

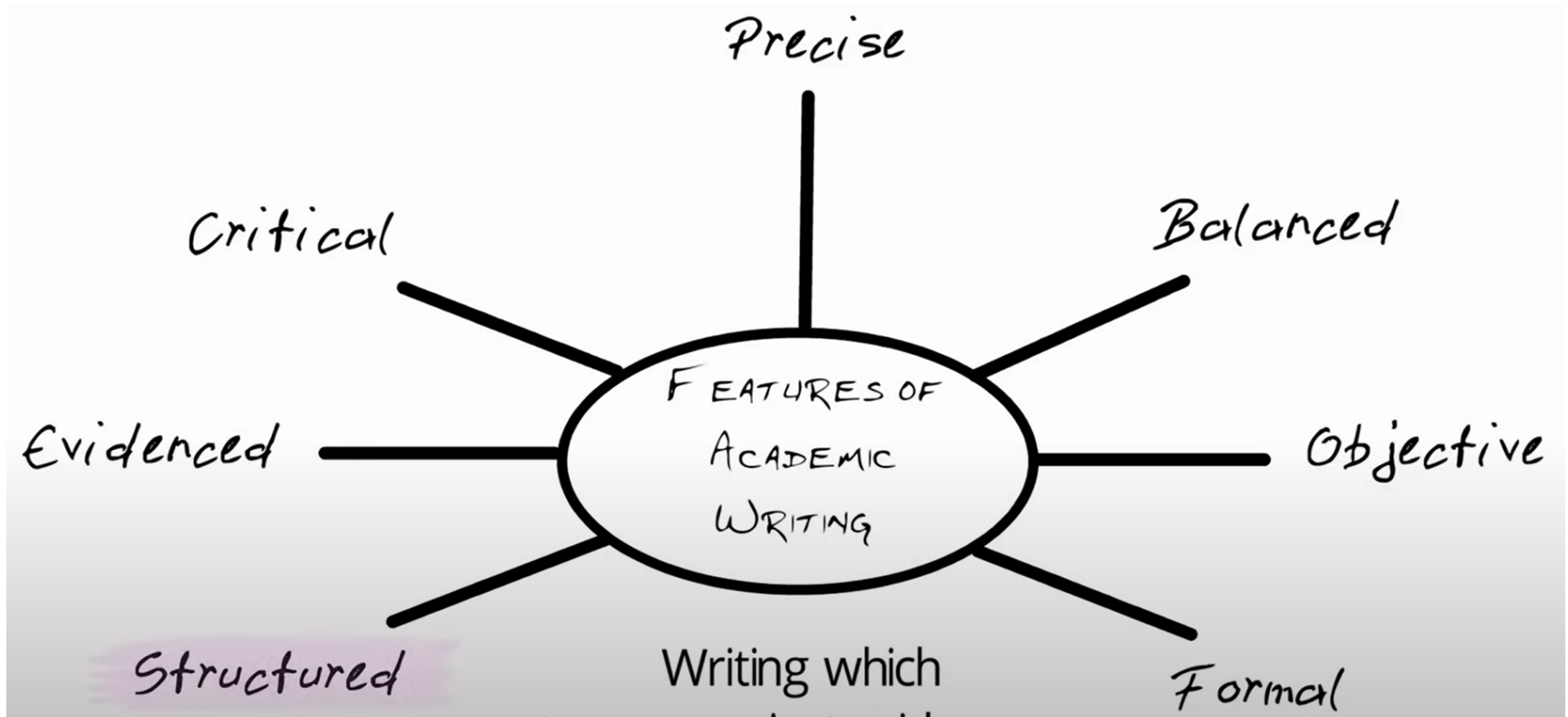
M U N I
E C O N

Literature review assignment

Discussion

Academic writing
Seminar 6

Features of academic writing (refreshing)



Academic writing is...

- **Focused and well structured**

An academic text is not just a collection of ideas about a topic—it needs to have a clear purpose. Start with a relevant **research question or thesis statement, and use it to develop a focused argument. Only include information that is relevant to your overall purpose.**

A coherent structure is crucial to organize your ideas. Pay attention to structure at three levels: the structure of the whole text, paragraph structure, and sentence structure.

