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II International Conference on Legal Strategy – CIEL 2019
Call for papers and Case Studies

Case Study Guide

Objective of Case Studies

The objective of the Call for Case Studies is to contribute to the theoretical analysis on legal strategy, practical experiences, and the context under which economic agents participate and make business decisions. Case studies should go beyond connecting with theoretical concepts, by illustrating, through fieldwork, how academia is applied in practice.

Types of Case Studies[1]

- *Company Field Case Studies:* The case study is developed in conjunction with a participating company. The field study is limited to a single company and involves interviews and dissemination of information pertaining to this.

- *Individual Field Case Studies:* The researcher focuses on a person and their market experience and involvement in companies or "mini-cases".

- *Published Information Case Studies:* The author leverages public information regarding companies. Since a field study is not conducted, the author should supplement the research with proposals and alternatives.

Steps to Develop a Case Study

Case Selection

The first step in selecting a case is to identify a specific and concrete business problem or objective from a market agent's perspective. When choosing a case, it is essential that the researcher consider his/her knowledge and expertise of the practice area and the impact an investigation would have on the field of study in question.

[1] Source: Robert, Michael J. *Developing a Teaching Case (Abridged).* Harvard Business School. 2012. p.7.

Information Gathering

After selecting the case, the researcher will have to evaluate the amount of information available and the time needed to analyze the documents. The following is a list of guidelines that can be used to help determine how to structure the case:

- What information is available regarding the case?
- Is the information sufficient to develop the case?
- Will I be able to develop a suitable field study?

Once the type of case study has been selected, the researcher should begin reviewing the available information[2]. Public information is the first source that should be used (news, financial statements, a company's corporate documents, judgments, and administrative acts). If applicable, the researcher should then prepare to conduct fieldwork by coordinating interviews and *in situ* visits to the company or person under study[3]. The number of interviews, frequency, and extent of the interviews must be agreed upon by both parties.

Writing the Case Study

The case study should include the following sections:

i. *Introduction:* One or two opening paragraphs, briefly introducing the reader to the case, the issue, and the hypothesis.

ii. *Factual Account of the Case:* a detailed account of the case's facts, including: a detailed description of the events that occurred and the parties involved; the business in question; information regarding the environment in which the case is developed (relevant market, economic, and political premises, backed by hard data, such as statistics, financial information, etc.); and, soft data containing the qualitative elements necessary to have an integral understanding of the case.

iii. *Analysis Questions:* list of questions that lead to the analysis of the identified problem and the development of legal strategies to address the issue.

iv. *Analysis:* Development of the research, detailing the findings, legal strategy proposals, and practical applications of the hypothesis tested.

v. *Conclusion:* Brief summary of the key findings reached in the analysis section.

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[2] Source: Yemen, Gerry. *Overview of the Business case writing process*. University of Virginia. 2012. p.1.
[3] Idem.

vi. *Bibliography:* Description of all sources used.

vii. *Annexes (optional):* Supporting documents regarding the facts and premises of the case study.