

ECIC 2016

8th European Conference on Intellectual Capital

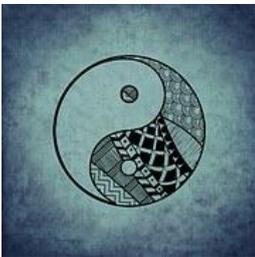
12-13 May 2016, Venice, Italy

Pre-Conference Workshop:

Wednesday 11th May 2016, 1430-1730

The Yin and Yang of case study research Workshop

Led by Prof. John Dumay, Macquarie University, Sydney, Australia, Dr. Maurizio Massaro, Udine University, Udine, Italy and Prof. Carlo Bagnoli, Ca' Foscari Venice University, Venice, Italy



The growing attention of the case study as a methodology is contributing to the popularity of the Robert Yin book “Case Study Research: Design and Methods” which is now in its fifth edition since 1980. The book is the most cited work about case study research, attaining more than 100,000 citations in Google Scholar. While there are several other texts outlining the case study research methodology, arguably Yin’s (2014, l. 463) text is the only text whose “enduring objective is to guide you and other researchers and students to do case study research rigorously”. Therefore, the Robert Yin book is a unique and classic methodological text focused on developing rigorous

research.

Yin (2014) identifies four common tactics case study researchers use to design and undertake rigorous case study research; construct, internal and external validity along with reliability tests. Interestingly, recent studies find several irregularities in applying the case study methodology (Kerek 2008; Piekkari et al. 2009; Tight 2010). For example, Gibbert et al. (2008, p. 1470) find that in the 159 case study papers they analyzed, “there were only two primary reports on construct validity, and only five on internal validity. These results highlight how, despite been widely cited, Yin’s methodology is barely applied within the literature, even in top journals.

This workshop reviews and compares Yin’s methodology with how case study methodology is applied in contemporary management and accounting literature by presenting the results of a structured literature review using 20 top journals from accounting and management. We will present and discuss the main discrepancies between the methodology and research practice found in articles citing Yin.

Programme outline

- Case study research method. The contribution of Robert Yin
- Case study research method within accounting and management field. Some insights
- Results of a structured literature review. Issues to avoid and things to improve for publishing case study research:
- Location. Where and how to cite Yin work in your paper
- The rhetorical function. Citing for standing on the shoulders of giants or adding to “Ethos”
- The method of identification. Direct citations vs. exact citations
- The level of acceptance. Avoiding miscitations
- Differences between accounting and management journals

The cost of attending this workshop is £25 for participants registered for the European Conference Intellectual Capital and £50 for anyone wishing to participate who is not attending the conference.

To reserve a place on this workshop email Sue Nugus: sue@academic-conferences.org