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“Standing on the shoulders of giants”: Two frameworks to find good research question(s)

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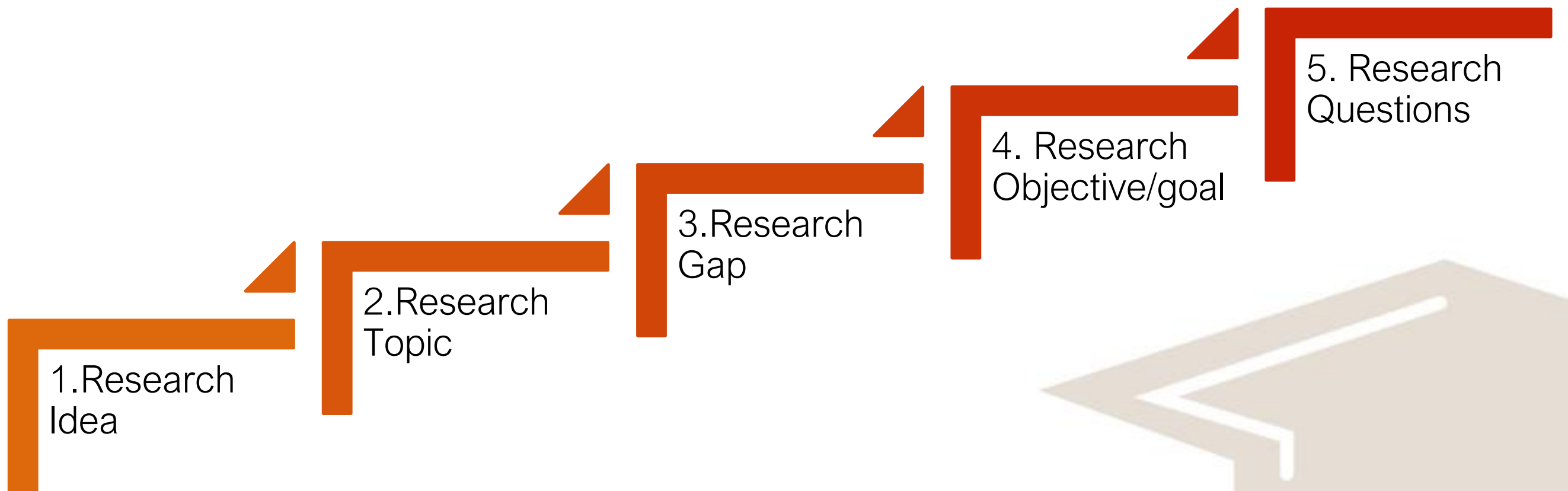
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Research Idea vs. Research Topic



- A research idea refers to a phenomenon that you observe from everyday life situation
- A research topic refers to a(n) technical/academic term that you obtain from academic literature

First Framework to find good research question(s)



First framework: Example

Research Idea

- A famous MC posts a status on his personal Facebook to promote for a product/service

Research topic

- Celebrity endorsement, social media advertisement

Research gap

- No prior literature has addressed on the difference between the effectiveness of celebrity endorsement on social media vs. poster (non-social media)

Research objective

- To investigate the different impacts of celebrity endorsement on social media vs. poster

Research questions

- What are the difference between the impacts of celebrity endorsement on social media vs poster ?

First framework: Example



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Effect of celebrity endorsement in marketing of musicals: Poster versus social networking site

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Authors: Kim, Hyeon-Cheol; Jeong, Jae-Yeob

