

Case Study as a Method for Scope Definition

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Abstract

Enthusiasm for qualitative exploration systems, for example, activity research, contextual investigation research and ethnography, which concentrate on comprehension social marvels in their normal setting, has consequently developed. Case study examination is the most broadly utilized subjective exploration technique as a part of association exploration framework, and is appropriate to comprehension collaboration between innovation related advancement and authoritative connection. In this paper, we focused on scope definition of case study, when case study is appropriate to apply, importance of case design, advantages and limitation of case study, strength and weakness of case design and what factors should be taken into account during case study design. We likewise cover case study examination is valuable as concentrating on framework improvement and use in the field, investigating the viable difficulties that were confronted when leading contextual analysis research. Aside from that, this paper addresses number of challenges and gives some down to earth rule to comprehend those troubles, diagrams a methodology for the investigation of subjective information through multi-level examination.

Keywords: Case study research; Research method; Scope; Designing; Shaping

Introduction

A case study is a tale about something novel, exceptional, or fascinating—stories can be about people, associations, forms, programs, neighborhoods, organizations, and even occasions. The case study gives the story behind the outcome by catching what happened to achieve it, and can be a decent chance to highlight a task's prosperity, or to convey regard for a specific test or trouble in an undertaking. Cases may be chosen since they are exceptionally powerful, not viable, delegate, normal, or of unique hobby. It permits the analyst to investigate people or associations, basic through complex intercessions, connections, groups, or projects [1] and bolsters the deconstruction and the ensuing recreation of different wonders [2]. Various leveled theory depend enthusiastically upon the case study as a sort of data collection and even as a sort of unstructured examination. As a kind of exploration, the case study is unparalleled for its ability to consider a single or complex examination question within a space rich with significant variables. Perception, tests, overviews and auxiliary data have the upside of creating sets of autonomous and ward variables suitable for quantitative examination. The case study is most suitable to considering the how and why questions, or when the specialists has little control over events. It has gigantic requirements, and misapplication can make incorrect or clashing revelations. Suitable design of the case study is fundamental if the essential pitfalls of this examination procedure are to be succeed.

Background

This subjective case study is a way to deal with examination that encourages investigation of a wonder inside of its connection utilizing an assortment of information sources. This guarantees the issue is not investigated through one viewpoint, yet rather an assortment of lenses which takes into consideration numerous aspects of the marvel to be uncovered and caught on. There are two key methodologies that guide case study approach one suggested by Robert Yin [2] and Robert Stake [3]. Both look to guarantee that the theme of hobby is all around investigated, and that the substance of the marvel is uncovered, however the strategies that they every utilize are entirely distinctive and are deserving of dialog.

Scope of Case Study

The scope of case study analysis notice to the parameter under which the scope analysis will be working. The issue you pursuit to determine will fit inside of specific parameters. Think about the scope as the field of your examination what's in the field and so forth. You need to make it clear as possible what you will be studying and what factors are in the accepted range of your case study. For example, if you are doing case study about ill effects of intimidation on middle school children, the scope could include both face-to-face intimidation and cyber-intimidation in grade 6 through 8.

At the point when is a case study suitable?

Case study research empowers you to explore critical points not effortlessly secured by different strategies. On the other hand, different strategies spread numerous subjects superior to cases study research. The general thought is that distinctive examination strategies serve correlative capacities. Your study may even utilize various strategies that incorporate the case study. The particular themes for applying the case study strategy emerge from no less than two circumstances. In the first place and most essential [4], the contextual analysis strategy is correlated when your examination addresses either an illustrative inquiry (what happened?) or an informative inquiry (how or why accomplished something happen?), interestingly, an all-around planned investigation is expected to start deducing causal connections (e.g. whether another training program had enhanced understudy execution), and an overview might be better at letting you know how regularly something has happened. Second, you might need to light

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up a specific circumstance, to get a nearby (i.e., top to bottom and direct) comprehension of it. The contextual investigation strategy helps you to mention direct objective facts and gather information in characteristic settings, contrasted with depending on "determined" information [5] - e.g. test results, school and different measurements kept up by government organizations, and reactions to polls. For instance, education audiences may want to know about a high school principal who had done an especially good job, or about a successful (or unsuccessful) collective bargaining negotiation with severe consequences, or about everyday life in a special residential school. You could utilize different strategies, yet the case study strategy will go far in serving your needs.

