

How do I search?

There are several ways to search CasePlace.org and they are described in more detail below:

- Browse
- Keyword Search
- Refined/Advanced Search.

Browse

If you know that you are searching for something in particular—for example a document in a particular discipline, an article by a particular author, or a particular kind of product type (e.g. a teaching module or a web conference recording)—you may “browse” to find it by hovering your mouse over the relevant category in the list below the keyword search box, and then clicking on the sub-category for which you are searching in the sub-menu that appears. For example, if you hover over “Discipline” and then click on “Strategy”, you will see a list of all documents that have been cataloged as pertaining to strategy.



Keyword Search

For the most open-ended search, you may do a keyword search to find different types of materials (e.g. cases, multimedia, syllabi) related to your keyword. To conduct a keyword search, simply type a word or phrase into the search box, (much as you would with a search engine like Google), and click on the arrow button or your computer’s Enter

button. For example, if you are looking for materials on Twitter, you will type Twitter in the search box and click on the arrow button or your computer's Enter button. Doing so will direct you to a new page with the relevant results.



You may then continue to refine your search by adding additional filters (e.g. Publication Year, Author's Name, Industry) from the left hand search menu.



Refined/Advanced Search

You may perform a multi-layered or “advanced” search by combining more than one search and both of the above techniques in one search. For example, if you are looking for a teaching module on low-wage workers that you know was written by Jennifer Johnson, you can click on the “Teaching Module” link under “Product Type” in the search box on the left hand side of the screen.



From here, type low-wage work into the search box and click on the arrow button or your computer's Enter key. This will filter your results so you are left with all the teaching modules referencing low-wage work as a keyword.



Depending on the number of results listed you can either scroll through the entire list or add another layer to your search. To add another layer to the search, simply select another category (with the exception of product type since it has already been selected) from the search box and click on the arrow button or your computer's Enter button. In this case select "Author (last name)" and click on "J" for Johnson. Doing so will display Jennifer Johnson. Upon selecting her name you will be directed to a new page that lists all the teaching modules written by Jennifer Johnson referencing low-wage work as a keyword.

The screenshot shows the CasePlace.org search interface. At the top, there are navigation links for 'Partner Pages', 'Featured Items', 'Curricula Library on Employee Ownership', 'New @ CasePlace', and 'Teaching Modules'. The main header includes the CasePlace.org logo and 'THE ASPEN INSTITUTE CENTER FOR BUSINESS EDUCATION'. The search results are displayed on a yellow background. A callout box highlights the 'Keyword: low-wage work (remove)' filter. The search results are sorted by Publication Date, and the top result is 'Teaching Module on Low Wage Work in The Coming Economy' by Jennifer Johnson.

If you wish to un-filter your search and return to previous results, you may remove filters in any order. Your filters will be listed under “YOUR SEARCH” at the top of the page; click “remove” next to the listed filter you wish to remove.

Search Results

The search results page you will see when you use any search option shows you 10 results per page. You can sort these options by Best Match, how often they are downloaded (Most Downloaded), how highly they are rated by CasePlace.org faculty users (Highest Rated, if rated), and when published (Publication Date). In the screenshot below, you will notice the results are listed by Publication Date (newest to oldest); Publication Date is highlighted (in SORT RESULTS BY:) while the remaining three are not.

The screenshot shows the CasePlace.org website interface. At the top, there is a navigation bar with links for 'ABOUT', 'FAQ', and 'SIGN IN OR REGISTER'. The main header features the 'CasePlace.org' logo and 'THE ASPEN INSTITUTE CENTER FOR BUSINESS EDUCATION'. Below the header, there is a search bar and a sidebar with 'REFINE CURRENT SEARCH' options. The main content area displays search results for 'Canadian Solar', including author information (Seamán, Paul W.; Mitchell, Jordan), product type (Cases), source (Richard Drey School of Business), and publication year (2011). A callout box highlights the 'PUBLICATION DATE' sorting option, with the text: 'You may sort the search results by any of the four options listed above'. The search results also show the number of views (44) and a brief description of the case study.

Still have questions or need help searching? Contact Garrett Barr at garrett.barr@aspeninstitute.org.

What is The Aspen Institute Center for Business Education?

The Center for Business Education (Aspen CBE) and its parent program the [Aspen Business and Society Program \(Aspen BSP\)](#) are part of [The Aspen Institute](#), a think tank dedicated to fostering values-based leadership, encouraging individuals to reflect on the ideals and ideas that define a good society, and to providing a neutral and balanced venue for discussing and acting on critical issues. One of The Aspen Institute's 25 policy programs, Aspen BSP works to unleash the potential of business as a force for social good. As part of that effort, Aspen CBE is dedicated to helping business schools prepare their students to be responsible stewards of the environment and society through their business careers. In addition to hosting CasePlace, we sponsor faculty networks, publish a biennial alternative ranking of MBA programs, and give awards to outstanding scholars whose work focuses on sustainability issues in business. To learn more about Aspen CBE's programs, please visit our web site www.aspencbe.org.

How can I find out about Aspen CBE events?

Aspen CBE staff regularly hold online web conferences on social impact management topics, speak at academic conferences, and sponsor events such as case competitions and awards ceremonies. To stay up to date on Aspen CBE events visit www.aspencbe.org/about/calendar.html, or [sign up to receive our monthly e-newsletter](#).

What is “Social Impact Management?”

Aspen CBE coined the term “Social Impact Management” to describe an area of study that bridges business needs and wider societal concerns, examining how each affects the other. It’s often used as a catch-all term to incorporate social, environmental and ethical impacts in business and sustainability concerns.