Structure

Overall structure	<ul style="list-style-type: none">✓ Always include an introduction and a conclusion.✓ Divide longer texts into chapters or sections with clear headings.✓ Make sure information is presented in a logical order.
Paragraph structure	<ul style="list-style-type: none">✓ Start a new paragraph when you move onto a new idea.✓ Use a topic sentence at the start of each paragraph to indicate what it's about, and make clear transitions between paragraphs.✓ Make sure every paragraph is relevant to your argument or question.
Sentence structure	<ul style="list-style-type: none">✓ Use transition words to express the connections between different ideas within and between sentences.✓ Use appropriate punctuation to avoid sentence fragments or run-on sentences.✓ Use a variety of sentence lengths and structures.

3. The Role of Personalization in Digital Marketing:

In their article titled "The Role of Personalization in Digital Marketing," (Yadav & Rahman, 2018) highlight the importance of personalization in digital marketing for building strong customer relationships and brand loyalty. They demonstrate how businesses can use data and analytics to personalize digital marketing campaigns and provide customized customer experiences. The impact of personalization on customer satisfaction and loyalty in the context of e-commerce. They demonstrate how personalized product recommendations and marketing messages can significantly improve customer experience and increase repeat purchases.



4. The Impact of Digital Marketing on Consumer Behavior:

(Chaffey & Ellis-Chadwick, 2019) provide an overview of the impact of digital marketing on consumer behavior. They highlight the various digital marketing channels businesses can use to influence consumer behavior, including social media, search engine optimization, email marketing, and mobile marketing. They emphasize the importance of providing a seamless and consistent customer experience across different channels.

5. The Role of Content Marketing in Brand Building:

(Ansari et al., 2019) emphasize the importance of creating high-quality, relevant content that resonates with consumers and builds brand equity. They demonstrate how businesses can use content marketing to engage with their target audience and differentiate themselves from competitors. (Du Plessis, 2017) focus on the role of social media in content marketing and how it can help businesses amplify their brand message and reach a wider audience. They discuss various social media platforms and strategies for creating and distributing content that engages with consumers and builds brand awareness.

6. Digital Marketing and Brand Building in Emerging Markets:

(Gupta et al., 2021) explore businesses' unique challenges and opportunities in leveraging digital marketing to build their brand in emerging markets. They demonstrate how businesses can tailor their digital marketing strategies to the local market context and engage with consumers innovatively. (Almestarihi et al., 2021) explores the impact of social media on brand building in emerging markets, specifically in the context of

2. Literature review

Aaker's brand personality concept and self-congruence theory are used in most of the studies conducted in this context. Brand personality is defined as a set of personal characteristics associated with the brand, and these personal characteristics are based on the "5 Personality" conceptual model in psychology (Aaker, 1997). The degree to which brand personality and self-concept are congruent is known as self-congruity. According to Johar and Sirgy (1991, p. 24), it is "the match between the product's value-expressive attributes (product-user image) and the audience's self-concept". In addition to brand personality and self-congruence, intention to visit, culture and consumer attitudes are also the most studied variables within the scope of destination personality. Yang et al. (2020) examined the relationship between brand personality and revisit intention, and the relationship between gender, self-congruence and revisit intention. The study founded that true self-congruence mediates revisit intention with only sincerity and excitement factors of destination brand personality. Ideal self-alignment does not mediate any of the five factors of brand personality (sincerity, excitement, competence, robustness/firmness, exclusivity). Additionally, it was found that gender has no effect on the relationship between self-congruence and revisit intention. Chen et al. (2020) revealed that destination brand authenticity and destination brand self-congruence positively affects destination brand engagement, revisit intention, and recommendation intention. Destination brand authenticity directly affects the intention to recommend, but indirectly affects the intention to revisit. While destination brand self-congruence occurs directly on revisit intention, its effect on intention to recommend is indirect. Chi et al. (2018) found that destination personality dimensions have a strong effect on destination satisfaction and self-congruence theory. In addition to this, the findings experimentally prove the effect of self-congruence on destination satisfaction and destination loyalty. Sharifsamet and Martin (2020) conducted research to find out how consumer's view of destination personality affects destination attitude. In this context, brand trust is considered as a mediator. The study found out that there is a partial relationship between destination personality and destination attitude, and brand trust mediates this relationship. (Vinyals-Mirabent et al. (2019) found that desired personality traits affect the formation of brand image and authors argued that destination personality should not be studied without functional dimensions of brand image. (Hanna and Rowley, 2019) examined the positioning of European capitals using the destination personality scale in their study. They found that the excitement factor was the most strongly communicated factor in all cities, followed by tranquility and adequacy. Huang et al. (2017) found that excitement and fascination, which are among the factors of destination brand personality, have a positive effect on destination brand loyalty. Competence and extroversion, which are among the factors of destination brand personality, have a



