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ijmrset@gmail.com



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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# How to be a Successful Case Writer?

Dr. Samrat Ray

Dean and Head of International Relations, IIMS, Pune, India

**EXECUTIVE SUMMARY:** This case study investigates the essential elements of successful case writing, underscoring its importance in business education. This guide covers the main guidelines of the case writing process, including the case structure, data collection, and impartial coverage of the information. The paper explains how different aspects of preparing a case study are effective and the procedures involved in approaching the respondents, writing the document, reviewing, and finalizing the case study. This list of methodologies includes interviews, data collection and credibility. Furthermore, it considers other approaches to building high-impact cases and assesses these approaches in terms of relevance, factual correctness, and educational purposes. Recommendations outlined include compliance with structure, inclusion of various ideas and opinions, and organization.

### I. INTRODUCTION

Effective case writing is one of the most important components of business education because of the catalytic role they play in enhancing analytical and decision-making capabilities. This paper focuses on understanding the methods and approaches essential for generating effective and educational case studies. This document identifies the various processes encountered in the creation of cases including planning, acquisition of data, writing and lastly the presentation of the case. The study unfolds the principles of writing a case based on the construction of the narrative, assumptions on data accuracy and relevance, and educational usefulness.

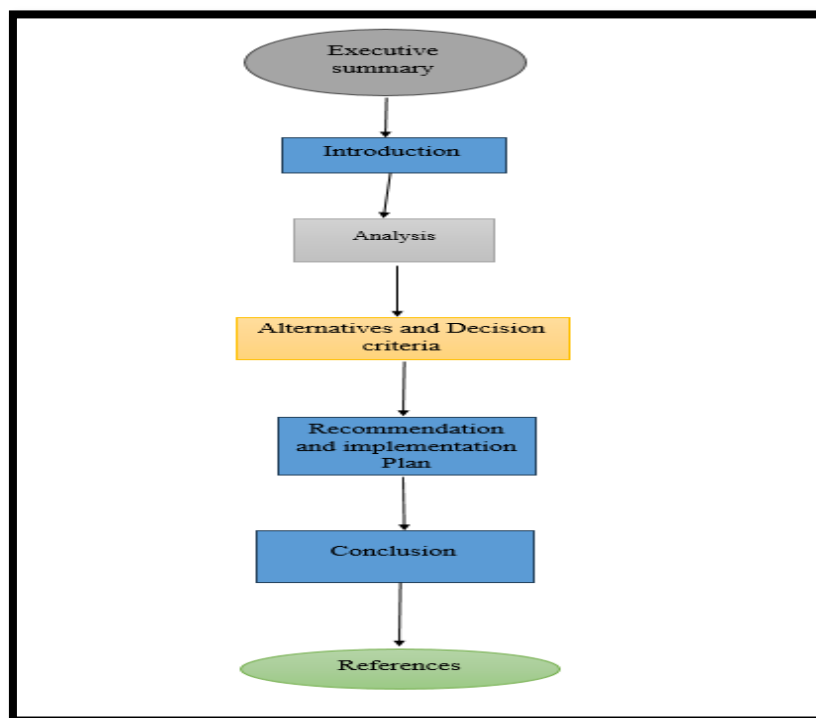


Figure 1: Flowchart for process to be a good case writer  
(Source: Self-created)



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### II. ANALYSIS

#### Contextual Overview

Thinking about the process of case writing, it is possible to identify several significant stages that play the role of building a valuable case. This paper assesses the critical case writing activities such as material authentication, narrative identification, data gathering, and initial writing as a way of identifying best practices and areas of improvement.

#### Material Verification and Initial Contact

The first procedure in developing a case is to verify the feasibility of his assembling the case material. This allows for a validation that the information collected will be sufficient and relevant in building a strong argument. For instance, the validation of the material may entail reviewing the public and private documents, initial interviews, and gaining the participation of interested parties <sup>1</sup>. The level through which this stage is practiced determines the quality of the case study. For instance, when first approaching communication with a firm, one may discover that only partial data is accessible, which may in turn require the gathering of more data or may alter the studying case of the given firm.

