

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

The Essence of Case Studies in Management Research By



Prof. Jiye MAO
ShanghaiTech University

Date : 15 Jun 2026 (Mon)
Time : 10:30 am – 12 noon
Venue : M802, PolyU

Abstract

I shall deliver this seminar as a tutorial on the case method, by introducing the fundamentals of qualitative research, in terms of the what, why, and how. The objective is to help quantitative researchers develop a capability to appreciate the nature and quality of cases studies, and to advance the understandings of colleagues who use the case method occasionally. To this end, I shall use two AMJ best papers, supposedly the best of the best, to demonstrate the beauty and power of case studies.

Prof. Jiye Mao is a professor and Dean, School of Entrepreneurship and Management, ShanghaiTech University. His areas of research focus on digital transformation and organizational changes, and IT outsourcing management. He has been using the case method in research and teaching for the past two decades, being the author of numerous award-winning teaching cases. His research has appeared in journals such as *Journal of International Business Studies*, *Journal of Operations Management*, and *Journal of Strategic Information Systems*. He holds a Ph.D in MIS from the University of British Columbia, MBA from McGill University, and B.Eng from Renmin University of China.

All interested are welcome.



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