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Literature Reviews I: An Introduction

Drs. Jennifer Watters and Marcus Hensel





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Quick intro:

1. Tell us who you are!
2. What brings you here today?





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Literature Reviews:

The Vocabulary



Vocabulary

- Literature = scholarly work on a topic (articles, book chapters, monographs, proceedings, government reports, dissertations, etc.)
- Annotated Bibliography = a properly documented list of works consulted with summaries and critique; often includes a judgment on its value to your own project
- The Conversation = long-standing metaphor for the network of sources/work done on the topic

Vocabulary

- Landscape = the general scope and sweep of the work that has already been done on your topic
- Niche = the part of your topic you claim—the part that no one else has quite done before

Vocabulary: Landscape



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Vocabulary: Niche



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Literature Reviews:

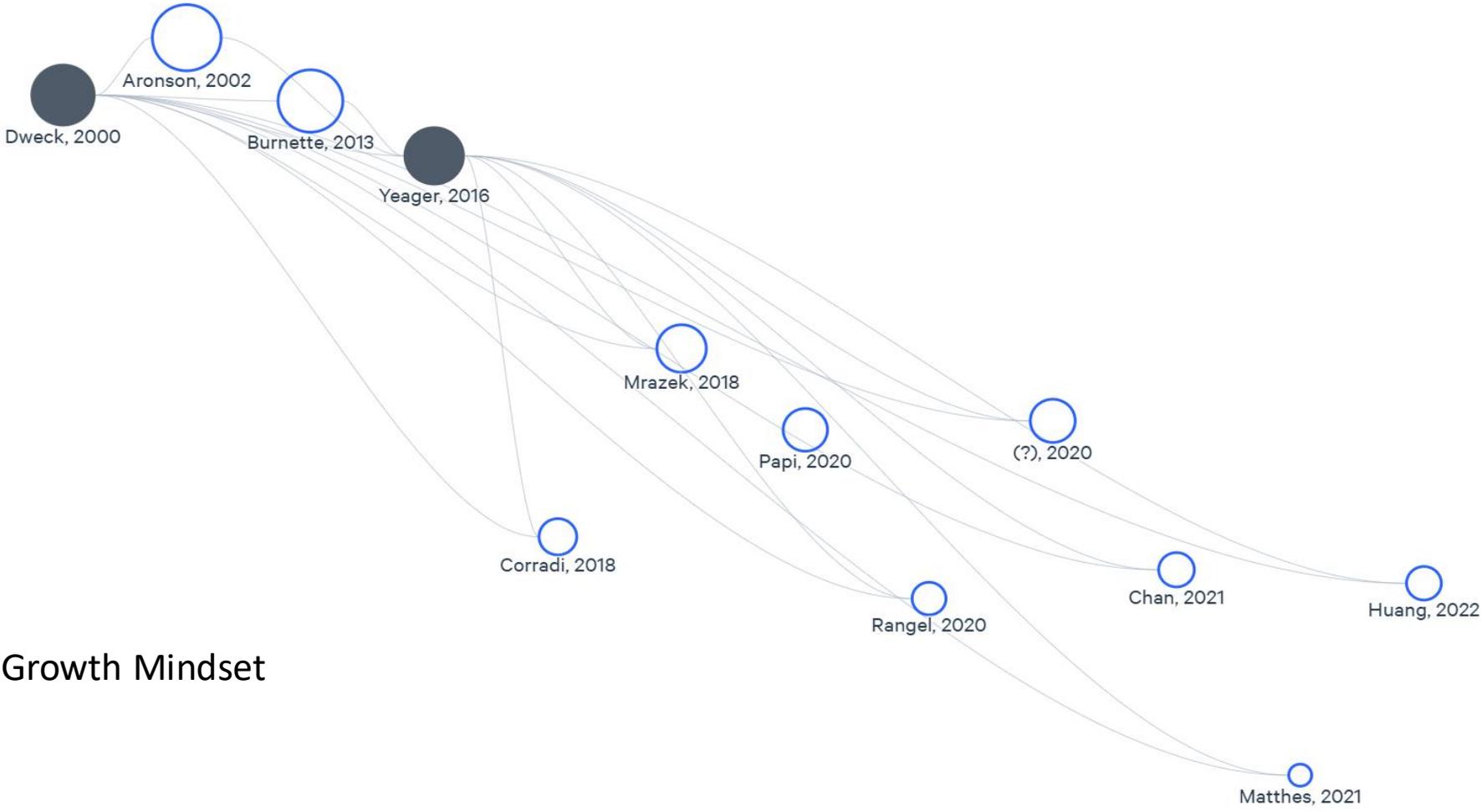
Academic Work as Conversation



Academic Research

foundational works
in the field are
lighthouses





Topic: Growth Mindset

MORE CITATIONS

MORE RECENTLY PUBLISHED

litmaps.com





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Literature Reviews:

The Why



Why: Functions

Frame (or re-frame) the topic relative to your own work

Create/Communicate the context and background of the topic

Avoid duplicative work

Why: Effects

Helps you understand the background/story/state of the field

Reveals gaps/weaknesses in the research that's been done

Communicates that you did your homework

Where we are headed in this series

Session #2: Getting a Sense of the Landscape – Creating a Framework

Activity-focused: Constructing the focus and identifying strands

February 16, 2026

Session #3: Finding Your Niche, Part 1 – Voices of Authority

Activity-focused: Identifying the lighthouses

