SAGE Research Methods Cases: Business

**Authors: Please complete only the white fields below.**

|  |  |  |
| --- | --- | --- |
| Case Study Title | | [Titles should be no more than 20 words and must include the method and research topic. For example, “Challenges in Using Social Media for Qualitative Social Research: Men’s Motivations for Illicit Recreational Drug Use”] |
| Authors. **Please add additional rows for co-authors if necessary.** | | |
| 1 | Name |  |
|  | Author email | [Insert contact email] |
|  | Affiliation, country | [Insert institution and country] |
|  | SAGE Author ID | [office use only] |
| Author bio.  *Please include a separate biography for each author. Maximum of 200 words per author.* | | [Maximum of 200 words] |
| 2 | Name |  |
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| Author bio.  *Please include a separate biography for each author. Maximum of 200 words per author.* | | [Maximum of 200 words] |
| 3 | Name |  |
|  | Author email | [Insert contact email] |
|  | Affiliation, country | [Insert institution and country] |
|  | SAGE Author ID | [office use only] |
| Author bio.  *Please include a separate biography for each author. Maximum of 200 words per author.* | | [Maximum of 200 words] |
| Discipline | | Business & Management [D12] |
| ***Sub-discipline within Business & Management*** | |  |
| Academic Level of intended readership. Select the level best suited to the case study content. | | [Click here to select level] |
| Published articles based on the research project this case study explores. | | [Insert an APA-style reference, 7th edition, for any publications based on the research this case study reflect upon.] |
| *For office use only:* | |  |
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Your case study must not exceed 5000 words. Discussion Questions, MCQs, and References do not count towards this limit.

Please ensure you have read through this template and the manuscript guidelines before you begin writing your case study.

Abstract

*The abstract should be a concise summary of this case study. What original research is this case study based on? What aspect of the research process, or specific methodological and practical challenges, will your case study address? Emphasize what the reader will learn from reading this case study, and how they might apply it in their own research practice. Please do* not *cite references within the abstract.*

[Insert here: Maximum of 250 words]

Learning Outcomes

*Learning outcomes must explain what the reader will learn from reading your case study. Readers should be learning about research methodology, methods, and practicalities. How will the reader be able to apply what they have learned to their own research practice?*

*Please refer to these learning outcomes when writing your case study. Your case study must satisfy each proposed outcome. It is vital that you provide achievable and measurable learning outcomes. Please start each learning outcome with an action verb.*

*See the links below for guidance on writing effective learning outcomes:*

* [*Writing learning outcomes*](https://s3.eu-west-2.amazonaws.com/assets.creode.advancehe-document-manager/documents/hea/private/writing_learning_outcomes_1568036949.pdf)
* [*Bloom’s Taxonomy Action Verbs*](https://www.utica.edu/academic/Assessment/new/Blooms%20Taxonomy%20-%20Best.pdf)

[Insert 3–5 learning outcomes under the statement provided below:“By the end of this case, readers should be able to . . .”].

By the end of this case study, readers should be able to . . .

* [Learning outcome 1]
* [Learning outcome 2]
* [Etc.]

Case Study

[Insert your case study here. The main body of the text should be between 2,000 and 5,000 words.]

*We encourage the use of headings and sub-headings add structure to the body of your case, enhance online discoverability and make your case easier to read on screen.*

*Suggested top-level headings (H1s) are included in the template. If you are using subheadings in a section, please apply the appropriate Word style tags (H2 or H3) so that the desired nesting structure is clear.*

***Every section with a heading must be followed by a Section Summary.*** *Each Section Summary should consist of 2-3 bullet points, written out as full sentences, which summarize the key information in the section.*

*Suggested headings:*

Project Overview and Context

*Here you can include information about the focus of your research project. Why were you interested in studying this topic? In what context was this research undertaken?*

*This section should not read as a literature review but should explain the rationale behind your research project. In the following sections you will be concentrating on your research methodology, which is the primary focus of your case study.*

[Insert text here: We suggest up to 500 words]

Section Summary

*What are the key points the reader should take from this section?*

* *…*
* *…*

Research Design

*Describe how you designed your study, and why you designed it that way. Explain the rationale behind any fundamental decisions you made. In later sections you can describe any changes that were made to your original design.*

*Ensure that you define and explain any key terms for thereader.*

[Insert text here: We suggest up to 800 words]

