

# PROFILING AND MAPPING THE CONTEXTS OF THE CASE STUDY RESEARCH IN BUSINESS, MANAGEMENT AND ACCOUNTING

*Andrzej Lis\**

## Abstract

**Background.** The increasing need for highly contextualized studies in the field of management results in the growing interest of researchers in qualitative methods, and case study methodology in particular. Case study analysis seems to be one of the most suitable research approaches to explore research problems in a given context. Due to the growing popularity of using case study analysis, there is a need to explore the body of knowledge and identify research fronts within.

**Research aims.** The aim of the paper is to profile and map the contexts of research related to case study methodology in Business, Management and Accounting. The analysis is oriented to answering the following study questions: (1) How is the research output in the field distributed among countries, institutions, source titles (journals etc.) and authors? (2) What are the core references referring to or using case study methodology? (3) What are the key topics in publications using case study methodology? (4) What are the key geographical and business area contexts, which the case study research is embedded in?

**Methodology.** The method of research profiling is applied to categorize the research output referring to and using case study analysis. Research profiling is categorized among bibliometric descriptive studies. The focus is given to general publication profiling (including profiling for countries, institutions, source titles and authors) and some components of topic profiling (i.e. identifying key research topics and research contexts with the technique of keywords analysis). Scopus is used as a source of data for bibliometric analysis.

**Key findings.** Among studied references two streams can be distinguished: methodology-oriented and empirical papers. The former analyzes the aspects of case study methodology in various contexts, the latter uses case study analysis as a research method to conduct inquiries in their respective topical areas. The key research topics where case study methodology is applied encompass: (1) innovation and information/knowledge management; (2) sustainability and corporate social responsibility (CSR); (3) strategic management. In regard to the geographical context, case studies most

---

\* Nicolaus Copernicus University in Toruń. E-mail: andrzejlis@econ.umk.pl

often are focused on such countries as: China, Australia, the United States, India, the United Kingdom and Malaysia. In regard to the business area, case study methodology is most often used in various industrial sectors, but there are also some other highly represented areas such as: commerce, education, tourism and agriculture.

**Keywords:** research contextuality, case study, research profiling, keywords analysis.

## INTRODUCTION

In the history of business practice and management theory development, dualism ranging from universal to situational approaches and perspectives has been observed (Griffin, 2008). The choice of appropriate concepts, methods or techniques of management is determined by the contextuality of activities undertaken by organizations. Porter and Siggelkow (2008) classify activities by their contextuality i.e. “the degree to which their value is affected by other activities i.e., the extent to which they interact” (p. 36) and distinguish between context independent (generic) and context dependent activities.

The higher level of interdependence of activities, the more important is to understand the context of the situation. The increasing need for such highly contextualized studies in the field of management results in the growing interest of researchers in qualitative methods, and case study methodology in particular. Case study analysis seems to be one of the most suitable research approaches to explore research problems in a given context. Referring to the seminal work by Yin (2003), Myers (2010, p. 231) describes a case study as “an empirical inquiry that investigates a contemporary phenomenon within its real-life context, and especially when the boundaries between phenomenon and the context are not clearly evident.”

Due to the growing popularity of using case study analysis, there is a need to explore the body of knowledge and identify research fronts within. The aim of the paper is to profile and map the contexts of research related to case study methodology in Business, Management and Accounting. Bibliometric methods are traditionally considered to be highly applicable to discover research fronts. In particular, descriptive bibliometric studies are found to be relevant to explore the features of the body of knowledge in the research field (Osareh, 1996, pp. 150–151). Therefore, the method of research profiling (Porter et al., 2002), categorized among bibliometric descriptive studies, is

applied to achieve the aforementioned aim. So far, the quality research output in the field of Business, Management and Accounting has not been mapped with the use of research profiling methodology. As of 1 January 2018, no records are found in search for the conjunction of phrases “case study” and “research profiling” in titles of papers indexed in the Scopus database.

