Chapter 4
SWOT Analysis of Literature

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ABSTRACT

This chapter deals with the implementation of the SWOT analysis during the literature survey. Implementation of SWOT analysis can help in identifying the strengths, weaknesses, and opportunities related to the topic/literature and can determine the subject applications, its scopes, and can also help in deciding the aims and objectives of the further study. After the identification of the weakness and opportunities, one can easily determine the research gaps. SWOT analysis can also help in deciding the methodologies, tools, and techniques to use for the solution of the problem. Different examples are considered to illustrate the application of SWOT in the literature analysis.

INTRODUCTION

Every university demands a report these days at the end of the assignment or degree. These reports are generally called as thesis or dissertation in general both are the outcomes of a research conducted during an academic degree. Dissertation is different from the thesis in a sense that, dissertation is deeper and comprehensive work of the topic, conducted by a researcher or a professional. ‘Research’ according to (Flexner, 1987) can be defined as “Diligent and systematic inquiry or investigation
into a subject in order to discover or revise facts, theories, and applications”. Preparing a thesis or dissertation report is one of the difficult tasks, as it requires great understanding. If, researcher wants to achieve a good thesis or dissertation report at the end, researcher has to reiterate the thesis or dissertation draft many times. These iterative processes may involve different scrutiny and review processes conducted by peer or supervisors.

While writing the thesis or dissertation researcher has to keep some points in mind like, originality, quality, strong understanding of the research work, time-line of the actions to be taken and skills required to execute the plan. A thesis or dissertation involves the high quality research and application of the outcomes. Writing a good thesis or dissertation is difficult but not impossible before writing, researcher should have sufficient motivation and fixed target.

Generally a thesis or dissertation involved the following chapters or headings,

- Introduction
- Literature review
- Outcomes of literature review
- Aims and objectives
- Problem formulation
- Methodology
- Results and discussion
- Conclusion and recommendation

This chapter defines the overall importance of the problem considered. It also includes the brief background and history of the problem. Different parameters, their importance & limiting values related to the problem can be defined in this chapter. Introduction and explanation to the different types of method available to solve the problem can also be included in this chapter.

**LITERATURE REVIEW**

We know that literature review plays a vital role in creating thesis or dissertation report, as researcher get to recognize lot of things from the literature review. A literature review includes the summary of the works published in scientific articles, books, websites, blogs, magazine etc. While conducting the literature review researcher get to know the type of problem considered and solved, approach adopted to solve the
The Neurolecturer as Model for Design Education: Fostering Creativity and Innovation Based on Neuroscience
Miguel Rivas and Giovanni J. Contreras Garcia (2017). Design Education for Fostering Creativity and Innovation in China (pp. 212-226).
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Re–Valuing Constructed Knowledge: An Agenda for STE(A)M
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