Section Summary

*What are the key points the reader should take from this section?*

* *…*
* *…*

Research Practicalities

*Includes a discussion of practical and ethical considerations you had to navigate when conducting your research. Were there challenges that had to be overcome to access participants or data? Were your personal skills compatible with the research you were intending to carry out? What of time constraints, costs, and resources? What ethical considerations were essential?*

[Insert text here: We suggest up to 1100 words]

Section Summary

*What are the key points the reader should take from this section?*

* *…*
* *…*

Method in Action

*How did your research project play out in reality? Did it go according to plan, or did you need to adapt parts of the process? This should be a “warts and all” description and evaluation of how your chosen research method/approach actually worked in practice. What went well? What did not go to plan? What challenges did you face? How did you respond? Remember that cases should explore both the successes of your methodology and the challenges and problems. Both can provide rich learning opportunities.*

[Insert text here: We suggest up to 1100 words]

Section Summary

*What are the key points the reader should take from this section?*

* *…*
* *…*

Practical Lessons Learned

*This is perhaps the most important section of your research methods case study. Looking back, reflect on which aspects of your methodology went well, and which aspects did not go well. What would you do differently? What did you learn from the experience, and what advice do you have for readers planning their own research projects?*

[Insert text here: We suggest up to 1100 words]

Section Summary

*What are the key points the reader should take from this section?*

* *…*
* *…*

Conclusion

*Includes a round-up of the issues discussed in your case study. This should* not *be a discussion of conclusions drawn from the research findings, but should focus reflectively on the research methodology. Include just enough detail of your findings to enable the reader to understand how the method/approach you used could be utilized by others. Would you recommend using this method/approach or, on reflection, would you make difference choices in the future?* ***What can readers learn from your experience and apply to their own research?***

[Insert text here: We suggest up to 400 words]

Discussion Questions

[Insert three to five discussion questions related to the methodology and practical considerations described in your case study]

*Discussion questions should be suitable for eliciting debate and critical thinking. The questions should encourage the reader to apply what they have learned beyond the context of the research project discussed. They should not test the reader’s memory of specifics about the discussed project. Avoid questions which require only a single-word answer such as “yes” or “no.”*

1. …
2. …
3. …
4. …
5. …

Multiple Choice Quiz Questions

[Insert three to five multiple choice quiz questions here. Each question should have three possible answers (A, B, or C), with one correct answer. Please indicate the correct answer by writing CORRECT after the relevant answer.]

*Multiple Choice Quiz Questions should:*

* *Test readers’ understanding of your case study*
* *Not require any information that is not included in this case study*
* *Relate to research methodology, not the substantive research topic*
* *Not include ‘all of the above’, ‘none of the above’ or implausible distractors*
* *Cause the reader to identify the rationale behind the answer. For example:*

*What was the method used to increase the reliability of this field observation study?*

1. *Inter-coder reliability was calculated to ensure an acceptable Krippendorff’s alpha.*

1. *Constant comparison was used, whereby two coders visiting the same site simultaneously would conduct independent coding and reconvene to resolve any discrepant codes to produce a single set of codes for the observation. - CORRECT*
2. *Researchers were asked to write about how their personal idiosyncrasies might have shaped the coding process, so these reflexive accounts can be used by the reader in assessing the study’s reliability*

*Guidance for writing MCQs can be found here:*

* [*Tips for Writing Effective multiple-choice questions*](https://ii.library.jhu.edu/2016/12/15/tips-for-writing-effective-multiple-choice-questions/)
* [*The process of writing a multiple-choice question*](https://www.adinstruments.com/blog/tips-educators-how-write-multiple-choice-questions)

1. …
2. …
3. …
4. …
5. …

Further Reading

Please ensure content is inclusive and represents diverse voices. In your references, further readings and web resources you should aim to represent a diversity of people. We have a global readership, and we want readers of a wide range of perspectives to see themselves reflected in our pedagogical materials.

[Insert list of up to six further readings here. They can include web resources.]

…

…

…

References

[Insert bibliography of references cited in text here]

*References should conform to American Psychological Association (APA) style, 7th edition, and should contain the digital object identifier (DOI) where available. SAGE will not accept cases that are incorrectly referenced. Please ensure accuracy before submission. For help on reference styling see* <https://apastyle.apa.org/style-grammar-guidelines>*.*

…

…

…