March 9, 2026

Session #4: Finding Your Niche, Part 2 – What is the Significance?

Activity-focused: Exploring how your voices affirm, refute, or extend

March 31, 2026



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Literature Reviews:

The What: Examples (Different flavors)



CLASSICAL AND QUANTUM SUPERINTEGRABLE SYSTEMS ON THE SPHERE AND THE HYPERBOLIC 2-SPACE

MARIANO A. DEL OLMO^{a,*}, ÁLVARO ROMANIEGA^b

1. INTRODUCTION

In [1], a family of superintegrable systems defined on a homogeneous space of the pseudo-orthogonal Lie group $O(p, q)$ was introduced. This work increased the number of known superintegrable systems at the time [2]. This family of superintegrable Hamiltonian systems (SHSs) has since been studied from various perspectives [3–8].

In 2010, Tremblay, Turbiner, and Winternitz introduced the well-known TTW integrable system [9, 10], which generalises the Smorodinsky-Winternitz superintegrable system [11, 12]. Its introduction renewed the scientific community’s interest in superintegrable systems, and the number of new SHSs has steadily grown since then [13–18].

The classical TTW system [9, 10] is characterised by the Hamiltonian:

$$H = p_r^2 + \frac{1}{r^2} p_\phi^2 + \omega r^2 + \frac{k^2}{r^2} \left(\frac{a}{\cos^2 k\phi} + \frac{b}{\sin^2 k\phi} \right), \quad (1)$$

where $r \in (0, \infty)$, $0 < \phi < \frac{\pi}{2k}$; k, ω, a, b are real numbers with $k, \omega \neq 0$, and $a, b > 0$, respectively. The quantum version of this system is:

$$H = -\partial_r^2 - \frac{1}{r} \partial_r + \omega r^2 + \frac{k^2}{r^2} \left(-\frac{1}{k^2} \partial_\phi^2 + \frac{a}{\cos^2 k\phi} + \frac{b}{\sin^2 k\phi} \right). \quad (2)$$

When “the Sweet Gifts of Bacchus” Ended—New Archaeological Evidence for Settlement Changes and the Decline of Wine Production in Late Antique Southern Palestine

GIDEON AVNI, GUY BAR-OZ, AND GIL GAMBASH

Bulletin of ASOR, volume 389, May 2023. © 2023 American Society of Overseas Research. All rights reserved. Published by The University of Chicago Press for ASOR. <https://doi.org/10.1086/724060>

