

# Case Study Research

## A Webinar

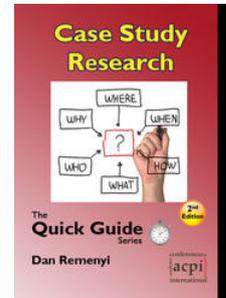
Presented by

**Professor Dan Remenyi**

**Wednesday 29 September 2021**

Case study research method is increasingly important and used by many researchers. This Webinar/workshop explains the main issues which have to be considered before case study research is undertaken as well as providing check lists as to how to go about using the case study research approach. Case study research is not an easy option, and this Webinar points out where the challenges are and what needs to be done to become a competent case study researcher.

Issues which are given particular attention include different types of case study, the issue of how many cases are required, research proposals and research protocols when using case studies, the collection and analysis of data. *Case Study Research* also addressed the analysis of case study data, the case study write up and how to evaluate a case study.



## Webinar outline

### **What constitutes case study research?**

Producing a clear understanding of what is involved and what the objective of the case study research are:

- The centrality of the research question
- The inductive and deductive issues
- The centrality of the story

### **Different Types of Case Studies**

Choosing Appropriate Situations to Study

- Unit of analysis
- Single and Multiple case studies
- Embedded case studies
- Gatekeepers
- Suitability profile for a case study

### **Case study data: Quantitative and Qualitative**

The research question drives the data and the data drives the research

- Opportunism and data
- First contact
- Pre-test, pilot or field testing
- Multiple case analysis
- Remembering the research question

### **The research proposal and protocol**

The need for planning and the need for flexibility

- What is the proposal really for?
- The building of a research protocol
- Special issues such as ethics

### **Data Analysis for a Case Study**

- The jigsaw puzzle metaphor
- Answering the research question
- Hypothesis testing and/or theory generation
- One case at a time?
- The analysis and the narrative

### **Collecting the data**

- Triangulation
- Reflections on data
- Field test data

### **Writing up the case study**

- Academic writing
- Different styles
- What is a successful write up?
- The structure of the write up
- Preparing the ground for a successful write up

### **Evaluating your case study research**

- Different approaches to evaluation
- Case study form and structure
- Has the research question been answered?

***This webinar delivers practical useful information which may be put to use immediately. It is relevant to academics and students from most Faculties, Departments and Schools.***

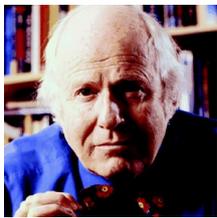
The webinar will be held on **Wednesday 29 September 2021**, and it will run to **UK time/GMT +1 time** using Zoom. The Zoom Room will open at 13:45 and the event will begin at 14:00 and will finish at 16:00. The attendance fee is **£25**. Fees include an **e-Pub** copy of **Case Study Research** which may be viewed at:

[https://www.academic-bookshop.com/ourshop/prod\\_2008792-Case-Study-Research-The-Quick-Guide-Series-2nd-Edition.html](https://www.academic-bookshop.com/ourshop/prod_2008792-Case-Study-Research-The-Quick-Guide-Series-2nd-Edition.html)

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For further information contact: [louise@academic-conferences.org](mailto:louise@academic-conferences.org)

### **Webinar Facilitator**



**Dr Dan Remenyi** specialises in research methodology. He was for more than a decade a Visiting Professor in Information Systems Management at the School of Systems and Data Studies at Trinity College, University of Dublin. He teaches Research Methodology and Sociology of Research as well as supervising academic researchers and works extensively with research candidates and their supervisors at both doctoral and masters level. He has authored or co-authored more than 30 books and some 50 academically refereed papers. He is published in all 4 of the 'A' rated Journals in the United Kingdom in Information Systems Management. Some of his books have been translated into Chinese, Japanese and Romanian. He holds a B Soc Sc, an MBA and a PhD.