Importance of case study design

Case studies have been used in many different areas of management research including strategy, information systems, innovation and organizational change, reflecting the versatility of the design. Their ability to investigate cases in depth and to employ multiple sources of evidence makes them a useful tool for descriptive research studies where the focus is on a specific situation or context where generalizability is less important and in applied research, for example in describing the implementation of a program or policy. It is in answers to "how" and "why" questions, notwithstanding, that case study research makes its mark [6], for both hypothesis building and hypothesis testing. Case study exploration can likewise encourage an all-encompassing viewpoint on causality since it regards the case as a particular entirety. It in this way offers the likelihood of researching causal multifaceted nature where there are numerous significant elements yet couple of perceptions. Contextual analyses can likewise be utilized to research questions about procedure in light of the fact that the utilization of numerous information sources underpins the review examination of occasions.

Outlines of case study design

General steps which is shown by this Figure 1 in case study research to help you prepare your own research design. A numerous case study outline is appeared however comparative steps apply to single case plans. Plan starts with planning suitable exploration addresses that will shape the structure of the study to come. At this stage you should clearly define what the 'cases' in your case study will be, for example whether they are individuals, organizations, events and so on. Your exploration inquiries ought to likewise make it clear what parts of the cases are of premium; it won't be practical to research each part of your picked cases. Plan likewise includes drawing in with existing hypothesis and Yin [2] contends this is one of the contrasts between contextual analysis research and outlines like ethnography and grounded hypothesis. In practice the degree of formal theorizing will vary so we have called this step 'thematising', to recognize that prior theory may be used in various ways in case study research. Although a few studies include deductive hypothesis testing, numerous case ponders take a more inductive or abductive methodology. In such circumstances, hypothesis is generally utilized as a part of one of three courses in case study research: As an underlying manual for outline and information gathering, to make a hypothetical structure which makes note of existing learning in the range.

- As part of an iterative procedure of information gathering and investigation, with hypothetical understandings being altered in the light of discoveries from the information.
- As a last result of the exploration.

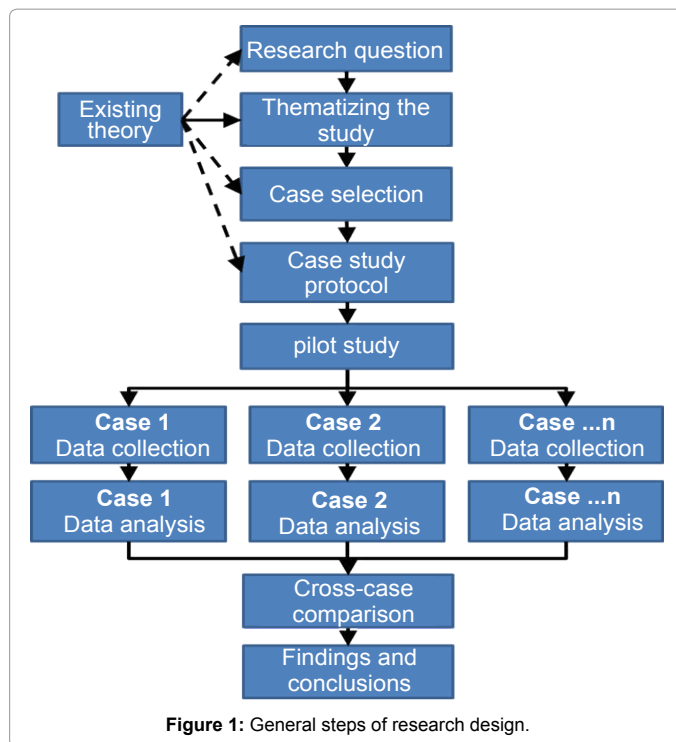


Figure 1: General steps of research design.