The 6th century C.E. is traditionally viewed as a period of high prosperity in the Levant, when population growth and settlement intensification and expansion to the desert fringe areas reached an unprecedented peak (Tsafirir 1996; Walmsley 1996; Ward-Perkins 2000; Magness 2003; Bar 2004; Wickham 2005: 442–59; Cameron 2012: 168–90). Urban and rural settlements in Syria, Jordan, and Palestine flourished under the stable political conditions of the Byzantine rule (Fig. 1). The spread of Christianity in rural areas resulted in the construction of numerous churches in villages of the countryside, most of them in the 5th and 6th centuries. In tandem, the growth and expansion of monastic communities reached a peak in the 6th century (Bar 2003; Hirschfeld 2004b; Di Segni 2009, 2017). The results of excavations and surveys show an increased productivity of rural landscapes, based on extensive cultivation of olives, vines, and wheat, with a developed commercial activity in agricultural products. Local economies flourished, with surpluses exported out of the region (Decker 2009; Zerbini 2012; see Kingsley 2001 for summaries). The production and export of the prestigious Palestinian wines became one of the main income sources (Mayerson 1985; McCormick 2012; Lantos, Bar-Oz, and Gambash 2020). The Late Antique settlement density in southern Palestine, particularly in the hinterlands of Ashkelon and Gaza and in the Negev Highlands, shows that this was one of the most prosperous regions of Byzantine Palestine,¹

with the widest spread and highest density of settlements compared to any other period in history (Tsafirir 1996; Huster 2015). This rich countryside consisted of villages, industrial farmsteads, and rural monasteries, forming a dense economic system that was based mainly on the production and export of wines. The expansion of agricultural settlements to the Negev Highlands resulted in the establishment of an extensive network of large villages, farmsteads, agricultural fields, and installations. The archaeological findings, together with the epigraphic material and the textual evidence of the Nessana and Petra papyri, point towards a constant increase in agricultural productivity (Mayerson 1960; Rubin 1990; Avni 2014: 260–74 for a summary; Fuks et al. 2020; Lantos, Bar-Oz, and Gambash 2020).

This view of settlement prosperity has been enhanced by the plethora of archaeological excavations in modern Israel, Palestine, and Jordan in the past four decades, which have provided extensive data on urban and rural settlement expansion between Roman and Early Islamic times (see, for example, Tsafirir 1996; Walmsley 1996, 2007; Ward-Perkins 2000; Magness 2003; Sivan 2008; Avni 2014; and Bar 2003, 2004 for Palestine and Jordan. See also Liebeschuetz 2001; Wickham 2005; Cameron 2012: 168–209; and Sarris 2011: 143–50 for general evaluations on settlement and society in the Late Antique Near East).

This prosperous economic system came to an end in the 7th century, and the circumstances of its decline were traditionally associated with the Persian and Arab conquests of 614 and 634 C.E. Only a handful of scholars suggested an alternative view, looking at the second half of the 6th century as the watershed between prosperity and decline (for example, Avi Yonah 1958; Fiema 2002; Morrison and Sodini 2002: 253).

This article proposes a new paradigm for the decline of settlements in southern Palestine, dating its beginning to the middle of the 6th century, and taking into consideration regional aspects, ultimately economic in nature. This paradigm is based on a synthesis of all previously acquired data, an analysis of new discoveries made in recent archaeological excavations, insights from environmental studies in the Negev Highlands, the northwestern Negev, and the southern Coastal Plain of Israel, and, finally, the broader picture of stressors coming into play during the 6th and 7th centuries in the entire Mediterranean basin.

De Monstro: *An Anatomy of Grendel* (diss.), Marcus Hensel (2012)

Literature Review in Chapter 1

Pre-War Apologists and Myth Critics (pp. 6-7, 2 sources)

Poetic Form and Narrative Structure (pp. 7-9, 5 sources)

Moralistic and Robertsonian (pp. 9-11, 5 sources)

Germanic Concerns (p. 11, 2 sources)

Monsters qua Monsters (pp. 11-13, 5 sources)

Socio-Historical and Cultural (pp. 13-18, 9 sources)

There is more to sales than selling: a literature review of the roles of sales in new product development