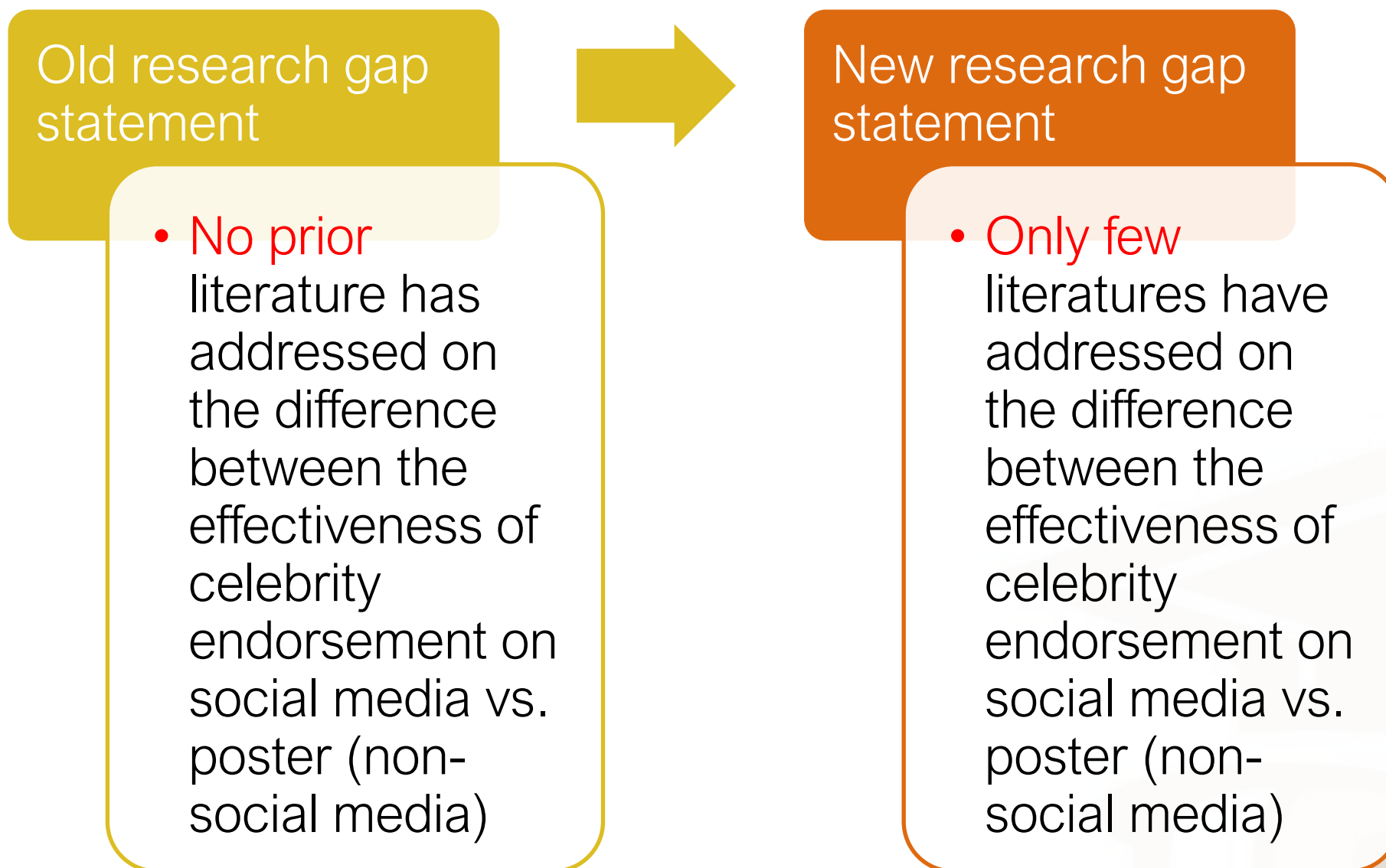
Source: Social Behavior and Personality: an international journal, Volume 44, Number 8, 2016, pp. 1243-1253(11)

