**Example of integrating theory in a case study assignment**

**Connecting theory to the case**

It is essential to integrate the relevant theories into your discussion of the case study in your assignment. You need to demonstrate that you are able to apply to the case what you have learned from the course and from your reading on the topic.

**How do I demonstrate the connection between theory and practice in my writing?**

Looking at examples of how other writers have integrated theory into their case studies can help you to raise your awareness regarding how to demonstrate this in your own writing.

Read the example on the next page from a text by an IT student writing about a financial services company. Notice how theory is integrated or synthesised into the discussion of the case in the above student example.

**Blue** text indicates where issues from the case have been identified by the student

**Black** text indicates where the student has brought in facts from the case to support the issues that have been identified

**Green** text indicates where theory is being connected to the case

**Example**

…. While Cloud Computing offers many benefits such as those outlined above, there are some important disadvantages such as its potential to compromise data security.

**In the case of MoneyTrust Financial Services, the CEO was unaware of many of the security issues of Cloud Computing and failed to protect client data due to inadequate staff IT training at all organisational levels and for all general staff.**

**The CEO of MoneyTrust overlooked the importance of IT training for all casual staff in all areas of the company during a period of rapid expansion when many roles were backfilled by casual employees. At the same time, the company moved all of its IT operations to the Cloud as the CEO saw this as an effective way of reducing costs while enabling further company growth. There was an assumption on the part the CEO as well as the middle managers that the people supervising new casual staff would ensure that comprehensive IT training would be included in staff induction. McKenzie (2011) argues that in companies where there is a high staff turnover, security of critical data is frequently compromised unless the handling of data security is delegated to responsible specialised staff.**

**At MoneyTrust, the high level IT maintenance that were practices previously managed internally were assigned to the company providing the Cloud software. Not all security features were installed for casual staff and even when security features were in place, they were overwritten during updates made by the external company responsible for making updates in the Cloud. Treloar (2012) suggests applying more stringent security strategies, especially those related to passwords and software updates; for example, ensuring all security features for all users are reviewed for each software update in the Cloud.**

**The internal IT manager responsible for overseeing the conversion to Cloud computing explained the security risks at the outset of the transfer but he was not employed by the company once the transfer to Cloud computing was complete. This meant that the security risks inherent in software updates were overlooked by the CEO. As Thomas and Herron (2012, p.392) have pointed out, ‘we are at the crest of the new Third Wave of virtual work ‘and this involves inevitable teething problems that require the same vigilance that has been applied to new technologies in the past.**

**Clearly the CEO failed to demonstrate leadership in embracing the new technology of Cloud computing and abrogated and outsourced too much responsibility for protecting critical client data. ….**