Arend-jan Diephuis^a , Bas Hillebrand^b  and Henry Robben^c 

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ABSTRACT

Due to its close relationship with customers, the sales function has been suggested to be in a good position to contribute to the new product development (NPD) process. However, extant literature on the roles of the sales function in the NPD process is fragmented. A comprehensive overview of the roles, antecedents, and outcomes related to the stages of the NPD process is lacking, especially for the earlier stages of the process. This study presents the results of a systematic literature review on the four roles of the sales function in all stages of the NPD process: (1) generating ideas, (2) contributing to market intelligence, (3) selling the new product, and (4) managing customer interactions. Building on the stage-gate model, we propose a comprehensive framework that integrates the roles, antecedents, outcomes, and contingency variables of the roles of the sales function in the consecutive stages of the NPD process. We identify research themes and offer directions for further research into these roles to advance both theory and practice.

ARTICLE HISTORY

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KEYWORDS

Sales; new product development; boundary spanner; literature review

Introduction

The notion that an organization's sales function is important for new product success has been well recognized in the marketing and sales literatures (Ernst, Hoyer, and Rübsaamen 2010; Kuester, Homburg, and Hildesheim 2017; Malshe and Biemans 2014), as well in the innovation and new product development (NPD) literatures (Athaide, Zhang, and Klink 2019; Van den Berg et al. 2014). It is also widely acknowledged that the sales function, as the boundary-spanner of an organization, is in a good position to contribute to the NPD process due to its close and interactive relationship with customers (Gordon et al. 1997; Homburg, Wieseke, and Bornemann 2009; Zabel, O'Brien, and Natzel 2023), especially because ideas for new products or services may stem from relationships an organization has with its stakeholders, including customers (Appio et al. 2017). In the present study, we define the sales function as 'the phenomenon of human-driven interaction between and within individuals/

input is used for review decisions at those gates (Jespersen 2012). For the sake of readability, we will use the term 'products' to refer to both products and services.

Acknowledging the promising position of the sales function with respect to the NPD process, many scholars have examined its role in this process. More specifically, previous studies, mainly focusing on the launch stage of the NPD process, have investigated topics such as salespeople's attitude toward selling a new product (Atuahene-Gima 2005; Fu et al. 2010), the effect of salesforce control systems on new product success (Ahearne et al. 2010), salesperson motivation for new product selling (Alavi et al. 2022), new product training (Matikainen et al. 2015), innovative methods needed for selling new products (Zheng et al. 2023), and the alignment of the sales function with the NPD process (Annunen et al. 2021). A limited number of studies focused on the role of sales in earlier stages of the NPD process, investigating topics such as the sales function as a source of ideas for new products (Woisetschlager, Hanning, and Backhaus 2016), the role of sales roles as market



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Literature Reviews:

The What: Examples (Components)



There is more to sales than selling: a literature review of the roles of sales in new product development

Arend-jan Diephuis^a , Bas Hillebrand^b  and Henry Robben^c 

JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT
2025, VOL. 45, NO. 4, 427–445

Although the role of sales in NPD has been studied before, there is a lack of overview of the specific roles the sales function plays or could play in the NPD process (Judson et al. 2006), and there is limited theoretical guidance with respect to these roles (Malshe and Biemans 2014).

Such a comprehensive overview would be useful for scholars as a starting point for future research and for practitioners in sales for improving their contribution to the NPD process.

Therefore, the present study presents a systematic literature review that aims to provide a much-needed comprehensive overview of the current state of knowledge of the roles of the sales function in NPD. More specifically, based on 89 articles, it (1) identifies and conceptualizes the roles of salespersons in NPD, (2) disentangles the roles of salespersons across the NPD stages, and (3) develops a framework that integrates past research, identifies existing gaps in the literature, and provides future research recommendations.

De Monstro: *An Anatomy of Grendel* (diss.), Marcus Hensel (2012)

Joyce Tally Lionarons, for example, has contributed an extended study of the dragon with *The Medieval Dragon: The Nature of the Beast in Germanic Literature*, which complements the article-length studies that preceded it.¹⁰ But Grendel has never received such a sustained, detailed analysis: rarely does he receive an entire chapter's worth of attention, most work being of article-length. Furthermore, those studies that do deal with him are rarely concerned with his monstrousness for its own sake; instead, they discuss it in service of a larger point—such as the heroic society presented in the poem or its narrative structure.