Publisher: Scientific Journal Publishers

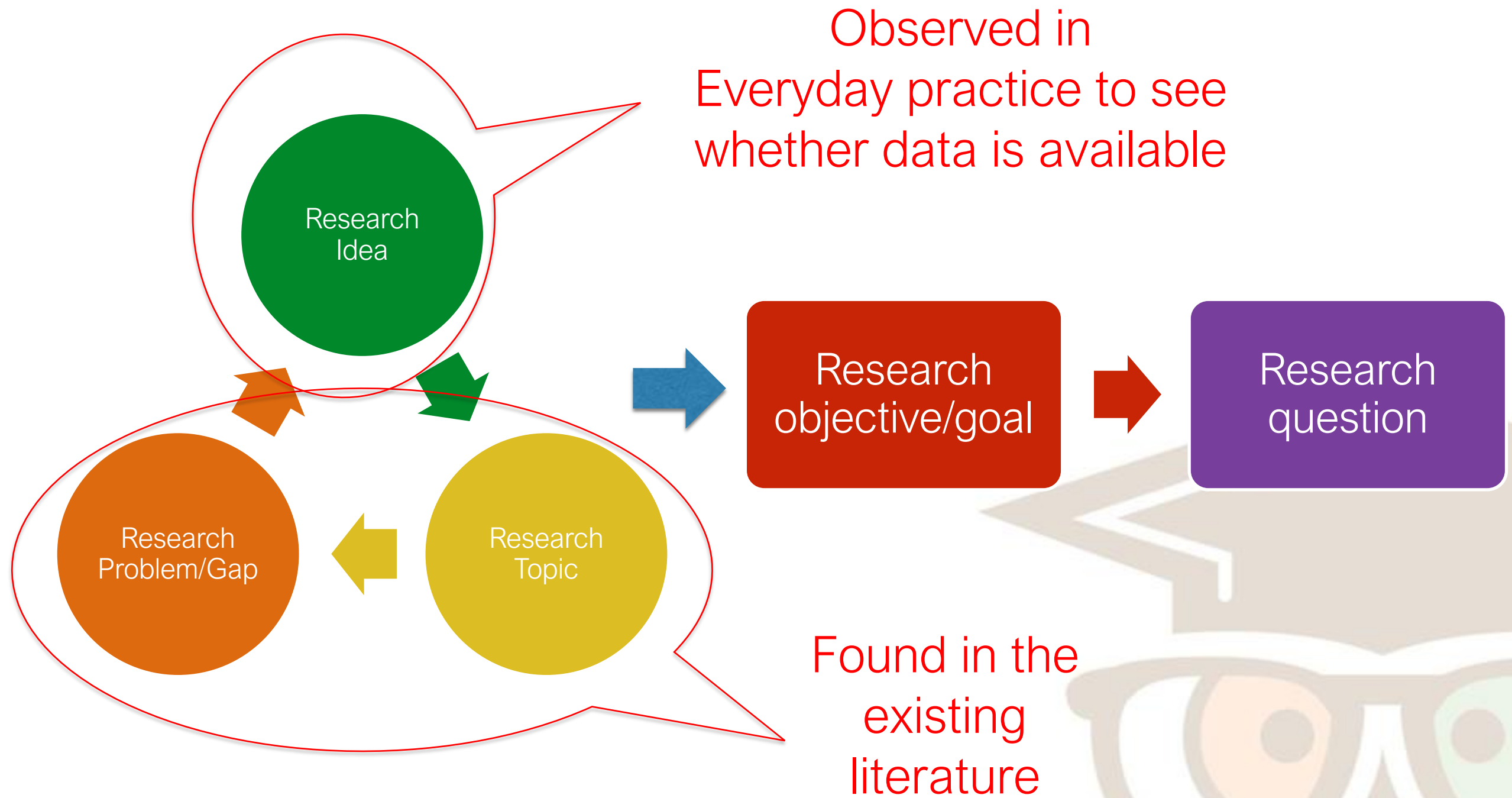
DOI: <https://doi.org/10.2224/sbp.2016.44.8.1243>



First framework: Example



Second Framework to find research question(s)



Sources of research topics and problems/gaps: Review/Conceptual papers

Review

Revision

Revisiting

Overview

Past, Present
and Future

Current Trends
in ...

