

Chapter: Literature Review

2. Previous Studies

Previous studies are an essential part of any academic research, helping the researcher understand what has been accomplished in the field and identify research gaps. According to Sekaran (2016), previous studies are used to explain theories, models, and methodologies adopted in prior research, as well as to provide a reference framework for the current study.

Previous studies typically focus on the following elements:

1. Topic or phenomenon studied: defining the scope and main area of the study.
2. Objectives and outcomes: reviewing the aims of previous studies and the results obtained.
3. Methodology used: clarifying the research methods and tools used, such as surveys, interviews, or statistical analysis.
4. Research gaps: highlighting aspects not covered by previous studies that the current research can address.

Example from Sekaran (2016):

- The book explains how quantitative and qualitative methods can be used to evaluate various business phenomena, and how integrating previous study results can develop a comprehensive research framework.
- It also emphasizes the importance of evaluating the reliability and validity of research tools used in previous studies before adopting them in the current research.

Relying on previous studies enables the researcher to:

- Gain a deeper understanding of the study topic.
- Develop precise research questions or hypotheses.
- Design an appropriate methodology for data collection and analysis.

3. References

Sekaran, U. (2016). *Research Methods for Business: A Skill-Building Approach* (4th ed.). Wiley.