In the pages that follow, I will review a selection of these works. Since it covers a time span beginning before Tolkien's birth and running into the twenty-first century, my review is only partial. Nevertheless, the only common denominator is a concern with Grendel, so a clear grasp of scholarly interests in him is difficult. To help combat this, I have arranged the review thematically by grouping together specific methodologies, critical interests, or theoretical approaches. These works, however, were not undertaken in a vacuum but in the context of a long and winding conversation about Grendel; therefore, I have also opted for a synthetic approach and, where possible, put the works in conversation by referencing both conflicts and agreements between critics' ideas.

De Monstro: *An Anatomy of Grendel* (diss.), Marcus Hensel (2012)

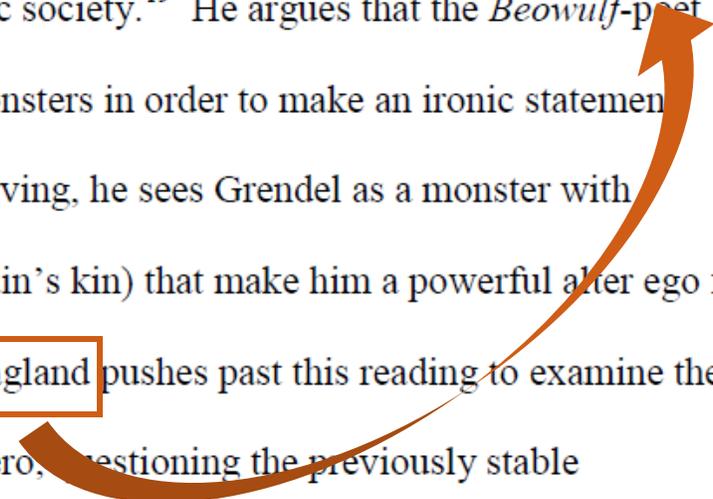
Although he works within a psychoanalytic framework, S.L. Dragland (1977) views Grendel as a commentary on heroic society.¹⁹ He argues that the *Beowulf*-poet purposefully associates Beowulf with monsters in order to make an ironic statement about the limits of heroism. Much like Irving, he sees Grendel as a monster with specifically human qualities (an exile, Cain's kin) that make him a powerful alter ego for the hero. But, as O'Keefe does later, Dragland pushes past this reading to examine the gray area between the monster and the hero, questioning the previously stable dichotomies set forth by earlier critics such as Irving and Goldsmith.

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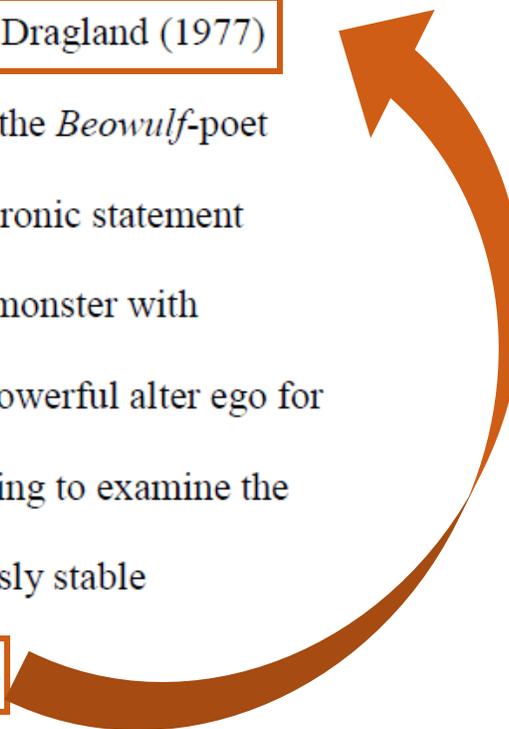
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There is more to sales than selling: a literature review of the roles of sales in new product development

Arend-jan Diephuis^a , Bas Hillebrand^b  and Henry Robben^c 

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2025, VOL. 45, NO. 4, 427–445

Table 7. Main findings, research recommendations and future research questions.

