**To cite a case study in APA format, follow the guidelines below:**

**Author(s). (Year). Title of the case study (No. in italics). Site Name. URL**

**Here's an example of how to format a citation for a case study:**

**Smith, J., & Johnson, A. (2022). Exploring consumer behavior: A case study of Company XYZ (No. 15). Journal of Marketing Research, 24(3), 123-145.** [**https://doi.org/10.xxxx/jmr.2022.24.3.123**](https://doi.org/10.xxxx/jmr.2022.24.3.123)

**In this example:**

* **Smith, J., & Johnson, A. are the authors of the case study.**
* **(2022) is the year of publication.**
* **Exploring consumer behavior: A case study of Company XYZ is the title of the case study.**
* **No. 15 indicates the number of the case study.**
* **Journal of Marketing Research is the name of the journal where the case study was published.**
* **24(3) represents the volume and issue number of the journal.**
* **123-145 is the page range of the case study within the journal.**
* [**https://doi.org/10.xxxx/jmr.2022.24.3.123**](https://doi.org/10.xxxx/jmr.2022.24.3.123) **is the URL or DOI (Digital Object Identifier) of the case study.**

**Make sure to adjust the elements according to the specific case study you are citing, including the authors, year, title, number, and any additional information provided.**