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revised on november 20 2023 a case study is a detailed study of a specific subject such as a person group place event organization or phenomenon case studies are commonly used in social educational clinical and business research a case study research design usually involves qualitative methods but quantitative methods are case studies are essential to qualitative research offering a lens through which researchers can investigate complex phenomena within their real life contexts this chapter explores the concept purpose applications examples and types of case studies and provides guidance on how to conduct case study research effectively a case study is a powerful tool for showcasing a business s success in helping clients achieve their goals it s a form of storytelling that details real world scenarios where a business implemented its solutions to deliver positive results for a client a case study is the detailed story of a customer s experience with a product or service that demonstrates their success and often includes measurable outcomes case studies are used in a range of fields and for various reasons from business to academic research case study definition types examples and benefits written by masterclass last updated jan 26 2023 3 min read a case study encompasses a problem contextualized around the application of in depth analysis interpretation and discussion often resulting in specific recommendations for action or for improving existing conditions case study detailed description and assessment of a specific situation in the real world created for the purpose of deriving generalizations and other insights from it a case study can be about an individual a group of people an organization or an event among other subjects december 21 2021 klaus vedfelt getty images share save summary it s been 100 years since harvard business school began using the case study method beyond teaching specific subject a case study is an in depth study of one person group or event in a case study nearly every aspect of the subject s life and history is analyzed to seek patterns and causes of behavior case studies can be used in many different fields including psychology medicine education anthropology political science and social work case study is a common methodology in the social sciences management psychology science of education political science sociology a lot of methodological papers have been dedicated to case study but paradoxically the question what is a case has been less studied orders for yale som case studies increased by almost 50 compared to 2020 the top 40 cases were supervised by 19 different yale som faculty members several supervising multiple cases crdt compiled the top 40 list by combining data from its case store google analytics and other measures of interest and adoption case studies are a qualitative design in which the researcher explores in depth a program event activity process or one or more individuals the case s are bound by time and activity and researchers collect detailed information using a variety of data collection procedures over a sustained period of time case study definition a case study is a research method that involves an in depth examination and analysis of a particular phenomenon or case such as an individual organization community event or situation it is a qualitative research approach that aims to provide a detailed and comprehensive understanding of the case being studied business source complete more econlit with full text more where can i find free case studies most cases published for teaching in business schools are not free to use these are a few resources that do offer free cases but only learningedge offers their entire catalog for free learningedge a case study is a compelling narrative that showcases how your product or service has positively impacted a real business or individual case studies delve into your customer s challenges how your solution addressed them and the

quantifiable results they achieved sep 20 2021 case studies have become powerful business tools but what is a case study what are the benefits of creating one are there limitations to the format if you ve asked yourself these questions our helpful guide will clear things up learn how to use a case study for business a case study is a detailed study of a specific subject such as a person group place event organisation or phenomenon case studies are commonly used in social educational clinical and business research a case study research design usually involves qualitative methods but quantitative methods are sometimes also used may 10 2024 partnering with sap the airline developed a clear view of their data integrating multiple sources from across their global business network mckinsey s spendscape then provided a full understanding of procurement spend and insights into scope 3 emissions banking on innovation how ing uses generative ai to put people first a case study is a detailed analysis of a specific topic in a real world context it can pertain to a person place event group or phenomenon among others the purpose is to derive generalizations about the topic as well as other insights case studies find application in academic business political or scientific research case study is a research methodology typically seen in social and life sciences there is no one definition of case study research 1 however very simply a case study can be defined as an intensive study about a person a group of people or a unit which is aimed to generalize over several

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