Research themes	Level	Main findings	Future research questions
The adoption, constitution and configuration of the four roles of the sales function in the NPD process	Firm	<ul style="list-style-type: none"> The sales function has four potential roles in NPD: 1) generating ideas, 2) contributing to market intelligence, 3) selling the new product, and 4) managing customer interactions Sales leadership stimulates the roles of selling the new product and generating ideas 	<ul style="list-style-type: none"> What are the most important steering instruments that firms can use to stimulate adoption of the roles of generating ideas, contributing to market intelligence and managing customer interactions in the NPD process? Which salesperson characteristics stimulate or hinder the adoption of the roles of generating ideas, contributing to market intelligence and managing customer interactions in the NPD stages? Do salespersons combine (parts of) the 4 roles, and under which conditions? Which tools and techniques can the sales function use when performing the 4 sales roles?
	Salesperson	<ul style="list-style-type: none"> Skills are an important antecedent of the roles of generating ideas and contributing to market intelligence (Intrinsic) motivation is especially important for the role of selling the new product The literature suggests customer orientation as an important antecedent of the generating ideas' role Salespersons face difficulties combining the roles of generating ideas, contributing to market intelligence and selling the new product 	
The sales function in the stages of NPD	Firm	<ul style="list-style-type: none"> The generating idea role is especially associated with the early stages of the NPD process, whereas the selling the new product role is especially associated with the final stages of the NPD process. The roles of managing customer relationships and contributing to market intelligence are associated with all stages and appear to enable the roles of generating ideas and selling the new product Although activities for the sales function in the intermediate stages of the NPD process are suggested and the roles of contributing to market intelligence and managing customer interactions are relevant in all stages of NPD, we did not identify any research explicitly focusing on these stages 	<ul style="list-style-type: none"> How to stimulate the roles of the sales function in the stages of the NPD process other than the ideation stage and the final stages? Should the sales function pick up the coordination role when working with lead users or pilot customers in the building, development and testing & validation stages of the NPD process? And if so, which specific capabilities do they need? What are the potential spillover effects of the four sales roles in the various NPD stages? That is, does a role in a particular NPD stage have (positive or negative) carryover effects on roles in other NPD stages?
	Salesperson	<ul style="list-style-type: none"> Salespersons perform a wide range of activities throughout the stages of the NPD process, besides their selling tasks 	
Outcomes of the four roles of the sales function in the various stages of the NPD process	Firm	<ul style="list-style-type: none"> The sales function is an important but underutilized source of market intelligence The literature suggests integrating both behavior- and outcome-based measures in the sales function control system, but this has not been tested empirically. 	<ul style="list-style-type: none"> How do the roles of the sales function evolve over the various NPD stages? What determines the quality and usability of the market intelligence contributed by the sales function? What are the outcomes of the four roles of the sales function in various stages of the NPD process to the firm, the salesperson and the customer?
	Salesperson	<ul style="list-style-type: none"> Salespersons are in a good position to identify latent and emerging customer needs 	
	Customer	<ul style="list-style-type: none"> Outcomes are empirically limited to customer satisfaction and only conceptually to solution effectiveness 	
The contribution of the sales function to radical innovation	Firm	<ul style="list-style-type: none"> The role of generating ideas of the sales function is associated with lower levels of idea radicalness 	<ul style="list-style-type: none"> Why, when and how can the sales function generate ideas for new products with higher levels of idea radicalness? How to stimulate the sales function to put effort into selling radical new products?
	Salesperson	<ul style="list-style-type: none"> The role of selling the new product is particularly useful in supporting new product adoption in case of higher levels of new product radicalness 	

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and emerging customer needs (La Rocca et al. 2016). Most articles identified in this review concentrate on idea generation at the firm-level, while studies that focus on the identification of opportunities for NPD at the salesperson-level are scarce (Blocker et al. 2011; Le Bon and Merunka 2006).

