

Translated version

Qualitative research: Case study

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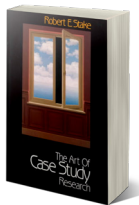
There is an intense debate between fans of quantitative and qualitative research in the social sciences, and even more so in Business Management. Among qualitative methods, the case study has the most fans and critics. Some regard it as a methodology, others as a technique to be employed with different theoretical lenses: positivist, constructivist, interpretationism, or from the perspective of critical theory. In case studies, the researcher explores a single defined system (a case) or several ones (multiple cases) over time, by collecting comprehensive data. Multiple sources of information may be employed (comments, interviews, reports, audiovisual material, etc.). FGV EAESP Graduate Program Professor **Maria Tereza Leme Fleury** and students **Larissa Marchiori Pacheco**, **Karina Ribeiro Fernandes**, and **Pablo Leão** present the main references on this method.



BUILDING THEORIES FROM CASE STUDY RESEARCH

Kathleen M. Eisenhardt. Academy of management review, v. 14, n. 4, p. 532-550, 1989.

This is a seminal text, which may bridge the gap between using the case method and theory formulation. In this article, Eisenhardt suggests that the process begins with the question of research, followed by the selection of cases, choice of instruments and protocols of research, choices in field, data analysis, formulation of hypotheses, and literary corroboration. She explains how to conclude a study, its strengths and weaknesses, and literature development.



THE ART OF CASE STUDY RESEARCH.

Robert E. Stake. London: Sage, p. 1995.192

Stake emphasizes that a case study should be seen as a research strategy; it is a process and product of research, focusing on experiential knowledge and contextual relationships. Research may be based on exclusive cases, as the triangulation of data occurs throughout the process to avoid interpretation errors. He suggests a dense case description, enabling readers to make their own interpretations and generalizations.



THE SAGE HANDBOOK OF QUALITATIVE RESEARCH

Norman K. Denzin and Yvonna S. Lincoln (Ed.). Los Angeles: Sage, 2011. p. 784

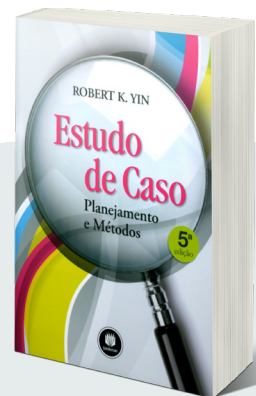
The authors discuss and respond to five common misconceptions about the method as follows: (1) theoretical knowledge is more valuable than practical knowledge; (2) a single-case study does not contribute to scientific development; (3) it is useful for generating hypotheses, whereas others are appropriate to test hypotheses and build theories, (4) verification bias, which confirms preconceived ideas; (5) as a base study, it hampers the development of propositions and theories.



QUALITATIVE INQUIRY AND RESEARCH DESIGN: Choosing among five approaches

John W. Creswell and Cheryl N. Poth. London: Sage publications, p. 449. 2017

The authors explain the definition and background of research using case studies, types, and variation in analysis intentions. They present detailed procedures for implementation, discussing important management aspects while they are being performed. Furthermore, they mention the researchers' motivation for choice of research. This discussion is relevant because it makes researchers aware of the need to establish limits that properly define the cases, as some of these studies may lack a well-defined beginning and end.



CASE STUDY: Planning and Methods

Robert K. Yin. Porto Alegre: Bookman, 2015. 290 p.

Robert Yin has been the main reference in this methodology. Using a comprehensive approach, he defines the method, elaborating upon the decision of when to use it, and suggests ways to execute a project. Moreover, he highlights important points for data collection and its principles. Finally, he discusses the choices in analyzing data and preparing a final report.