



Scuola Superiore
Sant'Anna



PhD in Management

Title of the seminar: CASE ANALYSIS METHODOLOGIES IN MARKETING AND MANAGEMENT

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Short description of the seminar and exam

The aim of the seminar is to stimulate autonomous capabilities to evaluate limits and opportunities offered by the application of case analysis in research projects in marketing and management. Case analysis can be observed as a “philosophy”, as a “strategy” and as a “technology” of research in social sciences. The emphasis is on critical assessment of the various methodologies available to researchers in the social sciences, management and business studies.

On completing the module participants will have a critical understanding of topics concerning the nature and status of case analysis among the scientific methods. In addition, students will be aware of the strengths and weaknesses associated with different research techniques, and the production, meaning and use of data.

The first class meeting (in the morning) is to discuss the evolution of case analysis in the field of management, defining “what” is the case study method, “why” can be useful doing research and “how” use it. The second class meeting (afternoon) is oriented to discuss the application of case analysis in the participant own research perspective.

Student commitment and preparation for the seminar

After the first and before the second class meeting, each participant is required to write a short paper (about 2000 words) based on a match between a synthesis of articles selected by the references and the issues of her or his doctoral research project

Location, dates and time

The course will start on Friday **16th December**, 2014 and will take place at Istituto di

Management, Palazzo Alliata, Piazza Martiri della Libertà 24, Pisa, with the following calendar:

16th December, 2014, 10:00 am-1:00pm and 14:00-17:00

Recommended readings

- Carson, D. (1985) The evolution of marketing in small firms, "European Journal of Marketing", Vol. 19, No. 5, pp. 7-16.
- Dubois, A., Gadde, L.E. (2002) Systematic combining: an abductive approach to case research, "Journal of Business Research", Vol. 55, Issue 7, pp. 553-660.
- Eisenhardt, K.M. (1989) Building theories from case study research, "Academy of Management Review", Vol. 14, No. 4, pp. 532-550.
- Gigerenzer, G., Marewski, J.N. (2014) Surrogate science: the idol of a universal method for scientific inference, "Journal of Management", published online 2 September 2014.
- Guercini, S. (2004), Developing the researcher-manager interface in the case analysis process, "Management Decision", Vol. 42, Issue 3/4, pp. 464-472.
- Håkansson, H. (ed.) (1982), International Marketing and Purchasing of Industrial Goods, Chapter 3, "Methodology", pp. 28-56.
- Schwenk, C.R. (1984) Cognitive simplification processes in strategic decision making, "Strategic Management Journal", Vol. 5, No. 2, pp. 111-128.
- Tversky, A., Kahneman, D. (1974) Judgement under uncertainty: heuristics and biases, "Science", Vol. 185, pp. 1124-1131
- Woodside, A.G. (2010) Bridging the chasm between survey and case study research: Research methods for achieving generalization, accuracy and complexity, "Industrial Marketing Management", Vol. 39, Issue 1, pp. 65-75.
- Yin, K. (1981) The case study crisis: some answers, "Administrative Science Quarterly", Vol. 26, No. 1, pp. 58-65.