In its standard version, the methodology of research profiling consists of three components i.e. general publication profiling, subject area profiling and topic profiling (Martinez et al., 2012, p. 660). As the profiling of publications related to case study methodology is restricted to the area of Business, Management and Accounting only, all the aspects related to subject area profiling are excluded from analysis while the focus is given to general publication profiling and some components of topic profiling (i.e. identifying key research topics and research contexts). The technique of keywords analysis is used for topic profiling. Due to the formal limitations imposed by the publisher concerning the size of the paper and the number of references, the study refrains from conducting a full-scale topic research profiling involving journal/topic profiling, author/topic profiling and core references/topic profiling.

Taking into account the aforementioned adaptation of the research profiling model, the analysis is oriented to answering the following study questions: (1) How is the research output in the field distributed among countries, institutions, source titles (journals etc.) and authors? (2) What are the core references referring to or using case study methodology? (3) What are the key topics in publications using case study methodology? (4) What are the key geographical and business area contexts, which the case study research is embedded in?

The works by Martinez et al. (2012), Lis (2017), Lis and Cegliński (2017) and Lis, Czerniachowicz and Wiczorek-Szymańska (2017) are used as benchmarks to design the study. The structure of the paper consists of three parts. First of all, the research sampling process is explained. Secondly, general publication profiling is conducted with the emphasis on country, institution, journal and authors profiling and core references identification. Thirdly, keywords analysis is used in order to identify and discuss key topics as well as geographical and business area contexts of publications employing case study methodology.

## RESEARCH SAMPLE

The Scopus database was used for research sampling. Scopus is one of the highly regarded sources of quality bibliometric data. Nevertheless, in regard to the language of publications, Scopus is biased towards works in English, while the papers written in other languages are underrepresented, which should be considered as a limitation of the study.

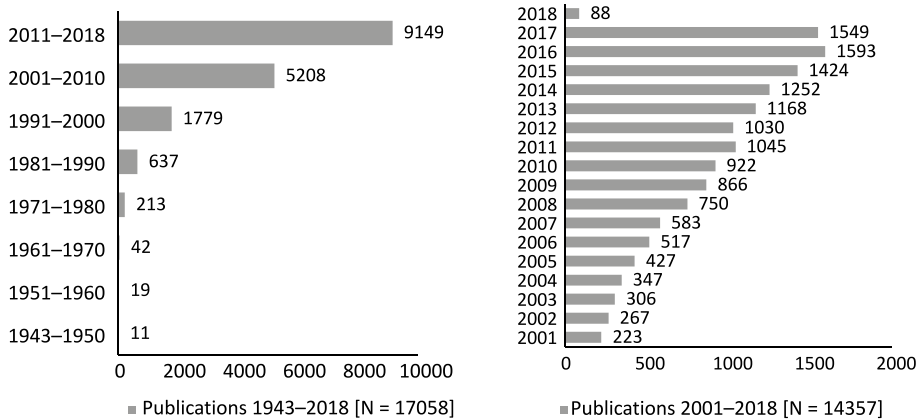
The publications indexed in the Business, Management and Accounting research area and including the phrase “case study” in their titles were retrieved. Letters and errata were excluded from the sample. In total, 17,058 items were selected for further bibliometric analysis. Within the research sample, the majority is made up by articles (71.8%). Other document types included in the sample are: conference papers, book chapters, reviews, articles in press, books, notes, editorials and short surveys. Their contribution to the research sample is presented in Table 1.

**Table 1.** Research sample structure by document type

No.	Document type	[N]	[%]
1.	Article	12,256	71.8
2.	Conference paper	2,369	13.9
3.	Book chapter	1,476	8.7
4.	Review	529	3.1
5.	Article in press	167	1.0
6.	Book	111	0.7
7.	Note	99	0.6
8.	Editorial	27	0.1
9.	Short survey	24	0.1
10.	Total	17,058	100.0

*Source:* own study based on data retrieved from Scopus database (access: 1.01.2018).

The publications included in the research sample were issued between 1943 and 2018. The detailed distribution of the research output by decades and yearly distribution covering period from 2001 to 2018 is presented in Figure 1.



**Figure 1.** Scientific productivity of research referring to or using case study methodology

*Source:* own study based on data retrieved from Scopus database (access: 1.01.2018).

In the 1940s–1960s, the output was very limited and counted for a few items per year only. In the 1970s and 1980s, the productivity was increasing from a dozen to one hundred publications per year. The threshold of 100 works was surpassed in 1990. In the 1990s, the yearly production mounted from 100 to more than 200 items. The growing trend has been continued for last decades achieving more than 1000 publications in 2011 and reaching the peak of 1593 publications in 2016.