Designing, Shaping and Scoping a Case Study Research Project in Order to Adequately Answer a Research Question

Examination ought to have a connected introduction coordinated at enhancing rehearse. In distinguishing one or more research inquiries to be tended to utilizing the case study approach, guarantee that the inquiries are fitting regarding their advantage, centrality and worth for both the exploration and specialist frameworks groups. The examination questions should likewise be inquiries that are really ready to be replied usefully. The outline and checking of a case study research venture requires a far reaching writing examination to be embraced keeping in mind the end goal to comprehend the current assemblage of exploration writing inside of the exploration range and to position the examination questions inside of the connection of that writing. This gives a premise to cautious configuration of the examination venture structure and degree so that a suitable unit of investigation and number of cases can be resolved. The unit of examination distinguishes what constitutes a 'case', and a complete accumulation of information for one study of the unit of investigation structures a solitary case. The unit of examination might be an individual, a gathering, an association, or it might be an occasion or some other marvel. The unit of examination should likewise accommodate adequate expansiveness and profundity of information to be gathered to permit the exploration inquiry to be satisfactorily replied. For instance, Stakes [3] analyzed why vital information arranging is such a troublesome undertaking by and by [7]. He chose a solitary case to empower a definite study of the vital information arranging process. He embraced a procedure introduction concentrating on the associations after sometime between the people included and the hierarchical setting of their activities. The unit of examination was the information organization bunch inside of the association and its cooperation with data frameworks venture groups. The quantity of cases to be concentrated on relies on upon the center of the exploration question. As examined before, single cases

accommodate top to bottom examination and rich depiction. Various case plans permit strict or hypothetical replication and cross-case correlation. There is no perfect number of cases. Yin recommends that more replications give more noteworthy sureness, yet that in a few circumstances, for instance where rival hypotheses that are altogether different are being tried, less replications might be fundamental. Eisenhardt [5] recommends that somewhere around four and ten cases are alluring for hypothesis building utilizing case study research. Both single-and numerous case plans can be embraced for exploratory examination 2. Where illustrative exploration is under-taken, a solitary case might give the premise to creating clarifications of why a wonder happens, and these might then be further examined by applying them to extra cases in different settings.

Obtaining the participation of organizations in case study research

Research questions should be intriguing and vital to the potential member associations to pick up their backing. In the event that the examination range is especially pertinent to an association and the particular exploration inquiry is one which the association needs or wishes to address, then it is more probable that they will give access to their kin and assets. Associations should be clear about the examination results and how their association will profit by contribution. The specialist needs to work with the association to recognize 'what's in it for them'. The advantages might incorporate, for instance, a review of the association's position in connection to the exploration question, or a rich portrayal and comprehension of the way of the wonder inside of the association, or, inside of the points of confinement of secrecy prerequisites, experiences picked up from investigations of other taking an interest associations. Associations might likewise be urged to take part in the event that it is clear to them that the exploration results will be apropos to their choices and will be accessible to them inside of a valuable time allotment.

Deciding the Type of Case Study

When you have established that the research question is best addressed utilizing a subjective case study and the case and its limits have been resolved, then you must consider what sort of case study will be directed. The choice of a particular sort of case study configuration will be guided by the general study reason. Are you hoping to depict a case, investigate a case, or look at between cases? Yin [2] and Stake [3] use diverse terms to depict an assortment of case studies. Yin classifies case examines as logical, exploratory, or engaging [3]. He additionally separates between single, comprehensive case thinks about and numerous case ponders. Stake recognizes case ponders as inborn, instrumental, or aggregate. Definitions and distributed illustrations of these sorts of case studies are given in .This Table 1 is taken from research work [8]:

The Case Study vs other Research Strategies

As specified above, exploration outline requires a decision of examination system, a choice to utilize experimentation, study strategies, authentic investigation, histories or case considers. Are all procedures parallel, or is there is a pecking order of strategies?

The relative value and use of case concentrates, without a doubt any kind of "subjective" examination is liable to understanding. As said before, commentators of case research, for example, Miles [9] recommended that the case study's helpfulness is constrained to an exploratory stage in a progressively masterminded research program [9]. Advocates of more extensive utilization of case concentrates,

for example, Yin [10] claim that the utilization of case studies is just constrained by absence of comprehension of the sorts of uses, the sorts of examination inquiries best tended to (instead of different methodologies) and the kind of case study plan. (Resulting segments will talk about these issues).

