Bibliometric literature review

OVERVIEW

This seminar will provide the basic understanding of scientific approaches to literature reviews and eventually a practical demonstration of Bibliometric approach which is widely used to structurally analyze the body of literature. This approach primarily helps to understand and synthesize both influential and intellectual structure of the literature.

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LEARNING OBJECTIVES

After taking this seminar, the participants will gain:
- Basic understanding of scientific approaches to conduct literature reviews.
- Data extraction techniques from Web of Science.
- Bibliometric approach (keyword analysis, bibliographic coupling analysis, etc.).
- Tools to conduct the Bibliometric analysis (VosViewer, bibliometrix).

LECTURER

Ashraf Khan

Assistant Professor at School of Business Studies, Institute of Business Administration of Karachi (Pakistan), and visiting researcher at the Department of Business Administration, University of Verona

Laboratory on Research Methods for Business
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DATE AND PLACE

29th April 2022, h. 14:00-18:00

Room 2.13, Department of Business
Administration (2nd floor)
Polo Santa Marta - Verona

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ENROLLMENT

Within 24th April 2022 by filling out the form available here:

https://limesurvey.univr.it/index.php/735915?lang=en

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