

LITERATURE REVIEW STRUCTURE

1. The Concept

Define and situate the core construct precisely, for example labeling or packaging for export markets, anchored in established definitions from the literature (**not a dictionary definition**). Locate it within its broader body of scholarship (for example non tariff measures, market access, trade facilitation) so the reader knows which conversation it belongs to.

2. The Current Debate

Synthesize, **don't summarize**. Group sources by theme or school of thought rather than walking through them one author at a time ('Fred says... then Joshua says...'). Show where scholars agree, where they diverge, and where empirical findings conflict; this is what makes it a *debate* rather than a literature list.

3. The Gap

State explicitly what remains unresolved, whether by context (for example understudied in East African export markets), method, timeframe, or population. The gap should follow logically from the debate just presented, not appear as a new idea.

4. The Positioning (*worth adding*)

One or two sentences stating how this specific seminar paper addresses the gap. This closes the funnel: concept, debate, gap, then this study's contribution, giving markers a clear thread to follow.