Yin [11] proposed that the three conditions could decide the sort of examination system demonstrated: First, the kind of exploration inquiry; also, the level of examiner control conceivable; lastly, the level of spotlight on contemporary occasions wanted. (versus verifiable occasions) Table 2 gives a framework of the relative execution of every kind of examination system under every condition:

"What" addresses for the most part recommend that exploratory examination is shown, or might really be rethought as 'what number of' or 'what amount of' inquiries? "Who" and "where" questions (or the subsidiary 'what number of', 'the amount of') support review or documented research, and have a tendency to depict occurrences or marvels with the objective of anticipating results.

"How" and "why" inquiries are more illustrative by nature, and are liable to prompt the utilization of tests, histories and case concentrates on. These inquiries tend to manage operational connections which happen amid a range of time, as opposed to the occurrences or marvels which happen at interims after some time. Characterizing the exploration inquiry is the most vital stride in an examination program, particularly since this demonstrates the sort of exploration program likely. The second standard is the degree of control over behavioral occasions which the specialist can work out.

Accepting that the "how" and "why" or "who" and "what" structure has been resolved, the level of required control is the following most vital variable. Histories are the favored system when there is no functional type of control and the occasion or wonder happened before: (since students of history arrangement in the "dead" past) If there is a high probability of spotlight on contemporary occasions, the case study is favored. The analyst utilizing case considers not just has the history specialist's essential and auxiliary documentation as assets, yet can include direct perception and precise talking: The case study's quality is in this way its capacity to manage a full scope of confirmation -documentation, ancient rarities, meetings and perceptions.

Advantages and Limitations of a Case Study

The primary advantage of a case study is that it provides much more detailed information than what is available through other methods, such as surveys. Case studies likewise permit one to present information gathered from various techniques (i.e., overviews, interviews, archive audit, and perception) to give the complete story. There are a couple of constraints and pitfalls in any case, each of which is depicted underneath.

Can be protracted: Because they give point by point data about the case in account structure, it might be hard to hold a peruser's advantage if excessively long. In composing the contextual investigation, consideration ought to be taken to give the rich data in an edible way.

Worry that contextual investigations need thoroughness: Case examines have been seen in the assessment and examination fields as less thorough than overviews or different techniques. Purposes behind this incorporate the way that subjective examination when all is said in done is still viewed as unscientific by a few and much of the time, contextual investigation analysts have not been precise in their information gathering or have permitted inclination in their discoveries.

Case Study Type	Definition
Explanatory	This type of case study would be used if you were seeking to answer a question that sought to explain the presumed causal links in real-life interventions that are too complex for the survey or experimental strategies. In evaluation language, the explanations would link program implementation with program effects [14].
Exploratory	This type of case study is used to explore those situations in which the intervention being evaluated has no clear, single set of outcomes [15].
Descriptive	This sort of case study is utilized to portray a mediation or marvel and the genuine setting in which it happened [16].
Multiplex- case study	A multiplex case study empowers the specialist to investigate contrasts inside and between cases. The objective is to reproduce discoveries crosswise over cases. Because comparisons will be drawn, it is imperative that the cases are chosen carefully so that the researcher can predict similar results across cases, or predict contrasting results based on a theory [17].
Intrinsic	Stake (1995) utilizes the term characteristic and recommends that scientists who have a veritable enthusiasm for the case ought to utilize this methodology when the goal is to better comprehend the case. It is not undertaken primarily because the case represents other cases or because it illustrates a particular trait or problem, but because in all its particularity and ordinariness, the case itself is of hobby. The design is NOT to come to see some digest develop or non specific marvel. The design is NOT to fabricate hypothesis (despite the fact that that is a choice; Stake) [18].
Instrumental	Is used to accomplish something other than understanding a particular situation. It provides insight into an issue or helps to refine a theory. The case is of secondary interest; it plays a supportive role, facilitating our understanding of something else. The case is often looked at in depth, its context scrutinized, its ordinary activities detailed, and because it helps the researcher pursue the external interest. The case could possibly be seen as run of the mill of different cases [19].
Collective	Collective case studies are similar in nature and description to multiple case studies [20].

