

## Chapter 11

# Case Study Research

*Srilata Patnaik and Satyendra C. Pandey*

### Abstract

Case study research, most often associated with qualitative inquiry has gained significance as an effective approach to investigate complex issues in real-world settings. Conducting case research is considered to be appropriate when a contemporary phenomenon is to be studied. This chapter covers all related concepts, relating to this unique method of research. The focus is on bringing about rigor in case study research.

*Keywords:* Qualitative research; case study; interpretivist research; theoretical propositions; literal replication; reliability; Validity

### Introduction

Qualitative research involves an interpretive, naturalistic approach to the world which is studying things in their natural settings and attempting to make sense of or interpret, phenomena in terms of the meanings people bring to them (Denzin & Lincoln, 2005). Creswell (2007) categorizes various approaches into narrative research, phenomenology, ethnography, grounded theory, and case studies in qualitative inquiry. Case study research, most often associated with qualitative inquiry has gained significance as an effective approach to investigate complex issues in real-world settings. Studies have been done using this approach in a wide range of disciplines, especially in social sciences.

*Case study research*, as an approach for methodological exploration, has a long-standing history with the origins being attributed to the studies done in the disciplines of anthropology and social sciences in the early twentieth century (Harrison, Birks, Franklin, & Mills, 2017; Johansson, 2003). Much of the present day perspective that Johansson (2003) refers to as the second generation of case studies is influenced by the work of Robert Yin, Sharan Merriam, and Robert Stake (Yazan, 2015). Yin's (2009) book *Case Study Research: Design and Methods*

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Methodological Issues in Management Research:  
Advances, Challenges and the Way Ahead, 163–179  
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doi:10.1108/978-1-78973-973-220191011

#### Citation:

Patnaik, S. and Pandey, S.C. (2019), "Case Study Research", Subudhi, R.N. and Mishra, S. (Ed.) *Methodological Issues in Management Research: Advances, Challenges, and the Way Ahead*, Emerald Publishing Limited, Bingley, pp. 163-179

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