Ethical consumption intentions toward organic food



In my opinion, the research gives valuable perspectives into determining consumer opposition to consuming food that is organic. The major explored by Guido (2009) was to examine consumer attitudes regarding the moral consumption of natural products. The study sought to explore the impact of purchase and selection activities on ethical consumption intentions, and it discovered myriad factors that affected these intentions, including concerns about the environment, awareness of health, and moral concerns. Additionally, Long and Murray (2013) observed that ethical consumption behavior can be influenced by product attributes and labeling, highlighting the importance of such characteristics in driving consumer decisions toward ethical consumption.

Buying intentions in the context of organic food and choice behavior

From my point of view, purchase intentions and choice behavior in the context of organic food and numerous studies explored these. For instance, Arvola et al. (2008) revealed that consumers with a favorable attitude towards organic food tend to exhibit higher purchase intentions. This positive attitude was found to be influenced by various factors, such as environmental concerns, health considerations, and trust in organic labeling. Similarly, de Magistris and Gracia (2008) conducted a similar study and found that consumers who perceive health benefits in organic food are more likely to have stronger purchase intentions.

Theoretical perspectives on consumer resistance to the consumption of organic food.

As we already know, several theoretical perspectives have been proposed to explain consumer resistance to the consumption of organic food. One prominent perspective is the cognitive dissonance theory; consumers may experience discomfort when their attitudes or behaviors are inconsistent with their values or beliefs about organic food (Bray et al., 2011). Consumers may resist consuming organic food if it conflicts with their existing attitudes or beliefs about food, such as concerns about taste, price, or perceived inconvenience. Similarly, another theoretical perspective is the risk perception theory, which posits that consumers may resist organic food consumption due to perceived risks, such as concerns about food safety, lack of information, or skepticism about the credibility of organic certification (Magnusson et al., 2001). As a result, consumers may resist consuming organic food if they perceive it as uncertain or risky, despite its potential benefits.

Topic sentence is important

- The **topic sentence** is the first sentence of the paragraph.
- Sometimes referred to as a **focus sentence**
- Topic sentence helps organize the paragraph by summarizing the information in the paragraph.

- Tips:
 1. Identify the main point in your paragraph
 2. Write a sentence that connects to your main idea with a what and a why. State what the topic is and why it matters.
 3. Topic sentence gives readers something interesting to think

□ <https://www.indeed.com/career-advice/career-development/how-to-write-a-topic-sentence>

Topic sentence examples

- An organization is like an organism whose flow of information is imperative for its functioning.
- Fast fashion is readily available, inexpensively made part of fashion industry.
- One of the primary causes of the generational wealth gap is differences in savings behavior between generations.
- Dating apps have significantly changed the way people approach romantic relationships, driving a move toward online and mobile dating.

Transition words to connect sentences

- Even more so than that, Connelly and Zweit (2005)...
- ... some of the research before that...
- What is more ...
- According to the report entitled...
- According to this survey ...
- An article presented in Health Affairs,

Academic writing is not...

- Personal

Academic writing generally tries to avoid being too personal. Information about the author may come in at some points—for example in the acknowledgements or in a personal reflection—but for the most part the text should focus on the research itself.

Always avoid addressing the reader directly with the **second-person pronoun** “you.”

Use the impersonal pronoun “one” or an alternate phrasing instead for generalizations:

- As a teacher, **you** must treat **your** students fairly.
- As a teacher, **one** must treat **one's** students fairly.
- Teachers must treat their students fairly.

The use of the first-person pronoun “I” is increasingly accepted in academic writing.

When you refer to yourself, it should be for good reason. You can position yourself and describe what you did during the research, but avoid arbitrarily inserting your personal thoughts and feelings:

Unacceptable

- In my opinion...
- I think that...
- I like/dislike...

