

CASE STUDY METHOD OF RESEARCH – A CRITICAL REVIEW

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Received: 07 Aug 2019

Accepted: 23 Aug 2019

Published: 31 Aug 2019

ABSTRACT

Research methods are in general categorized as quantitative, qualitative and mixed (hybrid). Experts often take different standpoints about case studies; some attribute qualitative nature to them while others consider them quantitative. But case studies do not fall into any of these. The uniqueness of case study method and its different forms are briefly presented in this article with a critical approach to the different views found in the scientific literature. The value of case study method in establishing evidence for theorization is established through this study of expert views from various disciplines.

KEYWORDS: *Case Studies, Embedded Case Studies, Research Methods, Data Collection*