THEORETICAL ANALYSIS OF THE CASE STUDY'S POTENTIAL TO RESEARCH COMPLEX SOCIAL PHENOMENA

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*Abstract.* This study presents only a part of a scientific-theoretical analysis of the practical-applied possibilities of the „case study“ method, revealing its holistic potential. Its purpose is to systematize and analyze the nature, specifics, and methodological prerequisites of the method „case study“ to outline the advantages and limitations of its study of complex social phenomena. The theoretical analysis is built through the methods of abstraction, analysis, and synthesis. Based on the analysis, it was concluded that case study as a research method has the potential to be taken beyond the particular case and to perform a higher-class analysis, as required in the study of complex social phenomena.

*Key words:* case study, social phenomena