Acceptable

- I conducted interviews with...
- I argue that...
- I hope to achieve...

Academic writing is not...

- Long-winded

Many students think their writing isn't academic unless it's over-complicated and long-winded. This isn't a good approach—instead, aim to be as concise and direct as possible.

If a term can be cut or replaced with a more straightforward one without affecting your meaning, it should be. Avoid redundant phrasings in your text, and try replacing phrasal verbs with their one-word equivalents where possible:

- Interest in this phenomenon **carried on** in **the year 2018**.
- Interest in this phenomenon **continued** in **2018**.

Repetition is a part of academic writing—for example, summarizing earlier information in the conclusion—but it's important to avoid unnecessary repetition. Make sure that none of your sentences are repeating a point you've already made in different words.

Avoid the shopping list literature review

‘He said, she said’

- Williams (1985) discovered... Stevens (1988) conducted similar experiments and find that ... Later Randle (1991) concluded that...
- By focusing on writers rather than the substantive issue under discussion, you may end up listing and then trying to draw things together. Your goal is not to summarise who said what but on **interpretations of the term.**

This is a shopping list not literature review

Literature Review:

1. **In a study published in the Journal of Management, Hambrick and Fredrickson (2005)** argue that strategic consistency is essential to successful corporate strategy. They emphasise that companies must maintain a consistent strategic direction over time to achieve long-term success.
2. **Another scholar, Kaplan, and Norton (2001)**, proposes the Balanced Scorecard as a method for companies to measure and manage their strategic performance. They argue that companies must focus on non financial performance and other key factors such as customer satisfaction, internal processes, and learning and growth.
3. **Kim and Mauborgne (2005)** propose a new framework for a corporate strategy called the "Blue Ocean Strategy," which emphasizes the importance of creating new markets and demand rather than competing in existing markets. They argue companies can achieve sustainable growth and profitability by identifying and pursuing untapped market opportunities.
4. **Teece (2018)** argues that the digital age has shifted from focusing on product innovation to business model innovation. He contends that firms must be able to continuously adapt and innovate their business models to remain competitive in the digital age.
5. **Zhu and Li (2020)** examine how digital platforms change the competitive landscape and argue that firms must develop platform strategies to succeed. They emphasize the importance of ecosystem orchestration, user participation, and data-driven decision-making in platform strategy.
6. **Eisenhardt and Martin (2010)** propose a new approach to strategy development in the digital age called "strategy as simple rules." They argue that firms must develop a set of simple rules that guide decision-making and enable agility in a rapidly changing environment.
7. **In a study published in the International Journal of Project Management, Shekhar et al. (2001) argue** that effective project management is essential for managing risk in complex projects. They propose a project management framework that considers a project's complexity and uncertainty level and emphasises the importance of flexibility and adaptability.
8. **Another scholar, Hillson (2009)**, proposes a systematic risk management approach involving identifying, analyzing, and responding to risks. He argues that risk management should be an

Connect sources

- One of the most significant **theoretical explanations** for performance budgeting is that it can aid in the better allocation of public resources. Policymakers may guarantee that resources are allocated toward programs and initiatives that are most successful in attaining desired goals by tying budgeting to performance outcomes. This can lead to increased efficiency and effectiveness in government spending (Jones & Lynch, 2006).
- There is **evidence** that performance budgeting improves budget outcomes. According to Poterba and Rueben (1999), states that used performance budgeting had better fiscal results, such as reduced deficits and improved credit ratings. Similarly, LaLumia and Lovell (2012) discovered that performance-based budgeting was connected with greater budgetary performance in US municipal governments.

Connect sources

□ Several strategies have been proposed to address the generational wealth gap. These strategies aim to increase intergenerational mobility, redistribute wealth, and improve access to opportunities for those from disadvantaged backgrounds. One approach to addressing the generational wealth gap is through policies aimed at increasing intergenerational mobility. This includes measures like improving access to education and affordable housing, which can help reduce the wealth gap by providing opportunities for those from low-income backgrounds (Chen & Corak, 2008). Another approach is through redistributive policies, such as progressive taxation and inheritance taxes, which can help redistribute wealth and reduce the concentration of wealth in older generations (Keister & Moller, 2000). These policies can help ensure greater economic and social equality by reducing the barriers to wealth accumulation faced by those from low-income backgrounds.

