

## Impact of Publishing in SAGE Business Cases

Many authors have reached out to us with questions about how to present their case publication to department chairs and deans in conversations related to tenure and promotion. The language below is intended to help clarify what **SAGE Business Cases** is, and why a university should take pride in its affiliation with any author who publishes a case in the collection.

[SAGE Originals](#) are an elite collection of cases that are commissioned, developed, and published by SAGE. All go through a double-blind peer review and developmental editing to ensure maximum impact in the classroom. We focus on acquiring cases that—no matter the subject or academic level—ask students to think critically and apply history and theory to real-world situations. As business courses focus more on a globalized business landscape, we are also publishing cases that ask readers to consider different cultural contexts and economic perspectives.

SAGE Originals form part of [SAGE Business Cases](#), a 4,000+ case collection, which also includes cases from [these](#) highly respected case producers, that is indexed on Google Scholar and sold to academic libraries. Once a university library subscribes to the collection, all of its students, faculty, and alumni have free, unlimited access to the cases (though only authenticated faculty can view teaching notes). This model allows us to alleviate the typical student cost burden associated with cases and provide access to a platform that facilitates research and exploration based on industry, organization, region, and more. Our customer base is made up of a wide array of academic libraries and institutions across the Americas, EMEA, and APAC.

Each university has its own approach, but often our authors will receive credit for peer-reviewed case publication under either or both of the following categories in AACSB's Impact of Scholarship metric (AACSB, p. 51):

– *Applied or Integrative/Application Scholarship draws from basic research and uses accumulated theories, knowledge, methods, and techniques to solve **real world problems** and/or **issues associated with practice**.*

– *Teaching and Learning Scholarship explores the theory and methods of teaching and advances new understandings, insights, content, and methods that **impact learning** behavior.*

We are not a traditional journal with an impact factor, as case studies do not have impact in the same way empirical papers do, but authors can rest assured that their publication in SAGE Business Cases will have a positive and lasting impact, reaching a global audience of students and helping to shape the future of business education.

### Reference

AACSB (2020, July 28). 2020 Guiding Principles and Standards for Business Accreditation. <https://www.aacsb.edu/-/media/aacsb/docs/accreditation/business/standards-and-tables/2020%20business%20accreditation%20standards.ashx?la=en&hash=E4B7D8348A6860B3AA9804567F02C68960281DA2>