Aspen CBE believes that by understanding the relationship between business needs and social concerns, we can develop and improve ways for both businesses and society to thrive, and that business holds the capacity to create tremendous good for society. As private corporations grow in size and influence, and as public pressure intensifies for corporations to address pressing social and environmental concerns, it become increasingly important that students be familiar with the field of Social Impact Management.

How can I suggest materials for inclusion in CasePlace.org?

Please email Garrett Barr at garrett.barr@aspeninstitute.org with your suggestions. Be as specific as you can be about the title, author, and source of the item.

You may suggest materials you know about, have taught or have written (whether it is distributed by another source or not). If you have an electronic copy of the document, please attach it to your e-mail or share the URL where it can be found. We will review the material for inclusion in CasePlace.org.

What are some Business and Society keywords that I might try?

The lists of keywords -- see below -- were developed by Aspen BSP to guide your searching. You can use any keyword. These keywords suggest starting points and give you a conceptual map of the business and society domain. Keywords by Topic are clustered under the Topics used throughout the site.

How do I know what keywords to use?

You can enter any word on the keywords line of a search -- a topic, country, author, company name, etc. To use thematic keywords in the area of social impact management, you can refer to the list created by Aspen BSP as we have mapped this terrain. You can view the keywords [alphabetically](#) or by [Major Topics](#).

You can also enter more advanced (Boolean) searches on the Keywords line, using the operators AND, OR, NOT.

Can anyone register to use CasePlace.org?

Yes. Anyone can register.

Our user base includes faculty members from business schools and universities, students at business schools and from other areas, and members of the business community and other sectors of society who want to understand and incorporate social impact management into the curriculum and the workplace. Faculty do receive special access to materials that are not available to the general public, and so they must be approved for this special access. Such special materials include cases, teaching notes and journal articles from the like of Harvard Business Publishing, Ivey Publishing, Darden Business Publishing, and the European Case Clearing House (ECCH).

What are Teaching Modules?

Teaching Modules are sets of cases, references, and other materials that are organized around specific topics and are designed to facilitate classroom teaching. Teaching Modules are intended to highlight the major threads in the debate around a topic, incorporating multiple points of view. They can be inserted into existing syllabi or be used in the creation of new syllabi, or be used in the creation of new syllabi and include suggested questions that faculty might want to raise in the classroom.

Teaching Modules on Case Place are produced by Aspen Institute staff and faculty consultants. We welcome your comments on how you might use the Teaching Modules or ideas for future Modules.

What are Reading Collections?

Reading Collections are similar to Teaching Modules in that they provide an organized selection of cases, references and other material on a specific topic. Unlike most Modules they are brief, providing faculty with an introduction to a topic rather than an in-depth discussion. Reading Collections include a short list of links to related documents and a summary designed to frame the issue for classroom use.

What are Partner Pages?

Partner Pages are a relatively new feature on CasePlace that allows universities to create a customized “channel” to showcase their most innovative teaching materials. These channels allow schools to highlight leading edge work in the arena of social, environmental, and sustainability issues within business education. [Click here](#) to view our Partner Pages. To learn more, contact Garrett Barr at garrett.barr@aspeninst.org.

What is *Giving Voice to Values*?

Giving Voice to Values (GVV) is an innovative curriculum and research initiative that provides a new way of thinking about teaching values-driven leadership and ethics in business education. Aspen CBE helped to incubate GVV in partnership with the Yale School of Management, and GVV is now based at and funded by Babson College.

The entire curriculum along with faculty commentary, teaching notes, press coverage can be found and downloaded for free at www.GivingVoiceToValues.org. You can get a taste of *Giving Voice to Values* with the [small, introductory collection available through our site](#).

What is CLEO?

[The Curriculum Library on Employee Ownership](#) (CLEO), is an online repository of teaching and background materials on employee ownership.

Employee ownership first generated attention among business academics when the phenomenon came to prominence in the 1970s. Since then, many case studies and numerous research studies have demonstrated the conditions under which employee ownership can work more and less effectively. Employee ownership offers an interesting perspective into “the theory of the firm” and the ongoing debate over stakeholder and shareholder participation and responsibility.

Historically, employee ownership has been explored most extensively in accounting and entrepreneurship courses. However, the positive outcomes generated by the creation of “ownership cultures” at many companies offer lessons for other disciplines as well.

Please visit the [CLEO homepage](#) for more information.

What are Featured User Pages?

Featured User Pages highlight faculty users of Case Place, and show some of the ways in which they use CasePlace materials in their classes. For a list of all Featured User Pages, [click here](#).

Who are the content providers?

Case Publishers

AICPA Case Development Program
Association of African Business Schools (AAB)
Asia Case Research Centre
The Bridgespan Group
The Center for Corporate Citizenship at Boston College
Darden Business Publishing
ecch
Harvard Business School Publishing
IESE Publishing
IMD
INSEAD
Ivey Publishing
Laurier Institute
London Business School
North American Case Research Association
oikos
Senate Hall Academic Publishing
Thunderbird – The Garvin School of International Management
Tuck School of Business at Dartmouth
World Resources Institute
Yale School of Management

Newspapers and Magazines

The Boston Globe
The Chicago Tribune
The Los Angeles Times
The New York Times
The San Francisco Chronicle
The Wall Street Journal
The Washington Post

Journals

Academy of Management
Business and Society Review
California Management Review
Corporate Reputation Review
European Journal of Marketing
Harvard Business Review
Harvard Law Review
Global Governance
Journal of Business Ethics
Journal of Communication Management
Journal International Affairs
Journal of Management Inquiry
Journal of Marketing Management