Bibliometrics

Scientometrics

Meta Analysis

Sources of research topics and problems/gaps: Review/Conceptual papers



Environmental Impact Assessment Review

Volume 18, Issue 6, November 1998, Pages 493-520



Feature

Sustainability and sustainable development: Historical and conceptual review

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[https://doi.org/10.1016/S0195-9255\(98\)00019-5](https://doi.org/10.1016/S0195-9255(98)00019-5)

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Abstract

The vagueness of the concept of sustainable development, coupled with its increasing importance in national, international and corporate policies, has led to a large political battle for influence over our future by linking interpretation to the concept. This has resulted in a wide variety of definitions and interpretations that are skewed towards institutional and group prerogatives rather than compounding the essence of the concept, which has been inherent in traditional beliefs and practices. A systematic analysis of representative definitions and interpretations presented in this article reveals that most of the contemporary definitions focus on specific elements while failing to capture the whole spectrum. Such a historical and conceptual analysis focusing on the

[Home](#) > [University Rankings](#) > Chapter

The Past, Present, and Future of University Rankings

[Jung Cheol Shin](#) [✉](#) & [Robert K. Toutkoushian](#)

Chapter | [First Online: 01 January 2011](#)

2971 Accesses | 28 Citations

Part of the [The Changing Academy – The Changing Academic Profession in International Comparative Perspective](#) book series (CHAC, volume 3)

Abstract

In this chapter, we provide the groundwork for the entire book. Although we do not discuss each topic in detail, the intention is to convey introductory information for readers about the topics to be covered by the various contributors. In the section dealing with university rankings in higher education contexts, we briefly review the development of ranking surveys and introduce the concept of organizational effectiveness, discuss the concepts of quality and quantity in higher education, and the mechanisms that are used to measure organizational effectiveness. In the methodology section, we introduce the reader to measures of institutional performance and related issues. In the section dealing with the impacts of ranking on society, we focus on the impacts of ranking surveys on higher education systems, individual institutions, students, and the side effects of ranking surveys. We close this chapter by

Sources of research topics and problems/gaps: Review/Conceptual papers

Current Trends in Online Language Learning

Published online by Cambridge University Press: 02 September 2011

Robert J. Blake

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Abstract

Online language learning (OLL) can take place in Web-facilitated, hybrid, or fully virtual classes. These formats are beginning to attract serious attention from the language profession and, in particular, the field of computer-assisted language learning (CALL). This article traces recent studies of online learning and then focuses in on its application to language learning through tutorial CALL, social computing, and games for language learning. I strive to show that tutorial CALL and computer-mediated communication can complement each other in the service of modern language instruction, along with the inclusion of language games. Although assessment studies of OLL remain sparse, the evidence is steadily mounting that shows that these new formats can provide learning environments conducive to successful second language development when properly integrated into the curriculum.

Published: 26 April 2021

A bibliometric review of research on international student mobilities in Asia with Scopus dataset between 1984 and 2019

[Hiep-Hung Pham](#) , [Thi-Kieu-Trang Dong](#), [Quan-Hoang Vuong](#), [Dinh-Hai Luong](#), [Tien-Trung Nguyen](#), [Viet-Hung Dinh](#) & [Manh-Tung Ho](#)

Scientometrics **126**, 5201–5224 (2021) | [Cite this article](#)

Abstract

Recently, Asia has emerged as a new hub of international students, apart from the traditional hosts such as North America, Europe or Australia. Along with this phenomenon, there has been increasing international education scholars selecting international student mobilities in Asia as objects of research. Nevertheless, there has not yet any systematic knowledge about the existing literature on international student mobilities in Asia-related studies. This project aims to fulfil this void by analyzing data obtained from Scopus dataset from 1984 to 2019. Using descriptive statistics as well as advanced bibliometric analyses, the review identified influential documents, topics, sources whose impact has been sustained for several decades. The review also identified prominent authors and research groups whose publications are most cited.