## GENERAL PUBLICATION PROFILING

### Country profiling

Within the research sample there are 1,100 publications of undefined country/territory. Remaining research output (15,958) in the Business, Management and Accounting area which refers to or uses case study methodology is distributed among 147 countries. Among them, 37 countries contributed with 100 or more items. The key contributing regions in the field are: North America, Europe and Asia and the most productive countries are: the United States (19.8% of all publications), followed by: the United Kingdom (13.5%), Australia (6.3%) and China (6.2%). Top 10 contributors are listed in Table 2.

**Table 2.** Top 10 most productive countries in research referring to or using case study methodology

No.	Country	[N]	[%]
1.	United States	3,375	19.8
2.	United Kingdom	2,309	13.5
3.	Australia	1,075	6.3
4.	China	1,062	6.2
5.	India	789	4.6
6.	Italy	568	3.3
7.	Canada	561	3.3
8.	Brazil	552	3.2
9.	Germany	454	2.7
10.	Iran	454	2.7
Top 10		11,199	65.7

*Source:* own study based on data retrieved from Scopus database (access: 1.01.2018).

Among the 10 most productive countries, all the continents but Africa are represented. Top 10 most productive countries make up 65.7% of the research output which shows a high level of concentration. Poland with 105 works (0.6%) is ranked 36. Among the most productive countries those with English as a primary or secondary language occupy the leading positions. Nevertheless, such an observation should be considered with being conscious of the already mentioned Scopus database bias towards English language publications.

### **Institution profiling**

The distribution of the research output referring to or using case study methodology by an institution shows a high level of fragmentation. More than 150 institutions contributed with 25 or more publications in the field. The search engine of the Scopus database does not provide information on institutions with a lower scientific output. The leading contributors are Hong Kong Polytechnic University and the University of Manchester. Top 10 most productive institutions make up together 5.56% of scientific productivity with 951 publications. Among them mostly represented are higher education institutions from the United Kingdom, Australia and Iran (cf. Table 3).

**Table 3.** Top 10 most productive institutions in research referring to or using case study methodology

No.	Institution	Country	[N]	[%]
1.	Hong Kong Polytechnic University	Hong Kong/China	161	0.94
2.	University of Manchester	United Kingdom	115	0.67
3.	Universidade de Sao Paulo USP	Brazil	99	0.58
4.	Monash University	Australia	95	0.56
5.	Aalto University	Finland	94	0.55
6.	Loughborough University	United Kingdom	87	0.51
7.	University of Warwick	United Kingdom	79	0.46
8.	Islamic Azad University	Iran	79	0.46
9.	University of Teheran	Iran	72	0.42
10.	University of Queensland	Australia	70	0.41
Top 10			951	5.56

Source: own study based on data retrieved from Scopus database (access: 1.01.2018).

Moreover, in the top 20, there is a strong representation of institutions from Hong Kong and Singapore. The lack of the U.S. universities among leading contributors is an interesting observation. Another top 10 most productive countries without representation among the most productive institutions are: India, Italy, Canada, and Germany. On the other hand, the catalogue of key institutions includes universities from Hong Kong and Finland.

### Source title profiling

*Journal of Cleaner Production* with 628 papers is the most productive source title including publications referring to or using case study methodology in the Business, Management and Accounting research area. Other journals with a high number of such publications are: *Espacios* (243 papers), *Lecture Notes in Business Information Processing* (186), *Journal of the Operational Research Society* (145) and *International Journal of Production Research* (129). The complete list of top 10 most productive source titles is presented in Table 4.

**Table 4.** Top 10 most productive source titles in research referring to or using case study methodology

No.	Source title	[N]	[%]
1.	Journal of Cleaner Production	628	3.68
2.	Espacios	243	1.42
3.	Lecture Notes in Business Information Processing	186	1.09
4.	Journal of the Operational Research Society	145	0.85
5.	International Journal of Production Research	129	0.76
6.	Tourism Management	119	0.70
7.	International Journal of Production Economics	115	0.67
8.	Production Planning and Control	112	0.66
9.	Applied Geography	109	0.64
10.	Cities	107	0.63
Top 10		1893	11.1

Source: own study based on data retrieved from Scopus database (access: 1.01.2018).

