

COURSE TITLE: BIBLIOMETRIC LITERATURE REVIEW

ECTS CREDITS: 5 ECTS (4 ECTS without course paper submission)

ONLINE CLASSROOM LINK: TBD

OLINE CLASSROOM CODE: TBD

LECTURERS

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AIMS OF THE COURSE

On successful completion of the course/programme, the candidate should be able to:

- Know the major literature review classifications and their expected outcomes;
- Learn about key bibliometric analysis techniques (e.g. co-citation) and tools (e.g. bibliometrix package);
- Reveal the main streams of research and theories of their area of interest (construct, phenomenon, or theory) from bibliometric review;
- Understand the key success factors of publishing a bibliometric literature review;
- Identify research gaps and future research agenda from bibliometric analysis;
- Write a research paper with a goal of submission to a refereed outlet.

COURSE SYLLABUS:

This is a course designed for PhD students who wish to better understand their field of research and gaps in the literature. The course will teach you how to make a contribution to your field based on a bibliometric literature review. Students will be asked to read a variety of published bibliometric articles, review a bibliometric study in a refereed journal, and produce one of their own based on their research interests, to be discussed and approved by the professors. Published professors and editors will guide you through a publishable paper proposal and will help you position yourself as a scholar/researcher in your field.

SCHEDULE:

Lecture: Online

November 1-30, 2021

Session 1 (Nov 1, 2021): Syllabus and introduction to bibliometrics (ZOOM + On-demand videos)

- Live session via ZOOM at 09.00 (GMT+1)
 - Course structure, workload and expected outcome (60 minutes)
- Lecture Part 1 (On-demand videos)
 - What is bibliometrics?
 - Why bibliometrics?

- How are bibliometrics used?
- Publishing in peer-reviewed journals
- Publishing literature reviews
- Publishing bibliometric reviews
- Reviewing review papers
- Literature review matrix
- **Task 1: A one-page summary of a relevant bibliometric literature review (180 min)**
 - What is the contribution? Research questions?
 - How does the technique answer the research questions?
 - How is the technique applied?
 - What are the unique elements of the papers?
 - What can the paper improve?
 - Can someone write another review on the topic and if so what can be the angle of contribution, research gap?

Session 2 (Nov 8, 2021): Bibliometric analysis methods and tools (On-demand videos)

- Lecture Part 2-Concepts
 - Concepts in literature reviews
 - What is bibliometric review?
 - Type of bibliometrics information
 - Planning a bibliometric analysis
 - Bibliometric methods and expected outcomes
 - Structure of citation metrics
 - Databases and software selection
 - Pros and cons of different software
 - **Task 2: Quiz test (15 min)**
- Lecture Part 3-Download software
 - How to install VosViewer
 - How to install CiteSpace
 - How to install Biblioshiny including R-Studio
 - **Task 3: Install required software (120 min)**

Session 3 (Nov 15, 2021): Extract bibliography data (On-demand videos)

- Lecture Part 4-Databases and data extraction
 - Extracting data from WOS
 - Extracting data from Scopus
 - Data extraction for a discipline
 - Data extraction for a journal domain
 - Data extraction for a journal
 - Data extraction for a theory
 - Data extraction for a method
 - Data extraction for a works of a renowned scholar

- **Task 4:** Extract your bibliography data from the suitable database (480 min)

Session 4 (Nov 22, 2021): Applications of Bibliometrics (On-demand videos)

For each of the tasks, please extract your results in a Word or PowerPoint file.

- Lecture Part 5-VOSviewer
 - Citation network analysis using VosViewer
 - **Task 5:** Test your extracted data in VOSviewer (120+ min)
- Lecture Part 6- CiteSpace
 - Visualization and trend analysis in CiteSpace
 - **Task 6:** Test your extracted data in CiteSpace (120+ min)
- Lecture Part 7-Biblioshiny
 - Advanced analysis with Biblioshiny
 - **Task 7:** Test your extracted data in Biblioshiny (120+ min)
 - **Task 8:** Prepare an annotated PPT of your BLR for Peer-Review (Deadline Nov 25, 2021)
 - Bonus: Bibliometrix R package for coders (optional)
 - Bonus: Bibexcel, HistCite, Gephi (optional)

Session 5 (Nov 30, 2020): Collective and One-on-One Feedback (Live session via ZOOM)

- Live session via ZOOM at 09.00 (GMT+1)
 - **Task 9:** Present preliminary results (student's bibliometric results)

AFTER LECTURES

Deliverable: To get full 5 ECTS submit a **BLR** article (via email to ziaul.h.munim@usn.no) of publishable quality in an academic conference/journal, **Deadline: February 28, 2022.**

The submission must have the following sections: Title, Abstract, Keywords (max 5), Introduction, Review Methodology, Results, Future Research, Conclusions and References. The full document must be minimum 6,000 words and maximum 10,000 words, including everything. We highly recommend following the style and layout of recommended bibliometric review studies in the course.

TEACHING METHODS:

Teaching method in this course is mainly on-demand lecture videos (pre-recorded) and requires students to listen to all lectures, do the exercises beforehand, and deeply read all of the articles before starting with related online lectures. Students should identify the contribution of each paper, the methods, the strengths and weaknesses, the data, the conclusion and the ways in which the paper can be extended.

LECTURER'S BIOGRAPHICAL NOTE

Dr. Ilan Alon (PhD, Kent State University, USA) is Professor of Strategy and International Marketing at the University of Agder. Prior to that he also had research positions at Harvard University, Georgetown University (USA) and University of International Business and Economics (China). Alon is a researcher in the field of international business with a focus on internationalization, modes of entry, political risk, cultural intelligence and emerging markets.

Ilan Alon publications have appeared in the Harvard Business Review, Management International Review, International Business Review, Journal of International Marketing, International Marketing Review and others. His books were published by Palgrave, Routledge, McGraw-Hill among other imprints. In addition to being a professor, Alon is the Head of International Affairs for the School of Business and Law at the University of Agder and leader of the Emerging Markets research group. He is also Editor-in-Chief of the *International Journal of Emerging Markets* and the *European Journal of International Management*. Ilan Alon has worked with government bodies, non-profit organizations, multinational companies and international association on various projects ranging from capacity development at the macro level to international business development at the firm or project level. Clients include USAID, illy, Darden, Disney, and others.

Dr. Ziaul Haque Munim (PhD, University of Agder, Norway) is Associate Professor of Maritime Logistics at the University of South-Eastern Norway. He pursued PhD degree in International Management from the University of Agder, and M.Sc in Supply Chain Management from the Vienna University of Economics and Business. His main research interests include maritime economics and logistics, forecasting, supply chain management and research methods. He has extensive training in Global Transport Challenges from the University of Oxford and, in Structural Equation Modelling from the University of Cambridge and the University of Oslo. Dr Munim received the Palgrave Macmillan Best Paper Award at the IAME 2016 in Hamburg and, the KLU Young Researcher Best Paper Award at the IAME 2018 in Mombasa. He authored several studies using bibliometric analysis tools and techniques. His publications have appeared in leading journals such as Journal of Business Research, Asia Pacific Journal of Management, Resources, Conservation & Recycling, and others. He serves as a Senior Editor in the *International Journal of Emerging Markets* and a Co-Editor in the *Maritime Economist* magazine.