Sources of research topics and problems/gaps: Review/Conceptual papers

[Published: 06 April 2021](#)

Students' Well-Being and Academic Achievement: A Meta-Analysis Study

[Metin Kaya](#) & [Cahit Erdem](#) 

[Child Indicators Research](#) **14**, 1743–1767 (2021) | [Cite this article](#)

3847 Accesses | **25** Citations | **7** Altmetric | [Metrics](#)

Abstract

A considerable amount of literature has been published on students' well-being, but empirical research has yielded ambiguous results regarding the relationship between well-being and academic achievement. Meta-analysis studies on this issue are scarce, and the available studies focus on a single domain of well-being. Meta-analyses investigating students' general well-being and academic achievement are needed. To this end, we carried out a meta-analysis study on the association between students' general well-being and academic achievement based on data from correlational studies involving 54,426 participants in 81 independent samples. We report a significant and positive but small effect size based on this dataset. The

Sources of research topics and problems/gaps: Call for Papers of Special Issues/Conferences



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Guest editors: Professor Guoliang Yang Submission deadline: 31 May 2024

Socio-Economic Planning Sciences • *Impact Factor 6.1* • *CiteScore 7.7*

Sources of research topics and problems/gaps: White papers/Technical Reports



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Second framework: Example



The International Review of Retail, Distribution and Consumer Research >
Volume 32, 2022 - Issue 1

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4,595 Views
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Research Article

Omnichannel retailing strategy: a systematic review

Aregu Asmare  & Shimelis Zewdie
Pages 59-79 | Received 04 Dec 2021, Accepted 28 Dec 2021, Published online: 25 Jan 2022

[Cite this article](#) <https://doi.org/10.1080/09593969.2021.2024447> [Check for updates](#)

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ABSTRACT

Technological advances and continued digitization are having a powerful impact on consumer behaviour, market development, and business-consumer interactions. Companies are trying to support these developments by providing multiple integrated channels. Omnichannel retail strategy is a new retail trend that has transformed retail industry by consolidating all customer touch points into one holistic experience. The present study aims to systematically review the extant literatures regarding key drivers that stimulate retailers to shift from multichannel to omnichannel strategy and the outcome of omnichannel strategy in the context of channel

Related research

Recommended articles

[Omnichannel retail review >](#)

Aregu Asmare et al
The International Review of Retail, Distribution and Consumer Research

Second framework: Example

Check for updates

Received: 13 July 2022 | Accepted: 15 March 2023

DOI: 10.1002/mar.21815

RESEARCH ARTICLE

Psychology Marketing WILEY

Authentic omnichannel: Providing consumers with a seamless brand experience through authenticity