Case study publications in *Journal of Cleaner Production* are mainly focused on the issues of: life cycle and its assessment, environmental impact and management, sustainable development and gas emissions. *Espacios* deals mainly with: innovation and knowledge management, quality management, lean manufacturing and continuous improvement as well as strategy and competitiveness. The interest of *Lecture Notes in Business Information Processing* is given to: information systems and information management, systems and software engineering and design, business processes and enterprise resources management. *Journal of the Operational Research Society* is focused on: operations research, mathematical models, scheduling and simulations. The key topics included into publications in *International Journal of Production Research* are: manufacturing, production engineering and control, planning, scheduling and decision making, supply chains and optimization. Case studies published in *Tourism Management* focus on various aspects related to: tourism destinations, development, management, market, economics and attractions. Moreover, their attention is paid to the issues of: tourism marketing, perception, decision making, tourist attraction and tourist behaviors. The most often studied topics in the *International Journal of Production Economics* are: supply chains and supply chain management. Other highly represented issues include: manufacturing and inventory control,



costs and cost accounting, mathematical models, scheduling, problem solving, strategic planning and decision making. A very similar scope of topics is found among the keywords of the case studies published in *Production Planning and Control*. The catalogue of top keywords comprises: manufacturing, production and inventory, control, supply chains and supply chain management. They are followed by the issues related to: scheduling, decision making, Six Sigma and strategic planning. Geographic Information Systems (GIS) are found to be in the center of interest of cases studies submitted to *Applied Geography*. Other highly relevant topics in this journal are: land cover, spatial analysis, land use change and urban areas. The cases in *Cities* are focused mainly on: urban policy, planning and development as well as sustainability and sustainable development in the context of urban areas and urbanization.

### **Authors profiling**

The Scopus database shows almost 160 authors contributing with 4 or more papers referring to or using case study methodology. A.D. Smith from Robert Morris University, Pittsburgh, United States is the leader with 36 publications. His research indicates a very wide area of interests covering the aspects related to: strategic management, quality management, knowledge management, supply chain management, marketing and customer relationship management, CSR and sustainability. The research of A. Shahin from the University of Isfahan, Iran (27 papers) is focused on the issues of: TQM, service quality and business excellence, business agility, innovations and knowledge management. Case studies written by M. Kodama (25) from Nihon University, Tokyo, Japan relate in particular to: strategic innovation and knowledge management, business transformation and community based management. Other authors listed among the top 10 most prolific researchers are enumerated in Table 5.

Analyzing the affiliation of the most prolific researchers, among them there are only two representatives from top 10 most productive institutions i.e. A.S. Sohal from Monash University, Australia and H. Shirouyehzad from Islamic Azad University, Iran. Such an observation may indicate a research output to be more equally distributed among the researchers in remaining universities listed among the top contributors to the field. On the other hand, almost all key authors,

with the exception of M. Kodama (Nihon University, Japan) represent the most productive countries listed in Table 2.

**Table 5.** Top 10 most productive authors in research referring to or using case study methodology

No.	Author	Institution	Country	[N]
1.	Smith A.D.	Robert Morris University	United States	36
2.	Shahin A	University of Isfahan	Iran	27
3.	Kodama M.	Nihon University	Japan	25
4.	Motwani J.	Seidman College	United States	19
5.	Gunasekaran A.	California State University Bakersfield	United States	18
6.	Sohal A.S.	Monash University	Australia	18
7.	Appelbaum S.H.	Universite Concordia	Canada	16
8.	Shirouyehzad H.	Islamic Azad University	Iran	16
9.	Bevilacqua M.	Universita Politecnica delle Marche	Italy	15
10.	Hillier D.	University of South Wales	United Kingdom	14

*Source:* own study based on data retrieved from Scopus database (access: 1.01.2018).

## Core references

Identification of core references (i.e. those which have received the highest number of citations) points out the works of paramount importance for the development of research within the field. Nevertheless, while analyzing core references, the limitations of the sampling process should be mentioned. Selecting publications with the highest number of citations may give preferences for the earliest works while being prejudiced against the up-to-date papers.

