

Example of Case Analysis Writing

Below is an example of what I consider excellent work. As you read through this example, note how clearly the author applies concepts from the course (this was a class on organizational change) and applies them to the case. This application is clear and explicit.

For example, the first section of this paper deals with the problems Disney faces. This author suggests that Disney's "strategic context" is an important issue. "Strategic Context" is a key concept from the literature this class read on managing organizational change. Note how the author introduces the concept, clearly defines it, and then uses that concept to analyze Disney. In this discussion, evidence regarding Disney's strategic context is clearly presented and discussed/ evaluated using the concept.

The September 6, 1999 *Fortune* article entitled, "Eisner's mousetrap," describes the well known Disney Company as a large organization (\$24 billion in revenue in 1999) that "has simply stopped growing." The status of the company was examined in detail by the article and a number of problems were revealed. This paper is based on the information provided by the article and is divided into two sections. The first section discusses four reasons for the difficulties currently confronting the Disney Company. The second section offers suggestions that would allow Disney to address the difficulties it now faces as it successfully changes.

Reasons Why Disney is Facing Difficulties

The myriad of problems facing Disney can be traced to four causes. The difficulties began with a dramatic shift in the strategic context under which the company operates. This shift highlighted shortcomings in the company's structure and culture. And CEO Michael Eisner's hands-on, meddlesome approach has thwarted efforts to turn around the company.

Disney's strategic context. Tushman and O'Reilly define strategic context as three key factors that help managers understand the opportunities and constraints that lie before their organizations. The factors are: (1) the environment in which the organization operates, (2) the resources available to the organization, and (3) the history of the organization. The strategic context is the vital first step in Tushman and O'Reilly's congruence model. Once the strategic context is understood, strategic choices can be made, critical tasks defined, and alignment checked between those critical tasks and the organization's people, organization, and culture. If that strategic context is altered, however, choices can be incorrect, critical tasks off target, and relationships misaligned.

Disney's strategic context has undergone dramatic changes in recent years. Its competitive environment, its customers, its market position, and its history have all combined to alter its strategic context.

Disney used to have the same markets (particularly the kids market) to itself, but in broadcasting Disney is now a "poor third" behind Nickelodeon and the Cartoon Network among kids aged 2 to 11 and in popular kids shows (and related merchandising) Disney has nothing to compare to Nickelodeon's *Blue's Clues*, PBS's *Teletubbies* and WB's *Pokemon*. In videogames, Disney is an "also-ran." Disney used to be the only studio to produce animated features, but now Warner, Dreamworks, and Fox all do. Even Disney's

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Case Study Research in Software Engineering Per Runeson, Martin Host, Austen Rainer, Bjorn Regnell, 2012-03-07
Based on their own experiences of in depth case studies of software projects in international corporations in this book the authors present detailed practical guidelines on the preparation conduct design and reporting of case studies of software engineering This is the first software engineering specific book on the case study research method

Research Methods for Students, Academics and Professionals Kirsty Williamson, 2002-07-01
Research is such an important subject for information professionals that there will always be a need for effective guides to it Research skills are a prerequisite for those who want to work successfully in information environments an essential set of tools which enable information workers to become information professionals This book focuses on producing critical consumers of research It also goes some way towards producing researchers in the fields of information management and systems The first edition of this book was enthusiastically received by researchers students and information professionals in Australia and beyond Reviews of the first edition considered it a worthwhile addition to any information professional s or research student s reference shelf Archives and it has a multi disciplinary focus with its authors being drawn from information management librarianship archives and recordkeeping and information systems The numerous examples throughout the book are drawn from these multiple disciplines The first edition of this book was road tested with students from several disciplines who are studying in several universities Its Introduction noted that In research terms the content have been refereed and found to be authoritative To this can be added the many satisfied users of the first edition

