

## Qualitative and Quantitative Case Study Research Method on Social Science: Accounting Perspective

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**Abstract :** The main aim of this paper is to set the parameters within which the study is to be conducted, specifically justifying the use of qualitative research, informed by theory. This paper argues that the social world is subjective in nature and may be accessed through the interpretive approach provided by the people involved in the context of the study. The paper defines and distinguishes between qualitative and quantitative research methodologies, explores Burrell and Morgan's framework for social research, and presents the study's adopted methodology and methods, with the rationale for these choices.

**Keywords :** accounting, methodologies, qualitative, quantitative research

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