

Workshop

Case Study Research

Organizational details

Instructor: *Esther Tippmann, PhD, University College Dublin, Ireland*

Date: October 27, 2014, from 08:45 to 18:00 and October 28, 2014, from 08:45 to 13:00

Location: Room 601, Licher Str. 66, 35394 Giessen

ECTS: –

Aims

This interactive workshop has three aims: (1) to develop your knowledge of cases study research, covering all aspects of research design, (2) to explore how your research interest could be translated into a case study research design, and (3) to become familiar with the standards of presenting qualitative data and writing qualitative papers.

Course Contents

Monday morning and early afternoon: Case Study Research

- A case for case study research – when to use?
- Designing case studies – how to use?
- Contemporary issues in case study research

We will analyse, compare and perform a method deep dive of case study research published in top tier journals. In preparation for the workshop, please read the following two articles that we will discuss in depth:

- Mantere S, Schildt HA, Sillince JAA. 2012. Reversal of strategic change. *Academy of Management Journal*, 55(1): 172–196.
- Walsh IJ, Bartunek JM. 2011. Cheating the fates: Organizational foundings in the wake of demise. *Academy of Management Journal*, 54(5): 1017-1044.

In addition, please familiarise yourself with this article in advance of class (skim read suffices) that we can discuss the process of qualitative research and publication process in more detail:

- Tippmann E, Sharkey Scott P, Mangematin V. 2012. Problem Solving in MNCs: How Local and Global Solutions Are (and Are Not) Created. *Journal of International Business Studies*, 43(8), 746–771.

Further reading case studies:

Eisenhardt, K. M. 1989. Building theory from case study research. *Academy of Management Review*, 14(4): 532-550.

Eisenhardt, K. M., & Graebner, M. E. 2007. Theory building from cases: Opportunities and challenges. *Academy of Management Journal*, 50(1): 25-32.

George AL, Bennett A. 2005. Case studies and theory development in the social sciences. MIT Press: Cambridge, MA.

Welch, C., Piekkari, R., Plakoyiannaki, E., & Paavilainen-Mäntymäki, E. 2011. Theorising from case studies: Towards a pluralist future for international business research. *Journal of International Business Studies*, 42(5): 740-762.

Yin, R. K. 2009. *Case study research: Design and methods*. 4th ed. Thousand Oaks, CA: Sage Publications, Inc.

Further reading qualitative data analysis:

Miles MB, Huberman MA, Saldana J. 2014. *Qualitative data analysis: A methods sourcebook*. Sage: Thousand Oaks, CA.

Strauss AL, Corbin J. 2008. *Basics of qualitative research: Techniques and procedures for developing grounded theory*. Sage: London.

Monday late afternoon: Presenting Qualitative Research

- Evolving standards and expectations in qualitative research
- Balancing story and constructs?
- Presenting methodology, data and findings
- Insights in the publication process
- Reviewing qualitative papers

Further reading:

Bansal, P., & Corley, K. 2012. Publishing in AMJ -part 7: What's different about qualitative research? *Academy of Management Journal*: 509-513.

Dyer Jr, W. G., & Wilkins, A. L. 1991. Better stories, not better constructs, to generate better theory: A rejoinder to Eisenhardt. *Academy of Management Review*, 16: 613-619.

Eisenhardt, K. M. 1991. Better stories and better constructs: The case for rigor and comparative logic. *Academy of Management Review*, 16(3): 620-627.

Pratt, M. G. 2009. For the lack of a boilerplate: Tips on writing up (and reviewing) qualitative research. *Academy of Management Journal*, 52(5): 856-862.

Tuesday morning: Case Study Research Application

- How can your research interest translate into a case study research design?
- Discussion of research ideas, on-going projects and/or working papers

Recommended reading

Please read three articles in advance of the workshop (Mantere et al. 2012; Walsh & Bartunek 2011 – please read in detail; Tippmann et al. 2012 – skim read suffices). I know that you are busy people; these are the only readings that I ask you to prepare to make the workshop meaningful and maximise your learning.

About the lecturer

Dr Esther Tippmann is a Marie-Curie Research Fellow in Strategy and International Business at the Department of Management, University College Dublin. Before joining UCD, she was a visiting Research Fellow at Grenoble Ecole de Management, France. She studied in Ireland and Germany.

Esther's research and teaching interests revolve around the strategic challenges of internationally operating organizations with a particular emphasis on global strategy and knowledge development in multinational corporations. She has worked closely with over 30 multinational corporations in Ireland, France and the UK on case studies and research projects.

She regularly presents her research at leading international conferences and has been published in the *Journal of International Business Studies*, *Organization Studies*, *Journal of World Business*, and *Long Range Planning*. Her research received several honours, including awards from the Academy of Management and Academy of International Business (UKI Chapter). On completion of her Marie-Curie Fellowship (funded by the European Commission with co-funding from the Irish Research Council), she will become a Lecturer in Management at the Michael Smurfit Graduate School of Business at UCD.

Esther has taught in the areas of International Business, Strategic Management, Global Strategy and Qualitative Research at post-graduate and PhD levels on internationally accredited programmes in Ireland and France.

More information can be found here:

<http://www.ucd.ie/management/staffresearch/esthertippmann/>

Target group

Wissenschaftsmentoring
JLU Gießen

Doctoral candidates and postdoctoral researchers at GGS

Course language

English

Registration

Please register by October 13, 2014 via Stud.IP https://studip.uni-giessen.de/studip/details.php?sem_id=964e5087eef3512e399d8e97b0c87ae3&again=yes.