Table 1: Definitions and examples of different types of case studies.

Strategy	Form of research question	Requires control over behavioral events?	Focuses on contemporary events?
Experiment	how, why	yes	yes
Survey	who what, where, how many, how much	no	yes
Archival analysis	who what, where, how many, how much	no	yes/no
History	how, why	no	no
Case study	how, why	no	yes

Table 2: Relevant situations for different research strategies.

Not generalizable: A typical grievance about contextual investigations is that it is hard to sum up starting with one case then onto the next. In any case, contextual analyses have additionally been inclined to overgeneralization, which originates from selecting a couple of illustrations and expecting without proof that they are run of the mill or illustrative of the populace. Yin, a noticeable specialist, exhorts contextual investigation examiners to sum up discoveries to hypotheses, as a researcher sums up from test results to speculations [11].

Capacity Sources of Records

Case studies generally depend on multiple sources of statistics and strategies to provide as entire a photo as viable. records assets ought to include:

- Project documents (including meeting minutes)
- Project reports, including quarterly reports, midterm reviews
- Monitoring visits
- Mystery client reports
- Facility assessment reports
- Interviews
- Questionnaire/survey results
- Evaluation reports
- Observation
- Other Security Problems

Factors to be Taken into Account when Designing a Case Study

There are dreadfully numerous vital contemplations required when planning an exploration system to completely list here, despite the fact

that it might be valuable to condense a portion of the elements talked about as such. The intrinsic adaptability incorporated with the case study requires the specialist be particularly watchful of methodological pitfalls to which case studies are inclined.

- Acknowledgment of a marvel suitable for case study is the main assignment.
- Decision of suitable shape and hotspots for a case study.
- A case study research outline is inalienably additional tedious at every phase of the study and is liable to be more aptitude serious than different types of examination. Analysts for this sort of study are prone to require more preparing and capacity than those controlling different types of exploration, a condition requested by the essential adaptability of the strategy.
- Execution of the case study exploration might prompt down to earth issues.
- There might be sure troubles summing up case data to different circumstances. This is particularly genuine when there are few case of a basic marvel, and little outline of the wonder by the utilization of degenerate illustrations.

Collection of data for case studies

Information accumulation for the individual case studies takes after those tenets and rules for gathering information pertinent to each of the sorts of information to be utilized. Particularly if researching multiple cases, you ought to attempt to utilize a uniform method for recording information since this will help with both examination and unwavering quality.

Case studies as a rule take after one of two sorts of examination system. They might be based upon the utilization of numerous wellsprings of proof: (different triangulation); they might be endless

supply of various case examines. Most case studies use no less than two wellsprings of information: Multiple sources, even numerous agents and destinations might be included in the gathering of meeting, perception and authoritative records and performing organized studies. Indeed, even single period case studies might cover an extended period. Cases might be considered over a delayed period or composed at a solitary point and sought after at future focuses in time by subsequent case concentrates on. Single or numerous source case exploration might cover the greater part of the types of examination utilized by any of the other examination plans - It is even workable for test disconnection to offer the potential advantages of exploratory examination. Alternatives for portraying singular cases incorporate sequential requesting, concentrating on a key or basic occasion, or adding to the depiction around an investigative system (e.g. gotten from your writing survey). At the point when reviewing numerous cases you can consider portraying cases independently or, then again, as a cross-case investigation. Even presentation, abridging key components of every case, can likewise be valuable. Keep in mind, be that as it may, that in many business inquire about the accentuation ought to be on investigation and understanding and a case study is no special case.

This example provides of multiple case study research:

Fulfillment elements for imposing customer relationship management structures: Tolson et al. [12] used a couple of case observe to investigate a way to make sure the successful implementation of an IT-enabled CRM (patron dating management) gadget. Drawing on existing literature, the authors identified a range of (potential) success factors which were to be tested in the research. 'however,' they noted, 'we did not wish to exclude the possibility that the elements may want amendment, or that additional elements would possibly emerge, given the evolving nature of this utility location and the particularly sparse preceding studies' [12]. They therefore wanted a studies layout that could combine elements of concept testing and concept technology. Five examples of CRM implementations had been selected to offer variation within the enterprise sector, the nature of the CRM software and the perceived undertaking achievement. Primary facts series become with the aid of qualitative interview with a total of 23 managers being interviewed. The success factor framework was compared against each case in turn and developed progressively during the analysis using a process known as analytic induction. Each factor was weighted according to its presence and influence and the whole then summarized in a summary table. The authors drew conclusions on fulfillment factors and their relative effect.

