

Partner with SAGE to develop your *Digital Entertainment* case

Series Editor

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SAGE Publishing continues to grow its teaching case collection, **SAGE Business Cases**, across the business spectrum while incorporating thought from a variety of disciplines. This new **Digital Entertainment** series within SAGE Business Cases, to be published in January 2022, will explore issues related to the business and management of different types of digital entertainment, including video streaming, music streaming, social media, podcasts, video/computer games, e-sports, virtual/augmented reality (VR/AR), digital heritage, virtual museums, smart speakers, mobile entertainment, interactive entertainment, etc.

Some possible topic areas include but are not limited to the following:

1. Creating better customer experiences in digital entertainment contexts – customization/personalization; recommendation systems; the use of new technologies for production and distribution; impacts of new online/mobile platforms and channels
2. Digital entertainment marketing – marketing strategies; understanding and segmenting customers; customer relationship management strategies; new customer acquisition; integrated marketing communications for digital entertainment; digital entertainment product lifecycles
3. Revenue model and pricing of digital entertainment products - advertising models; subscription/membership model; pricing strategies; sponsorships and partnerships
4. Digital transformation of the traditional entertainment domains and enterprises
5. New business models of digital entertainment – social media for entertainment; open innovation practices in the entertainment contexts; crowdfunding and other alternative financing/marketing approaches; digital creative enterprise; creative entrepreneurship
6. Digital entertainment scenarios that address a range of issues affecting customers and businesses during the pandemic (and in a post-pandemic era)

SAGE is pleased to offer case authors:

- Double-blind peer review of your case and teaching notes
- Freedom to include your students in the case research and writing process
- Copyright in your name and final PDF for ease of use in your classroom
- Payment when your case is published
- An international audience for your work

For questions and sample cases, contact:

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DEADLINE FOR SUBMISSION: August 31, 2021

We look for cases between 1,000 and 5,000 words. Please also include discussion questions and teaching notes. Guidelines and templates may be found [here](#). Manuscripts will be accepted through our ScholarOne [portal](#).