Basic In-Text Citation Styles

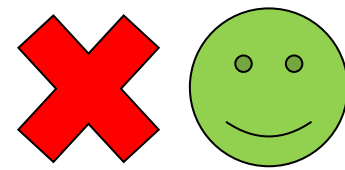
Author	Parenthetical citation	Narrative citation
One author	(Luna, 2020)	Luna (2020)
One author with a quote	(Luna, 2020, p. 37)	Luna (2020) (p. 37)
Two authors	(Salas & D'Agostino, 2020)	Salas and D'Agostino (2020)
Three or more authors	(Martin et al., 2020)	Martin et al. (2020)
Group of authors	(OECD, 2020)	OECD (2020)

- In parenthetical citations, use an ampersand (&) between names
(Salas & D'Agostino, 2020)
- In narrative citations, spell out the word “and”
Salas and D'Agostino (2020)
- Works with the **same author and same date**
(Judge & Kammeyer-Mueller, 2012a)
(Judge and Kammeyer-Mueller, 2012b)
- If multiple authors within a single reference share the **same surname**
(Chen & Chen, 2019)



APA citation style (problems)

- Kannan, P. K., & Li, H. (2017) explain
- Ganie et al.'s (2023) study gives ...
- Mbah and Wasum (2022) refer to Jones (2022) highlighting
- Shokeen and P.K. Bhoyar's (2023) study offers
- (Kushwah et al., 2019) explore the study to understand
- ... no certainty of safety. (Morgan & Ross, 2015) In 2013, the ...
- In contrast, Park et al. Address the ...
- However, Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015) identify



Use proper APA in-text citation style

- Incorrect: Kannan, P. K., & Li, H. (2017) explain ...
- Correct: Kannan and Li (2017) explain ...
- Incorrect: Ganie et al.'s (2023) study gives ...
- Correct: Ganie et al. (2023) study gives ...
- Incorrect: Shokeen and Bhoyar's (2023) study offers ...
- Correct: Shokeen and Bhoyar (2023) offers ...
- Incorrect: (Kushwah et al., 2019) explore the study to understand ...
- Correct: Kushwah et al. (2019) explore the study to understand ...
- Incorrect: ... no certainty of safety. (Morgan & Ross, 2015) In 2013, the ...
- Correct: ... no certainty of safety (Morgan & Ross, 2015). In 2013, the ...
- Incorrect: In contrast, Park et al. Address the ...
- Correct: In contrast, Park et al. (2020) address the ...

Avoid making strong claims

- This literature review aims to provide a comprehensive overview of the current state of research ...
- I would conduct further research as mentioned to erase any doubts about partial moderating factors because just CSR in itself contains a broad spectrum of constructs.
- In my opinion, the influence of COVID-19 on air transport is clear.
- This literature review informs about all possible obstacles derived from wrong product consumption.

Shorcuts

- Define early and use them throughout the text
- **Project management** is characterized for being a discipline constantly struggling with changes in the environment, aiming to be flexible enough to handle those changes and deliver the established outcomes. However, after the COVID-19 pandemic, the project management had to adapt beyond the previously known standards. The proposed work aims to describe how project management is dealing with the post-pandemic situation, which are the biggest challenges and what should be considered by **PM (Project Management)** professionals to be better prepared for the new conditions the pandemic brought to the world economy.

References (Bibliography)

- List of references is placed at the end of a work.
- Each entry provides the author, date, title, and source of the work.
- The reference allows readers to identify and retrieve the source.
- Sources are listed in **alphabetical order** by the author last name.
- You should have a reference entry for **every source you cite**.

- I avoid informal terms and contractions.
- I avoid second-person pronouns (“you”).
- I avoid emotive or exaggerated language.
- I avoid redundant words and phrases.
- I avoid unnecessary jargon and define terms where needed.
- I present information as precisely and accurately as possible.
- I use appropriate transitions to show the connections between my ideas.
- My text is logically organized using paragraphs.
- Each paragraph is focused on a single idea, expressed in a clear topic sentence.
- Every part of the text relates to my central thesis or research question.
- I support my claims with evidence.
- I use the appropriate verb tenses in each section.
- I consistently use either UK or US English.
- I format numbers consistently.
- I cite my sources using a consistent citation style (APA style).