

# CASE STUDY STRUCTURE

## INTERNATIONAL CONFERENCE ON

## ORGANISATIONAL CULTURE, WORK VALUES AND ORGANISATIONAL PERFORMANCE IN HIGHER EDUCATION INSTITUTIONS

6-8 AUGUST 2025

## SPONSORS



**WESTERN MICHIGAN UNIVERSITY**  
**HAWORTH**  
College of Business

## COLLABORATORS



# CASE STUDY STRUCTURE

## 1. Title of the case study

- a. Title of the Case Study
- b. Presenter's name(s), affiliation(s)
- c. Conference name, date

## 2. Introduction

- a. Background/Context of the case
- b. Why is this case important or unique
- c. Relevance to conference theme

## 3. Objectives / Research Questions

- a. Clearly state the objectives, hypothesis, or questions the case seeks to address
- b. Frame them in relation to broader issues or gaps

## 4. Methodology (if applicable)

- a. Approach taken to explore or analyse the case
- b. Data collection methods (interviews, observations, reports, etc.)
- c. Tools used (if any)
- d. Optional: Include a diagram or flowchart

## 5. Case Description (Core Content)

- a. Contextual background (organization, community, sector)
- b. Key stakeholders involved
- c. Timeline of events or interventions
- d. Challenges or issues faced
- e. Visuals: Photos, maps, timeline charts

## 6. Analysis / Findings

- a. Key insights or lessons derived
- b. Patterns observed, decisions taken, and their outcomes
- c. Use evidence (data, quotes, visuals) to support your findings

## 7. Discussion

- a. Interpretation of findings
- b. Connection to existing theories, literature, or models
- c. What makes this case unique or generalizable?

## 8. Implications / Recommendations

- a. Practical recommendations (for policy, management, education, etc.)
- b. Future implications or areas for further research
- c. Reflect on ethical, social, or strategic impacts

## 9. Conclusion

### Other Guidelines

Word Limit: 6000 - 8000 Words