#### Narrative Determination and Type of Case

Gathering the narrative and knowing the type of case is very important in the context of case discussion and its development. It should be pointed out whether the case involves a strategic decision in a firm, a managerial problem or any other distinctive thematic thread for the narrative to follow <sup>2</sup>. From this can understand that the type of the case decision making or analytical, disguised or undisguised affects the structure of the case and its analysis. For example, in a decision-making case the analysis might concentrate on reconciling the various factors that went into a particular managerial decision whereas in an analytical case several themes like organizational behaviour or markets might be considered.

#### Data Collection and Reliability

Gathering data is an important activity in case development and requires a range of techniques like interviews, observation, documents review, etc. Every researcher understands that the quality of the data has an impact on the credibility and the richness of the case study <sup>3</sup>. For instance, a research about the market expansion of a firm can contain measurable information like sales, market possession, and financial returns. Inspiring materials from various sources, including organizational sources and sources from the external environment, increases the richness of the case. Based on the case study guidelines within the industry, the number of interviews that contribute towards the study should be at least three and a maximum of five while the organization should produce relevant documents.

#### Preliminary Drafting and Content Review

With a focus on the type of case as well as the narrative of the case study, the preliminary draft of the case study is prepared based on the gathered information <sup>4</sup>. During the execution of this phase, one should avoid overloading the case with details, and, at the same time, the case should not lack vital information. For instance, if the draft contains elements or materials that are not relevant with the teaching objectives that have been set, the issue may muddy the case and complicate it. On the other hand, if essential information is lacking, it may weaken the impact of the case. It is important to find the right amount of detail while providing the reader with enough context that will allow them to get engaged in the exercise and have the required depth of information to accomplish the analysis successfully.

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- [1] <sup>1</sup> Avezova, D. "LITERARY PSEUDONYMS ON THE EXAMPLE OF RUSSIAN AND UZBEK WRITERS." *Science and innovation* 3, no. C3 (2024): 90-95.
- [2] <sup>2</sup> Bly, Robert W. *The copywriter's handbook: a step-by-step guide to writing copy that sells*. Holt Paperbacks, 2020.
- [3] <sup>3</sup> Driscoll, Dana Lynn, and Jennifer Wells. "Tutoring the whole person: Supporting emotional development in writers and tutors." *Praxis: A Writing Center Journal* 17, no. 3 (2020): 16-28.
- [4] <sup>4</sup> Driscoll, Dana Lynn, and Jennifer Wells. "Tutoring the whole person: Supporting emotional development in writers and tutors." *Praxis: A Writing Center Journal* 17, no. 3 (2020): 16-28.





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### Authorization and Final Revisions

However, the next crucial steps include seeking approval from the concerned authorities and making the final changes on the draft map. In this step, the case study is verified to be free from identifying information of individuals and organizations involved and corresponds to the planned storyline<sup>5</sup>. For instance, if the stakeholders want some changes or they come up with extra information, applying those changes will improve the case's applicability and credibility. The final changes should incorporate all the feedback and allow the case study to be used in classes or published.

### Testing and Feedback

Applying the case study in a class or in front of a sample audience helps in establishing the viability of the case. This phase assist in identifying some unclear issues, some information that may be missing, or parts that may require some enhancement<sup>6</sup>. For example, if the students are having a hard time in comprehending some sections of the case, further explanation or elaboration may prove useful. The material gathered during this testing phase is vital for the final touch where one must make certain the case study serves the educative purpose.

## III. ALTERNATIVES AND DECISION CRITERIA

### Identification of Alternatives

With regards to case writing especially in the business cases, consideration of the strategies and evaluation of the decision options is very vital within the analysis. It requires providing several possible solutions that might help to solve the key problems or challenges mentioned in the case. For instance, a case that analyses market expansion by a company may involve decision options like direct market entry, strategic partnerships, or acquisition of earlier entrants<sup>7</sup>. Ideally, every alternative should have descriptions of the possible advantages and disadvantages about that option. For instance, direct market entry can provide opportunities to exercise control over operation and branding, but often necessitate a substantial amount of investment and may be rather risky in comparison with other strategies.

### Evaluation Criteria

However, to evaluate these options, some decision criteria must be developed. These are important criterion to use when contrasting each of the options in the light of their pros and cons rendered feasible. Common decision criteria include:

#### Cost

The possible financial outcomes of the choice should also be considered. For example, direct entry may mean investing \$10 million while engaging in an acquisition may mean a \$50 million investment<sup>8</sup>. It is necessary to identify all possible costs associated with the project, which may be divided into start-up and operational costs.

