revisiting existing research to develop and refine theory

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Abstract

Conceptual review papers can theoretically enrich the field of marketing by reviewing extant knowledge, noting tensions and inconsistencies, identifying important gaps as well as key insights, and proposing agendas for future research. The result of this process is a theoretical contribution that refines, reconceptualizes, or even replaces existing ways of viewing a phenomenon. This paper spells out the primary aims of conceptual reviews and clarifies how they differ from other theory development efforts. It also describes elements essential to a strong conceptual review paper and offers a specific set of best practices that can be used to distinguish a strong conceptual review from a weak one.

Keywords Conceptual review papers · Marketing theory

Introduction

Thoughtful synthesis of and reflection upon existing research in a specific domain is critical to the advancement of knowledge within a discipline (and often across disciplines). This process of systematic collection, assessment, and integration of existing work forms the core of *review papers*, “critical evaluations of material that has already been published” (Bem 1995, p. 172). In fact, in some disciplines dedicated, high-impact journals are primarily tasked with publishing only review papers (e.g., *Psychology Bulletin*).

Review papers can take many forms, including those that are primarily qualitative (i.e., narrative) as well as those that are primarily quantitative (i.e., meta-analyses). In general, marketing journals are more open to meta-analytic review papers than other types, but this is slowly changing. For example, the *Journal of the Academy*

of Marketing Science (JAMS) is open to high-quality review papers of all types.¹ Similarly, the *AMS Review* is the sole conceptual-only journal in marketing, and it encourages conceptual articles including reviews. Although getting a review paper through the review process can prove challenging, such papers often garner substantial attention and citation once published (Antonakis et al. 2014; Bettencourt and Houston 2001).

This paper focuses specifically on one type of review paper – the *conceptual review*. Others have referred to this type of paper as a “review article” (e.g., Barczak 2017; Short 2009) or a “conceptual paper” (e.g., Gilson and Goldberg 2015). However, the term “review article” can be used for a wide variety of different types of reviews, including meta-analyses (Grewal et al. 2018), methodologically-focused assessments (e.g., Scorescu, Warren & Ertekin 2017; Hulland et al. 2018), and theory-focused articles (e.g., Kozlenkova et al. 2014; Rindfleisch and Heide 1997). Similarly, the term “conceptual paper” can be confused with “theoretical paper”

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¹ Palmatier et al. (2018) reference a study of the frequency with which review papers were published in top marketing journals during the 2012–2016 period. Focusing on the top six journals included in the *Financial Times (FT-50)* journal list, the study found that “*JAMS* has become the most common outlet ... publishing 31% of all review papers that appeared in the top six marketing journals.”