



# Case Study Methodology in Business Research

*Jan Dul, Tony Hak*

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## **Case Study Methodology in Business Research** Jan Dul, Tony Hak

The complete guide for how to design and conduct theory-testing and other case studies...

Case Study Methodology in Business Research sets out structures and guidelines that assist students and researchers from a wide range of disciplines to develop their case study research in a consistent and rigorous manner. It clarifies the differences between practice-oriented and theory-oriented research and, within the latter category, between theory-testing and theory-building. It describes in detail how to design and conduct different types of case study research, providing students and researchers with everything they need for their project. The main aims are to:

- \* present a broad spectrum of types of case study research (including practice-oriented case studies, theory-building case studies and theory-testing case studies) in one consistent methodological framework.
- \* emphasize and clearly illustrate that the case study is the preferred research strategy for testing deterministic propositions such as those expressing a necessary condition case by case and that the survey is the preferred research strategy for testing probabilistic propositions.
- \* stress the role of replication in all theory-testing research, irrespective of which research strategy is chosen for a specific test.
- \* give more weight to the importance of theory-testing relative to theory-building.

Case Study Methodology in Business Research is a clear, concise and comprehensive text for case study methodology. Templates are supplied for case study protocol and how to report a case study.

A modular textbook primarily aimed at serving research methodology courses for final year undergraduate students and graduate students in Business Administration and Management, which is also useful as a handbook for researchers.

Written by Jan Dul, Professor of Technology and Human Factors, RSM Erasmus University, Rotterdam and Tony Hak, Associate professor of Research Methodology, RSM Erasmus University, Rotterdam, in collaboration with other authors from RSM Erasmus University.

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