In regard to publications referring to or using case study methodology, the catalogue of core references is presented in Table 6.

Among the identified core references two streams can be distinguished: methodology-oriented and empirical papers. The former analyzes the aspects of case study methodology in various contexts, the latter uses case study analysis as a research method to conduct inquiries in their respective topical areas.

Among the methodology-oriented papers, Lee (1989) discusses the use of case study methodology in the context of management information systems. Kaplan and Duchon (1988) deal with combining

quantitative and qualitative studies in the area of information management systems. McCutcheon and Meredith (1993) translate the case study methodology into the context of operations management research focusing on the requirements of scientific rigor. The issues of research quality, including in particular external, construct and internal validity, are the topics of the paper by Gibbert, Ruigrok and Wicki (2008) who contribute to search of methodological rigor in case study analysis. Similarly, Siggelkow (2007) makes attempts to answer the question “what makes a case study persuasive” in order to respond to the arguments of the opponents of case study methodology.

**Table 6.** Core references in research referring to or using case study methodology (by the number of citations)

Author(s)	Year of publication	[N]
Geels F.W.	2002	1409
Sigelkow N.	2007	1133
Lee A.S.	1989	650
Adler, P.S., Goldoftas B., Levine D.J.	1999	573
McCutcheon D.M., Meredith J.R.	1993	505
Gibbert M., Ruigrok W., Wicki B.	2008	485
Von Krogh G., Spaeth S., Lakhani K.R.	2003	480
Akcil A., Koldas S.	2006	454
Pagell M., Wu Z.	2009	417
Kaplan D., Duchon B.	1988	410

Source: own study based on data retrieved from Scopus database (access: 1.01.2018).

Among the papers applying case study analysis as a research method in their respective topical areas, Geels (2002) illustrates the processes of technological transitions with the example of the shift from sailing ships to steamboats. Adler, Goldoftas, and Levine (1999) explore the key success factors for ambidextrous management of flexibility and efficiency in manufacturing operations in a U.S. based subsidiary of Toyota company. Von Krogh, Spaeth and Lakhani (2003) study the processes of open source innovations aimed at developing software through analyzing the case of the Freenet sharing network. Akcil and Koldas (2006) are focused on the problems of acid mine drainage. Pagell and Wu (2009) use multiple case study analysis in order to develop a model of a sustainable supply chain.

## KEYWORDS ANALYSIS

### Key research topics

Keywords included in research publications are key data used to conduct topic profiling. As observed by Martinez et al. (2012, pp. 667–668) “[t]he analysis of keywords offers information about the research patterns as viewed by researchers (Garfield, 1990), and the intellectual structures of knowledge domains (Culnan, 1987). Topic profiling is based on the nature of words, which are the fundamental element of knowledge, ideas, and scientific concepts (Callon et al., 1991).”

Certainly, among the most frequently cited keywords within the research sample, there were phrases “case study” (827), “case studies” (381) and “research” (625). However, considered as generic for the studied research field, the aforementioned keywords were excluded from further analysis.

The catalogue of top keywords was used to identify key topics as well as geographical and business contexts in research referring to or using case study methodology. Top 20 key topics in research referring to or using case study methodology are listed in Table 7.

Among the aforementioned keywords, the phrases such as “economics” and “management” seem to be of too general character to be used for identifying research topics and trends within the Business, Management and Accounting research area. Similarly, the phrase “industrial management” referring rather to the context of the studies is excluded from the analysis. Within the remaining 17 keywords, some areas of particular interest can be indicated. First of all, the analyzed publications referring to or using case study methodology focus on the issues related to innovation, as well as information and knowledge management. Secondly, the aspects of sustainability and corporate social responsibility attract a lot of attention (which is manifested through such keywords as: sustainable development, societies and institutions (referring to organization stakeholders), environmental impact or sustainability). Strategic management is the third area of interest (such keywords as: competition, life cycle, strategic planning). The issues related to technology and supply chain management are the following key topics observed in research referring to or using case study methodology. Other key topics included

in the catalogue of top 20 keywords in the field are: decision making, project management, and marketing.