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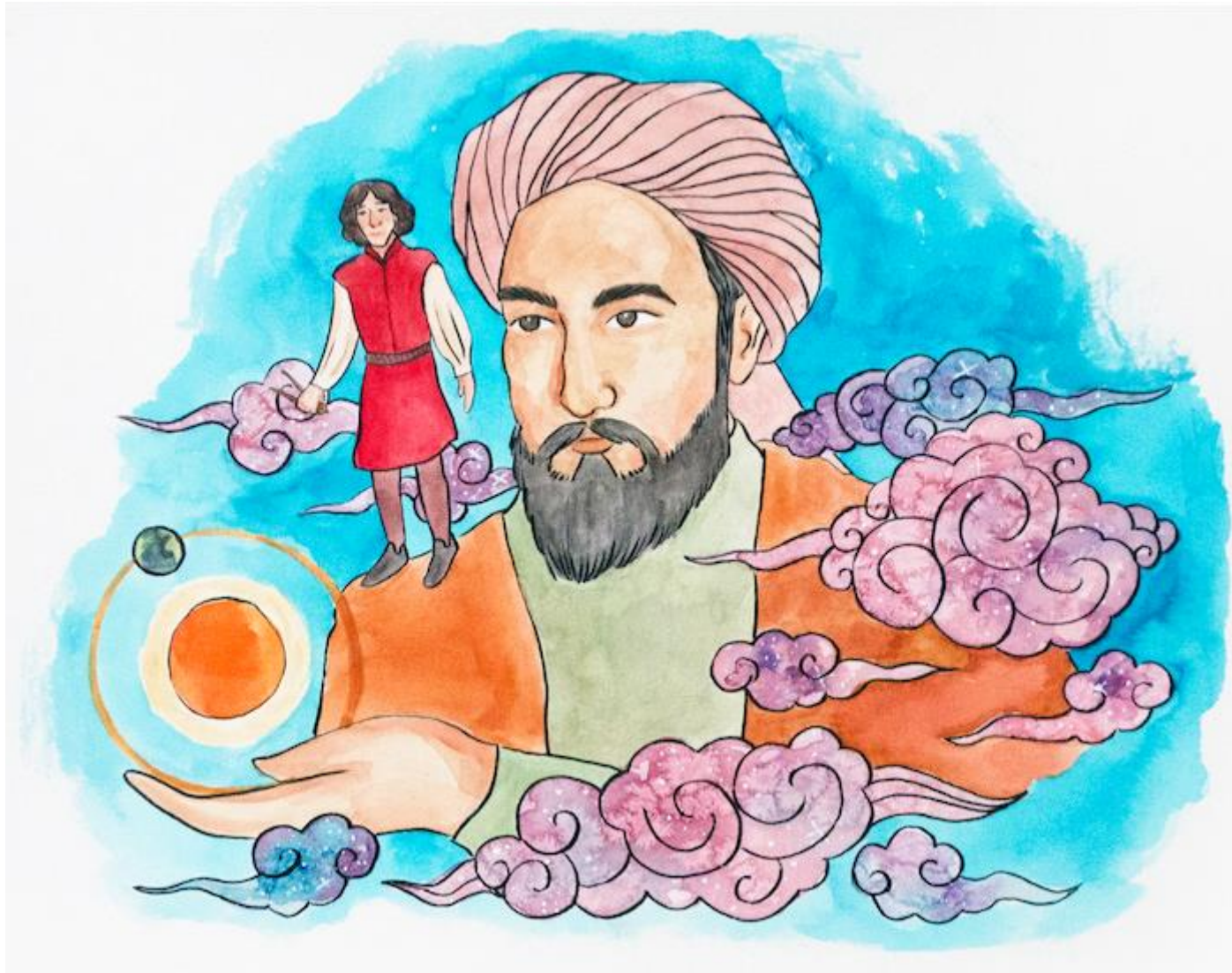
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Abstract

Omnichannel represents a customer-oriented distribution paradigm through which retailers can deliver a seamless customer experience and create an authentic brand narrative that is communicated to customers across diverse touchpoints. Despite the increasing relevance of the omnichannel approach, research on how omnichannel can affect the customer experience remains scant. This research consists of a qualitative study and three experimental studies. Drawing from signaling theory, we contend that the signal congruency established by omnichannel—where all the channels are aligned and convey a consistent message to customers—can enhance consumers' purchase intention and perceptions of brand authenticity. We further investigate the role of brand authenticity as a mediator of the relationship between multichannel customer experience (seamless vs. nonseamless) and purchase intention, as well as of brand untrustworthiness as a moderator of the relationship between multichannel customer experience and brand authenticity. The results show that a seamless multichannel customer experience has a significant main effect on purchase intention and that participants in the seamless multichannel customer experience condition perceive the brand as more authentic than those in the nonseamless multichannel customer experience condition. Both the mediation and

*“This research provides several theoretical advancements. First, it answers **Asmare and Zewdie's (2022)** call for theory-driven research in the omnichannel field. It contributes to signaling theory research by focusing on how consumers process a set of congruent signals.”*

Q&A



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