Case Study Research in Practice Helen Simons, 2009-03-18
Case Study Research in Practice explores the theory and practice of case study research Helen Simons draws on her extensive experience of teaching and conducting case study to provide a comprehensive and practical account of how to design conduct and communicate case study research It addresses questions often raised by students and common misconceptions about case research In four sections the book covers Rationale concept and design of case study research Methods ethics and reflexivity in case study Interpreting analyzing and reporting the case Generalizing and theorizing in case study research Rich with tales from the field and summary memos as an aide memoire to future action the book provides fresh insights and challenges for researchers to guide their practice of case study research This is an ideal text for those studying and conducting case study research in education health and social care and related social science disciplines Helen Simons is Professor Emeritus of Education University of Southampton

Encyclopedia of Case Study Research Albert J. Mills, Gabrielle Durepos, Elden Wiebe, 2010
This is the authoritative reference work in the field An interdisciplinary set it investigates the extensive history design and methods of case study research

Evidence-Based Software Engineering and Systematic Reviews Barbara Ann Kitchenham, David Budgen, Pearl Brereton, 2015-11-04
In the decade since the idea of adapting the evidence based paradigm for software engineering was first proposed it has become a major tool of empirical

software engineering Evidence Based Software Engineering and Systematic Reviews provides a clear introduction to the use of an evidence based model for software engineering research and practice [Floodplain Development Pressures and Federal Programs: Dean, L.F. Case study analysis and recommendations for the "201" wastewater treatment works program United States. Environmental Protection Agency. Office of Federal Activities,1979](#) **Social Media Measurement and Management** Jeremy Harris Lipschultz,2024-08-01 This revised and updated textbook applies a critical and practical lens to the world of social media analytics Author Jeremy Harris Lipschultz explores the foundations of digital data strategic tools and best practices in an accessible volume for students and practitioners of social media communication This second edition expands upon entrepreneurship marketing and technological principles demonstrating how raising awareness sparking engagement and producing business outcomes all require emphasis on customers employees and other stakeholders within paid earned social and owned media It also looks to the future examining how the movement toward artificial intelligence and machine learning raises new legal and ethical issues in effective management of social media data Additionally the book offers a solid grounding in the principles of social media measurement itself teaching the strategies and techniques that enable effective analysis It features theoretical and practical advice a comprehensive glossary of key terms and case studies from academic and industry thought leaders A perfect primer for this developing industry this book is ideal for students scholars and practitioners of digital media seeking to hone their skills and expand their bank of new tools and resources

[Global Innovation Science Handbook, Chapter 49 - Case Study: Technology Innovation within Government](#) Suzanna Schmeelk,2014-01-31 A chapter from the Global Innovation Science Handbook a comprehensive guide to the science art tools and deployment of innovation brought together by two Editors of the prestigious International Journal of Innovation Science with ground breaking contributions from global innovation leaders in every type of industry [Government Reports Announcements & Index](#) ,1988 **Case Study Research in Education** Sharan B. Merriam,1991-04-08 A practical guide for designing and carrying out a qualitative case study in education this text provides advice for managing all phases of case study research from translating educational issues into specific research problems and collecting data to organizing the final case report [Papers and Proceedings](#) American Sociological Society. Annual Meeting,1927 Index to the Sociological papers and reports of the American Sociological Society 1906 1930 v 25 p 226 258 [Publication of the American Sociological Society](#) American Sociological Association,1927 List of members in v 1 5 25 28 supplemental list in v 26 27

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laboratories energy centers and contractors Includes all works deriving from DOE other related government sponsored information and foreign nonnuclear information Arranged under 39 categories e g Biomedical sciences basic studies Biomedical sciences applied studies Health and safety and Fusion energy Entry gives bibliographical information and abstract Corporate author subject report number indexes **Report of the ... Annual Meeting of the Maryland State Bar Association** Maryland State Bar Association, Maryland State Bar Association. Meeting, 1930 **Report of the National Agricultural Study Team: Macro-economic analysis and recommendations** Nigeria. National Agricultural Credit Study Team, 1986

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