Although prior research investigated the extent to which salespersons engage in idea generation, little is known about the activities performed to develop an understanding of customer needs that may result in new product ideas (Panagopoulos, Rapp, and Ogilvie 2017). Notable exceptions are McGowan et al. (2021) who describe the use of questioning techniques and Roy, Sivakumar, and Wilkinson (2004) who propose that idea generation is a consequence of interactions among customers and sellers. Especially the identification and understanding of latent needs are relevant because these are seen as points of departure for the development of radical innovations (Atuahene-Gima 2005; Wang, Gao, and Wei 2022), which in turn are associated with higher levels of competitive advantage (Berman and Hagan 2006; Slater, Mohr, and Sengupta 2014). A lack of understanding of latent customer needs increases the chance of new product failure, especially in case of high levels of radicalness (Aarikka-Stenroos and Lehtimäki 2014). As latent needs are tacit, an interactive and relational process to elicit these needs is suggested (La Rocca et al. 2016; Zabel, O'Brien, and Natzel 2023).

De Monstro: *An Anatomy of Grendel* (diss.), Marcus Hensel (2012)

Between Skeat's and Stanley's essays, over twelve decade's worth of research and analysis on *Beowulf* has been done. What has not been done, however, is to study the intricacies of Grendel. Two-thirds of the entries in the above review discuss him either in service of a larger argument or take as given his monstrosity, using it as evidence for something else.²³ Of those who do focus their attentions on Grendel as a monster, six take a comparative approach and attempt to identify an original source, a reason that he appears as a monster in the poem.²⁴ This leaves four that focus their analyses on Grendel. Without solid foundational work on Grendel before he is used as evidence, the broader thematic, structural, psychological, and socio-cultural arguments are in reality perched on largely unexamined assumptions.

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Literature Review in Chapter 1

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1936, 1975, 1981, 1992, 1993

Moralistic and Robertsonian (pp. 9-11, 5 sources)

1970, 1971, 1973, 1979, 1981

Germanic Concerns (p. 11, 2 sources)

1956, 1984

Monsters qua Monsters (pp. 11-13, 5 sources)

1966, 1967, 1968, 1974, 1984

Socio-Historical and Cultural (pp. 13-18, 9 sources)

1974, 1977, 1986, 1988, 1993, 1993, 1996, 2001, 2001

CLASSICAL AND QUANTUM SUPERINTEGRABLE SYSTEMS ON
THE SPHERE AND THE HYPERBOLIC 2-SPACE

MARIANO A. DEL OLMO^{a,*}, ÁLVARO ROMANIEGA^b

1. INTRODUCTION

In [1], a family of superintegrable systems defined on a homogeneous space of the pseudo-orthogonal Lie group $O(p, q)$ was introduced. This work increased the number of known superintegrable systems at the time [2]. This family of superintegrable Hamiltonian systems (SHSs) has since been studied from various perspectives [3–8].

In 2010, Tremblay, Turbiner, and Winternitz introduced the well-known TTW integrable system [9, 10], which generalises the Smorodinsky-Winternitz superintegrable system [11, 12]. Its introduction renewed the scientific community's interest in superintegrable systems, and the number of new SHSs has steadily grown since then [13–18].

The classical TTW system [9, 10] is characterised by the Hamiltonian:

$$H = p_r^2 + \frac{1}{r^2} p_\phi^2 + \omega r^2 + \frac{k^2}{r^2} \left(\frac{a}{\cos^2 k\phi} + \frac{b}{\sin^2 k\phi} \right), \quad (1)$$

where $r \in (0, \infty)$, $0 < \phi < \frac{\pi}{2k}$; k, ω, a, b are real numbers with $k, \omega \neq 0$, and $a, b > 0$, respectively. The quantum version of this system is:

$$H = -\partial_r^2 - \frac{1}{r} \partial_r + \omega r^2 + \frac{k^2}{r^2} \left(-\frac{1}{k^2} \partial_\phi^2 + \frac{a}{\cos^2 k\phi} + \frac{b}{\sin^2 k\phi} \right). \quad (2)$$

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