

# Contents

<i>List of Boxes and Table</i>	x
<i>About the Author</i>	xi
<b>PART A: What is a Case Study?</b>	<b>1</b>
1 Introduction	3
Aims and Audience	3
The Contents of the Book	4
2 Origins and Applications of Case Study	5
Introduction	5
What is a Case Study?	5
The Origins and History of Case Study	9
Case Study in Different Disciplines	11
Types of Case Study	13
Teaching and Research Case Studies	16
Summary	17
Key Readings	17
3 Key Debates in Case Study Research	18
Introduction	18
Alternative Perspectives on Case Study	18
Case Study as a Research Design	22
The Qualitative/Quantitative Debate	23
Debates Regarding Case Study	24
Strengths and Desirable Qualities of Case Study	28
Perceived Weaknesses of Case Study and Responses to These	30
Generalisability	31
Validity and Reliability	33
Other Issues	37
Is Everything a Case?	38
Summary	38
Key Readings	39

<b>PART B: Using Case Study</b>	<b>41</b>
4 The Value of Case Study	43
Introduction	43
What Makes a Meaningful Case Study?	43
Can You Understand What the Researchers Have Done and Why?	45
Does Their Interpretation of Their Findings Seem Reasonable and Defensible?	46
Can You Relate the Case Study to Other Research on the Topic?	47
Does the Study Suggest Plausible Change Actions and/or Further Research Directions?	48
Some Examples of Meaningful Case Study Research	49
Bygstad and Munkvold (2011)	50
Watson (2009)	52
Johnston (1985)	54
Kyburz-Graber (2004)	55
Payne et al (2007)	56
Small-scale Research with Meaning	58
Summary	60
Key Readings	60
5 The Use of Case Study in Different Disciplines	61
Introduction	61
Which Disciplines Use Case Study?	61
Business and Management	63
Generic Studies	63
Accounting	65
International Business	67
Marketing	67
Operations Management	69
Public Administration	70
Purchasing and Logistics	70
Small Business	71
Education	71
Different Educational Areas, Sectors or Levels	74
Health	75
Medicine	76
Nursing	77
Physiotherapy	78
Psychiatry/Psychoanalysis/Psychotherapy	78
Other Professional Disciplines	80
Development	81
Information Systems	81

Law	83
Library and Information Studies	83
Social Work	84
Other Disciplines	84
Geography and Environmental Studies	84
Philosophy	86
Political Science	86
Psychology	89
Sociology	89
Conclusions across the Disciplines	91
Summary	92
Key Readings	93
6 Case Studies in Mixed/Combined Research Designs	94
Introduction	94
Using Case Study in Combined Research Designs	94
Examples of Combined Research Designs	96
Action and Other Participatory Forms of Research	96
Complexity Science and Network Theory	98
Constructionism and Critical Realism	99
Content Analysis	101
Ethnography	101
Evaluation	103
Experiment	105
Grounded Theory	105
Surveys	107
Systems Designs	108
Time Series Designs	109
General Conclusions and Guidance	111
Summary	111
Key Readings	111
7 Learning from Case Study	112
Introduction	112
Writing on Case Study	112
Existing Meta-analyses and Systematic Reviews	115
How to Find Relevant Case Studies	117
Using Search Engines	118
Using Existing Meta-analyses, Systematic Reviews and Literature Reviews	119
Using Articles, Books and Reports	119
Using Theses and Dissertations	119
Using Existing Case Studies	120

To Inform Your Research Design, Choice of Methodology and Methods	120
To Inform Your Theoretical Framework	120
To Compare Your Practice with	121
To Compare Your Findings and Conclusions with	121
To Enable You to Generalise Further	121
Reading Non-Case Study Research of Relevance to the Topic	122
Examples of Case Study Research	122
Baines and Cunningham (2013)	122
Etherington and Bridges (2011)	123
Garaway (1996)	125
Jones et al (1993)	125
McCarthy, Holland and Gillies (2003)	126
Mjoset (2006)	127
Nonthaleerak and Hendry (2008)	128
Oke and Gopalakrishnan (2009)	128
Rialp et al (2005)	129
Vellema et al (2013)	130
Some Conclusions	131
Contrary Examples	132
Greenhalgh et al (2010)	132
Jenkins et al (2001)	133
Some Conclusions	134
Summary	134
Key Readings	134
<b>PART C: Carrying Out a Case Study</b>	<b>135</b>
8 Selection, Context and Theory in Case Study	137
Introduction	137
Overview	138
Scheduling Your Research Project	141
Research Questions	141
Sampling and Selection Issues	143
The Role of Access	146
Other Issues in Sampling and Selection	147
Selection Bias	149
Ethical Concerns	150
The Case Study in Context: Boundary, Environment and Unit of Analysis	152
Case Studies and Theory	155
What is Theory?	155
Theory Building with Case Study	157
Theory Testing with Case Study	161

Single and Multiple Case Studies	162
Summary	164
Key Readings	164
9 Method, Analysis and Report in Case Study	165
Introduction	165
Overview	165
Methodology and Methods	166
Distinguishing between Methodology and Method	169
Alternative Methodological Approaches: Positivist and Interpretivist Strategies	169
Choice of Methods: Qualitative, Quantitative or Mixed?	172
Qualitative Methods	172
Quantitative Methods	176
Mixed Methods	178
Collecting and Analysing Data	180
Guidance on Analysis from Exponents of Case Study	180
Other Approaches	183
Using Software for Analysis	183
Reporting Your Findings	184
Assessing Your Work	184
Writing Up for Publication	185
Summary	187
Key Readings	187
10 Conclusion	188
Introduction	188
The Contemporary State of Case Study	188
Possible Future Directions	190
<i>References</i>	192
<i>Index</i>	207