



Case Studies

2024

Emerald's Case Studies collection is a critical teaching tool for any institution with management and business studies courses, providing your instructors and students with access to more than 2,900 high quality case studies which cover real-world challenges and include teaching notes. With *The CASE Journal* and *Emerging Markets Case Studies* indexed in Scopus, and broad subject coverage across recent trends in business management education, such as gender, diversity, inclusion, environment and sustainability, this collection is a must-have resource for any institution with a business studies course.

Rigorous: We publish high-quality, double-blind peer reviewed cases where over 95% have teaching notes.

Fact: Alongside Emerald content we also license over 1,100 cases from leading business schools and institutions globally, of which over 1,000 contain teaching notes.

Global: Our Case collections are committed to amplifying the voices and expertise of business leaders around the world.

Fact: We have authors of case studies stemming from 70 countries, and 28 cases published in Spanish.

Change-focused: We partner with a number of organisations around the world, including the Association of African Business Schools (AABS) and Central and East European Management Development Association (CEEMAN) to offer case writing competitions, fostering the development of cases from a range of real-life situations around the world for use in management and business education.

Fact: Over the last 5 years, the CEEMAN competition has produced 115 accepted case studies.

Sought after: In 2022, there were more than 105,000 downloads of Emerald Case Studies content.

Fact: The most popular case study across the collections in 2022 was 'Sustaining the Yellow Heart: Responsible Business by Reducing Inequalities at Digi Malaysia', with 2,325 downloads throughout the year.

Influential: Our cases are a must-have for faculty and students – with *The CASE Journal* and *Emerging Markets Case Studies* indexed in Scopus.

Fact: In 2022, Emerald Publishing case studies were downloaded by faculty at 988 institutions.



Accounting
and Finance



Built
Environment



Entrepreneurship



Environmental
Management



General
Management



HR
Management



International
Business



Management
Science



Marketing



Operation &
Logistics



Public Sector
Management



Strategy



Tourism &
Hospitality





Who are we?

Championing fresh thinking has been at the heart of Emerald Publishing since foundation over 50 years ago. Our goal is to help those in academia to deliver positive change in the real world through research and cases. Through publishing inter-disciplinary and global research we support academics to create something powerful and support the future business leaders of the world.

What you can expect, working with us



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Access options to suit all

Your dedicated Business Manager will work with you to discover the most suitable option based on evidence and your needs. Different options for archive, rental and access in perpetuity available across:

- **The Core Case Collection**
 - Emerging Markets Case Studies (EMCS)
 - The CASE Journal (TCJ)
 - The Case for Women
- **The Complete Case Collection**
 - The Core Case Collection
 - Our licensed case providers

Discoverable and accessible:

- Independent platforms, Emerald Insight and Emerald Cases Hub deliver an exceptional user experience
- Remote, multi-user access on any device
- View in HTML, PDF, EPUB format
- Major authentication methods supported
- SeamlessAccess - no restrictive DRM
- Indexed in all major discovery systems
- KBART and MARC records available
- W3C AA and US Section 508 compliant
- Teaching notes are restricted to faculty members.

Our commitment to positive change:

Diverse Voices

Highlight: In 2023, we launched Compact Case Competitions in India and Mauritius, to drive and support the development of case writing capabilities amongst authors previously under-represented in Cases.

Impact

Highlight: In 2022, our cases were downloaded by faculty from 87 countries. We are supporting the education of future business leaders by providing impactful case studies globally.

Acting ethically and responsibly

Highlight: We were a founding signatory of the United Nations Sustainable Development Goals (UN SDGs) Publishers Compact. We align The CASE Journal with our responsible management mission, with case studies mapped to 6 SDGs.



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