**Table 7.** Top 20 key topics in research referring to or using case study methodology

No.	Key topic	[N]	No.	Key topic	[N]
1.	Innovation	622	11.	Supply chain management	296
2.	Sustainable development	546	12.	Societies and institutions	287
3.	Decision making	465	13.	Information technology	284
4.	Project management	460	14.	Strategic planning	283
5.	Information management	410	15.	Technology	273
6.	Industrial management	379	16.	Environmental impact	262
7.	Economics	368	17.	Management	260
8.	Knowledge management	362	18.	Sustainability	252
9.	Competition	359	19.	Marketing	240
10.	Life cycle	297	10.	Supply chains	237

*Source:* own study based on data retrieved from Scopus database (access: 1.01.2018).

## Geographical context

The analysis of the keywords provides also information on the geographical context of studies. Top 10 keywords which mention geographical locations in publications referring to or using case study methodology are presented in Table 8.

The data gathered in Table 7 indicate that, the case study methodology is most often used in research referring to China. Other highly represented countries are: Australia, the United States, India, the United Kingdom and Malaysia. In the majority of cases, there is alignment between the mostly represented geographical contexts of case study research and top most productive countries within the field. All top 5 most productive countries are listed among the most often studied areas with the use of case study methodology. At the regional level, Asia and Europe attract the most of attention of researchers. The category of developing countries makes another highly visible geographical context within research using case study methodology.

**Table 8.** Top 10 geographical contexts in research referring to or using case study methodology

No.	Geographical context	[N]
1.	China	357
2.	Developing countries	179
3.	Australia	171
4.	United States	161
5.	India	156
6.	Eurasia	155
7.	United Kingdom	151
8.	Malaysia	112
9.	Asia	105
10.	Europe	81

*Source:* own study based on data retrieved from Scopus database (access: 1.01.2018).

## Business area context

Similarly, the analysis of top keywords offers interesting findings in regard to the business context of studies applying case study methodology (cf. Table 9).

**Table 9.** Top 10 business contexts in research referring to or using case study methodology

No.	Business context	[N]
1.	Industry	356
2.	Manufacture	255
3.	Electronic commerce	254
4.	Commerce	228
5.	Construction industry	222
6.	Education	217
7.	Tourism	174
8.	Agriculture	118
9.	Higher education	118
10.	Automotive industry	108

*Source:* own study based on data retrieved from Scopus database (access: 1.01.2018).

The cases embedded in the industry context are the most often represented category of studies within the research area of Business, Management and Accounting. In details, the key industry types where such studies are conducted include: manufacturing, construction and automotive industries. Other business contexts highly represented in research using case study methodology are: commerce (in particular electronic commerce), education (with the particular focus on higher education), tourism and agriculture.

## CONCLUSIONS

Summing up, the key contributing regions in research referring to or using case study methodology are: North America, Europe and Asia. The most productive countries in the field are the United States, followed by: the United Kingdom, Australia and China. At the research institution level, the leading contributors are: Hong Kong Polytechnic University and the University of Manchester. The most productive source titles in the field include: *Journal of Cleaner Production* and *Espacios*. The Scopus database shows almost 160 researchers contributing with 4 or more papers referring to or using case study methodology. The most prolific authors are: A.D. Smith (Robert Morris University, Pittsburgh, United States), A. Shahin (the University of Isfahan, Iran) and M. Kodama (Nihon University, Tokyo, Japan). Among the identified core references two streams can be distinguished: methodology-oriented and empirical papers. The former analyzes the aspects of case study methodology in various contexts, the latter uses case study analysis as a research method to conduct inquiries in their respective topical areas.

As a result of the keywords analysis, key research topics as well as geographical and business area contexts are identified. The key research topics where case study methodology is applied encompass: (1) innovation and information/knowledge management; (2) sustainability and CSR; (3) strategic management. In regard to the geographical context, case studies most often are focused on such countries as: China, Australia, the United States, India, the United Kingdom and Malaysia. In regard to the business area, case study methodology is most often used in various industrial sectors, but there are also some other highly represented areas such as: commerce, education, tourism and agriculture.