#### Feasibility

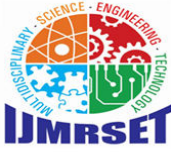
This helps to evaluate the feasibility of each of the above alternatives in relation to the available resources, strengths and the prevailing market forces. For instance, direct market entry may be appropriate if the organisation has adequate capital and comprehensiveness of the market, while strategic joint venture may be appropriate if the organisation does not have cash to directly enter a foreign market but has affinity linkages.

[5]<sup>5</sup> Gasson, Susan, Christine Bruce, and Clarence Maybee. "Creating collaborative capacity in early career research writers." *TEXT* 24, no. Special 59 (2020): 1-21.

[6]<sup>6</sup> Greetham, Bryan. *How to write better essays*. Bloomsbury Publishing, 2022.

[7]<sup>7</sup> Ippolito, Daphne, Ann Yuan, Andy Coenen, and Sehmon Burnam. "Creative writing with an ai-powered writing assistant: Perspectives from professional writers." *arXiv preprint arXiv:2211.05030* (2022).

[8]<sup>8</sup> Johnson, Latrise P., and Hannah Sullivan. "Revealing the human and the writer: The promise of a humanizing writing pedagogy for Black students." *Research in the Teaching of English* 54, no. 4 (2020): 418-438.



## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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### Strategic Fit

Regarding the identified strategies, it is crucial to align each alternative with the company's long-term strategic objectives. This involves assessing how effectively each of the options aligns with its vision, mission and core competencies. For example, an acquisition can be a vision to increase market dominance of a firm, a strategic partnership can be a vision to improve the firm's technology.

### Risk

The market, financial, and operational risks associated with each of the alternatives should be evaluated. Quantitative risk analysis could be assessing the likelihood of failure and potential cost implications. For instance, direct market entry could be very risky and as much as 30% could fail but an acquisition could only be 20% risky but with greater benefits once successful.

## IV. COMPARATIVE ANALYSIS

Compared to the above criteria a comparative analysis of the alternatives indicates that there is a rational basis for a decision. This assessment should employ a scaled score or matrix idea to express the various merits or demerits of the various choices. For instance, direct market entry may have a feasibility index of 70 out of 100 while its cost may be 50 out of 100, while an acquisition strategy may have feasibility of 60 but a cost of 40 out of 100.

It makes it easier to select the most appropriate next step depending on the relative score that each of the decision criteria assigns to the two or more alternatives discovered during the analysis<sup>9</sup>. For example, when the main goal is the fast penetration into the new market and the company has the resources to spend on the acquisition, the acquisition can be the most suitable strategy. However, if cost control and gradual market entry is the overall approach of the business, then a strategic alliance is likely to be more suitable.

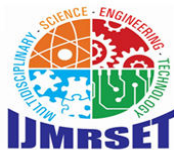
As a result of the comparison, there is a need to give some recommendations concerning the most effective variant. This includes explaining the reason for choosing the preferred solution and explaining how the choice integrates the company's strategic plan and resource strengths. The recommendation should also indicate the likely negative outcomes in the strategy and how it can be managed.

## V. RECOMMENDATIONS AND IMPLEMENTATION PLAN

This means that the practice of constructing an effective case study involves strict adherence to a set of recommendations, which includes several important steps. Such are the measures that include upgrading and tightening the procedure of checking the materials' credibility, focusing on the narrative, optimizing the tools for collecting information, and establishing a thorough checking system. All the recommendation is made with the view of enhancing the impact of the case study to produce the needed educational value as well as accomplishment of the envisaged objectives. To improve the material verification process, further recommendations are being made to develop a checklist that would aim to help in determining the reliability and relevance of the sources used. This protocol should also contain the list of specific standards by which sources can be judged, including accuracy, authority, currency, and bias<sup>10</sup>. For example, an item on a checklist can state that it is necessary to ensure that the sources used are within the last five years, the authors are experts in the matter, and that the information provided is supported by at least two sources. This approach in enforcing the case study may be useful in increasing the accuracy of the content being taught.

[9]<sup>9</sup> Roe, Jasper, and Mike Perkins. "What are Automated Paraphrasing Tools and how do we address them? A review of a growing threat to academic integrity." *International Journal for Educational Integrity* 18, no. 1 (2022): 15.