Challenges faces during case study

A number of factors influenced the gathering and interpretation of information from site. The key influencing factor was related to access difficulties. Records regarding this conflict changed into received from different participants, however had access been granted earlier more insightful information may have been obtained as it was evident that a personality clash had occurred and this may have illuminated the professional-user relationship in this case study. To add to the perplexity that exists encompassing the usage of various sorts of subjective case observe methods, in which Yin makes utilization of "suggestions" to manual the studies strategy, Stake [3] applies what he terms "inconveniences." Stake states, "issues" are not basic and smooth, but rather complicatedly focused to political, social, old, and uncommonly private connections. a lion's share of these implications are fundamental in dissecting examples" [10]. Both Yin and Stake suggest that the recommendations and issues are fundamental components in the event that study research in that both cause the improvement of an applied system that courses the studies.

Strengths and weaknesses of case study designs

One of the better strengths of the case study design is ability to differing kinds of research question and to different research settings. The utilization of various wellsprings of proof permits triangulation of discoveries which, as per Yin [1], is a noteworthy quality of the contextual investigation plan. Contextual investigations likewise offer the advantage of studying marvels in point of interest and in setting, especially in circumstances where there are numerous a bigger number of variables of enthusiasm than there are perceptions. Another potential favorable position of contextual investigations is that the arrangement may make the exploration available to more extensive readership than some different outlines. By and by, contextual analysis research has its restrictions. One technical issue is a variant of what is known as selection bias whereby the choice of cases biases the findings of the research, particularly with respect to excluding cases that contradict favored theory. Another concern raised is generalizability, particularly of single case studies. A further worry about contextual analysis outline is that following neither test nor measurable controls can be utilized as a part of contextual investigation research, interior legitimacy (in any event as it is comprehended in quantitative examination) might be difficult to build up. A large portion of these worries apply to subjective research all the more extensively and it is essential when assessing contextual investigation research not to decipher them only through the 'crystal of measurable strategies' [13].

Conclusion

Case study research has progressively pulled in light of a legitimate concern for data frameworks researchers as a valuable method for exploring the advancement, usage and utilization of data frameworks inside of associations. It empowers the catch and comprehension of setting while studying these marvels, and can be utilized to accomplish an assortment of research points utilizing various information gathering and examination strategies. Shortcomings of case study research incorporate challenges in summing up research results and the subjectivity of the information gathering and examination forms. In case study research involves the investigation of situation within real-life circumstances. The primary troubles or a challenge for the specialist of working with an association in this present reality is the absence of control over the circumstance itself. This absence of control can work to give more prominent delineation of ideas than might somehow or another have been found - while a considerable lot of the difficulties confronted in this exploration task were situated in challenges experienced inside of the contextual analysis destinations. Notwithstanding, the difficulties inside of the case study research locales definitely influence the behavior of the examination, whether by constraining changes to the behavior of meetings or by compelling changes to the whole research way to deal with the site. The issue for the specialist is the way to handle these difficulties, to either benefit from circumstances that emerge or acknowledge a troublesome circumstance and proceed onward. Case study research exploration is more than basically leading examination on a solitary individual or circumstance. This methodology can possibly manage basic through complex circumstances. It permits the specialist to reply "how" and "why" sort of inquiries, while mulling over how a marvel is affected by the connection inside of which it is arranged. This paper has concentrated on the pragmatics of managing some of these: the configuration and checking of proper case study research ventures, acquiring the cooperation of associations in case study research, guaranteeing viable and proficient information gathering forms. Essential variables in the utilization of contextual analyses were outlined, and legitimate application, decision of a suitable contextual investigation convention, comprehension of key exploration and handy pitfalls and criteria were recognize.

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