Taking into account the earlier mentioned limitations of the study, some recommendations for further research should be indicated. First of all, the replication of the study based on data from other bibliometric sources is suggested in order to increase the objectivity and linguistic diversity of the study. Secondly, more extended analysis of core references and clustering them into periods (e.g. decades) are advised. Thirdly, it is recommended to conduct a full-scale topic research profiling involving journal/topic profiling, author/topic profiling and core references/topic profiling. Such a study would be a complementary supplement of the project aimed at mapping the contexts of case study research in Business, Management and Accounting.

## REFERENCES

- Adler, P.S., Goldoftas, B. & Levine, D.J. (1999). Flexibility versus efficiency? A case study of model changeovers in the Toyota production system. *Organization Science*, 10(1), 43–68.
- Akcil, A. & Koldas, S. (2006). Acid mine drainage (AMD): Causes, treatment and case studies. *Journal of Cleaner Production*, 14(12–13), 1139–1145.
- Callon, M., Courtial, J.P., & Laville, F. (1991). Co-word analysis as a tool for describing the network interactions between basic and technological research: The case of polymer chemistry. *Scientometrics*, 22(1), 155–205.
- Culnan, M.J. (1987). Mapping the intellectual structure of MIS, 1980–1985: A co-citation analysis. *Management Information Systems Quarterly*, 11(3), 341–353.
- Garfield, E. (1990). KeyWords Plus: ISI's breakthrough retrieval method. Part 1: Expanding your searching power on Current Contents on Diskette. *Current Contents*, 32, 5–9.
- Geels, F.W. (2002). Technological transitions as evolutionary reconfiguration processes: A multi-level perspective and a case-study. *Research Policy*, 31(8–9), 1257–1274.
- Gibbert, M., Ruigrok, W. & Wicki, B. (2008). What passes as a rigorous case study? *Strategic Management Journal*, 29(13), 1465–1474.
- Griffin, R.W. (2008). *Management*. Boston: Houghton Mifflin Company.
- Kaplan, B. & Duchon, D. (1988). Combining qualitative and quantitative methods in information systems research: A case study. *MIS Quarterly: Management Information Systems*, 14(4), 571–586.
- Lee, A.S. (1989). A scientific methodology for MIS case studies. *MIS Quarterly: Management Information Systems*, 13(1), 33–50.



- Lis, A. (2017). General research profiling for the concept of a 'learning organization'. In: A. Nalepka, A. Ujwary-Gil (eds.), *Business and Non-Profit Organizations Facing Increased Competition and Growing Customers' Demands* (Vol. 16, pp. 75–92). Nowy Sącz: Wyższa Szkoła Biznesu – National Louis University.
- Lis, A., Czerniachowicz, B., & Wieczorek-Szymańska, A. (2017). Leadership and corporate social responsibility: Topic research profiling. In: A. Nalepka, A. Ujwary-Gil (eds.), *Business and Non-Profit Organizations Facing Increased Competition and Growing Customers' Demands* (Vol. 16, pp. 59–74). Nowy Sącz: Wyższa Szkoła Biznesu – National Louis University.
- Lis, A. & Cegliński, P. (2017). General research profiling for the role of leadership in corporate social responsibility. *Marketing i Rynek*, 11(CD), 321–332.
- Martinez, H., Jaime, A., & Camacho, J. (2012). Relative absorptive capacity: A research profiling. *Scientometrics*, 92(3), 657–674.
- McCutcheon, D.M. & Meredith, J.R. (1993). Conducting case study research in operations management. *Journal of Operations Management*, 11(3), 239–256.
- Myers, M.D. (2010). Case study research. In: M. Frenz, K. Nielsen, & G. Walters (eds.), *Research Methods in Management* (pp. 227–248), London: Sage Publications.
- Osareh, F. (1996). Bibliometrics, citation analysis and co-citation analysis: A review of literature I. *Libri*, 46, 149–158.
- Pagell, M. & Wu, Z. (2009). Building a more complete theory of sustainable supply chain management using case studies of 10 exemplars. *Journal of Supply Chain Management*, 45(2), 37–56.
- Porter, A.L., Kongthon, A., & Lu, J.-C. (2002). Research profiling: Improving the literature review. *Scientometrics*, 53(1), 351–370.
- Porter, M. & Siggelkow, N. (2008). Contextuality within activity systems and sustainability of competitive advantage. *Academy of Management Perspectives*, 22(2), 34–56.
- Siggelkow, N. (2007). Persuasion with case studies. *Academy of Management Journal*, 50(1), 20–24.
- Von Krogh, G., Spaeth, S., & Lakhani, K.R. (2003). Community, joining, and specialization in open source innovation: A case study. *Research Policy*, 32(7), 1217–1241.
- Yin, R.K. (2003). *Case Study Research: Design and Methods*, Thousand Oaks: Sage Publications.