[10]<sup>10</sup> Scott, Kate. "You won't believe what's in this paper! Clickbait, relevance and the curiosity gap." *Journal of pragmatics* 175 (2021): 53-66.



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Implementing a data validation, it is also advisable to assign time, people, or specific software or a team directed mainly towards material verification. The case study narrative should be presented in a clear manner to support a logical and interesting case presentation of the problem. The guidelines for writing the report should be followed and they include the following parts introduction, the statement of the problem, the study and the conclusion. The context of the case should be introduced briefly in the introduction part and the problem formulation should define the major question or decision in the case clearly. For example, using a structure like “Problem-Solution-Benefit” can be useful in structuring the story well. Besides, the use of examples like tables and charts in the presentation helps to improve the presentation of large amounts of data. Hence, when seeking to strengthen the ways and means of data collection, it is more appropriate to use qualitative and quantitative data collection techniques. For instance, conducting interviews with the major actors involved, analysing numerical data including financial ratios and indices, and assessing documents helps in getting an all-round understanding of the case.

One way is to use data triangulation where data is collected from different sources and at different points in time hence enhancing reliability and validity of the study. In this regard, adequate documentation of data collection procedures and assurance that they are consistent with the goals of the case study is extremely vital. It is therefore important to go through numerous cycles that will lead to the achievement of a quality and effective case study. One and two based on the best practices, it is suggested to form a review committee of scholars in the given field who can give feedback concerning the content and the relevance of the case and structure it appropriately. The stages which are needed in the process of review include the first instance response, an opportunity to review the work, the final decision regarding the work <sup>11</sup>. For instance, a case study draft may go through two or more cycles of review with internal and external reviewers <sup>12</sup>. Considering various other opinions will likely uncover the lack of some ideas or opportunities for their modification. Initially, it is advisable to run a pilot test with the given case study with a focus group, for example, with a group of students or practitioners.

To ensure validity of the results, it is advisable to carry out the case study in a controlled environment where feedback about its comprehensiveness, presentation, and usefulness can be obtained. For instance, the participants can be given a survey to fill out featuring questions such as whether they found the case easy to understand and whether they found the case engaging. From the feedback, certain changes need to be made about the deficiencies and the general quality of the case study <sup>13</sup>. These recommendations shall be executed in the following multi-stage action plan. First, the material verification protocol should be established and documented, and all stakeholders should be trained to use it. In the next step, it is proposed to further develop the narrative structure of the case using the models presented in the work and adding illustrations to the case study <sup>14</sup>. Improve the process of data collection through conducting surveys and interviews and subsequently documenting them.

### VI. CONCLUSION

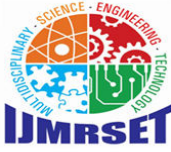
One can point out that growing a successful case study reflects specific characteristics of case study development, such as material verification, writing the case narrative, data gathering, and the review process. Through the automation of protocol-based procedures, leading to the adoption of appropriate structures for source authentication, structure of narratives, data acquisition techniques, the quality and effectiveness of case studies can be greatly enhanced.

[11] <sup>11</sup> Woods, Peter, and Pat Sikes. *Successful writing for qualitative researchers*. Routledge, 2022.

[12] <sup>12</sup> Wang, Elaine Lin, Lindsay Clare Matsumura, Richard Correnti, Diane Litman, Haoran Zhang, Emily Howe, Ahmed Magooda, and Rafael Quintana. "eRevis (ing): Students' revision of text evidence use in an automated writing evaluation system." *Assessing Writing* 44 (2020): 100449.

[13] <sup>13</sup> Whithaus, Carl, Jonathan Alexander, and Karen Lunsford. "When Things Collide: Wayfinding in Professional Writers' Early Career Development." *Literacy in Composition Studies* 9, no. 1 (2022): 1-22.

[14] <sup>14</sup> Warschauer, Mark, Waverly Tseng, Soobin Yim, Thomas Webster, Sharin Jacob, Qian Du, and Tamara Tate. "The affordances and contradictions of AI-generated text for writers of english as a second or foreign language." *Journal of Second Language Writing* 62 (2023).



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Specifically, creating the review committee and incorporating the results of the pilot testing also contribute to the success of the case study and its educational significance. These recommendations offer a solid guideline for developing engaging and credible cases that acknowledge various issues and offer practical solutions.

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