THE CASE STUDY METHODOLOGY: A GUIDE FOR RESEARCH

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Abstract

Case study methodology is a research strategy that investigates an event in its real context. The case study methodology is widely used and appreciated in a variety of research fields, such as education, social science, business, industry, public health, public policy, and much more. Despite its widespread application and the contribution for the study of complex topics in an extensive variety of areas, the case study methodology can be diffused and applied in a better way by the development of comprehensive studies, literature review, and the development of guides for the correct application of the methodology. The methodology applied for this research is based on a sample of the literature, focused on scientific papers and the writings of relevant authors, the comparison between different perspectives and the development of a guide based on logic and congruent ideas from among multiple bibliographical sources and our expertise. This research introduces a comprehensive guide to understand what the case study methodology is, how it is different to other methodologies, where-when-how-why to use this methodology, the different elements and the techniques and tools for its correct application. This research is of high importance since case study can be used in many areas, this research is a piece of key knowledge for the correct application of the case study methodology and in consequence for the development of science in multiple areas.

Keywords: Case study methodology, guide for research, research methodology, case study.