## PROFILOWANIE I MAPOWANIE KONTEKSTÓW BADAWCZYCH STUDIÓW PRZYPADKÓW W OBSZARZE BIZNESU, ZARZĄDZANIA I RACHUNKOWOŚCI

**Tło badań.** Rosnące zapotrzebowanie na badania naukowe w zakresie zarządzania, które są głęboko osadzone w analizowanym kontekście, determinuje wzrost zainteresowania metodami jakościowymi, w tym w szczególności metodą studium przypadku (*case study*). Metoda studium przypadku wydaje się jednym z najbardziej odpowiednich podejść wykorzystywanych do analizowania problemów badawczych w konkretnym kontekście. Mając na uwadze rosnącą popularność wykorzystania metody studium przypadku w naukach o zarządzaniu, zidentyfikowano lukę w wiedzy oraz potrzebę dokonania eksploracji tego pola badawczego i identyfikacji występujących w jego obszarze frontów badawczych.

**Cele badań.** Celem artykułu jest profilowanie badawcze i mapowanie kontekstów badań wykorzystujących metodę studium przypadków w obszarze biznesu, zarządzania i rachunkowości (Business, Management and Accounting). Analiza ukierunkowana jest na uzyskanie odpowiedzi na następujące pytania badawcze: (1) Jaki jest rozkład badań w tym obszarze pod względem państw, instytucji badawczych, publikatorów oraz autorów? (2) Jakie są kluczowe publikacje odnoszące się do metody studium przypadków lub wykorzystujące ją w praktyce? (3) Jakie kluczowe tematy badawcze są podejmowane w publikacjach wykorzystujących metodę studium przypadków? (4) W jakich kontekstach geograficznych i sektorowych jest najczęściej wykorzystywana metoda studium przypadków?

**Metodyka.** Do realizacji celu badań zastosowano metodę profilowania badawczego (*research profiling*), która jest zaliczana do bibliometrycznych metod opisowych (*descriptive bibliometric studies*). W szczególności wykorzystano technikę ogólnego profilowania badawczego (*general research profiling*), z uwzględnieniem profilowania pod kątem państw i instytucji, w których afiliowano badania, publikatorów (np. czasopism) oraz autorów. Zastosowano również wybrane elementy profilowania tematycznego (*topic profiling*) poprzez identyfikację kluczowych tematów oraz kontekstów badawczych z wykorzystaniem techniki analizy słów kluczowych (*keywords analysis*). Analizy bibliometryczne przeprowadzono na podstawie danych pozyskanych z bazy Scopus.

**Kluczowe wnioski.** W obrębie próby badawczej można wskazać dwie kategorie publikacji: artykuły o charakterze metodycznym analizujące założenia i wykorzystanie metody studium przypadku w różnych kontekstach badawczych oraz publikacje przedstawiające wyniki badań za pomocą metody studium przypadku. Do kluczowych tematów badawczych, w których wykorzystywana jest metoda studium przypadku, należą: (1) innowacje i zarządzanie wiedzą/informacjami; (2) idea zrównoważonego rozwoju (*sustainability*) i społeczna odpowiedzialność przedsiębiorstw (CSR); (3) zarządzanie strategiczne. Mając na uwadze kontekst geograficzny, badania wykorzystujące metodę studium przypadków najczęściej dotyczyły organizacji w takich krajach jak: Chiny, Australia, Stany Zjednoczone, Indie, Wielka Brytania i Malezja. W kontekście sektorowym studium przypadków najczęściej używane jest do prowadzenia badań w różnych sektorach przemysłowych, ale wśród innych często pojawiających się kontekstów można wymienić: handel, edukację, turystykę i rolnictwo.

**Słowa kluczowe:** kontekstualność badań naukowych, studium przypadku, profilowanie badawcze, analiza słów kluczowych.