

## Introduction

Though previous research has examined representation of diverse protagonists in business case studies, most studies have focused on a single aspect of diversity such as gender or race.

Little research has addressed intersectional portrayals of protagonists in business case studies. Our ongoing research project examines business cases from a variety of commonly used resources.

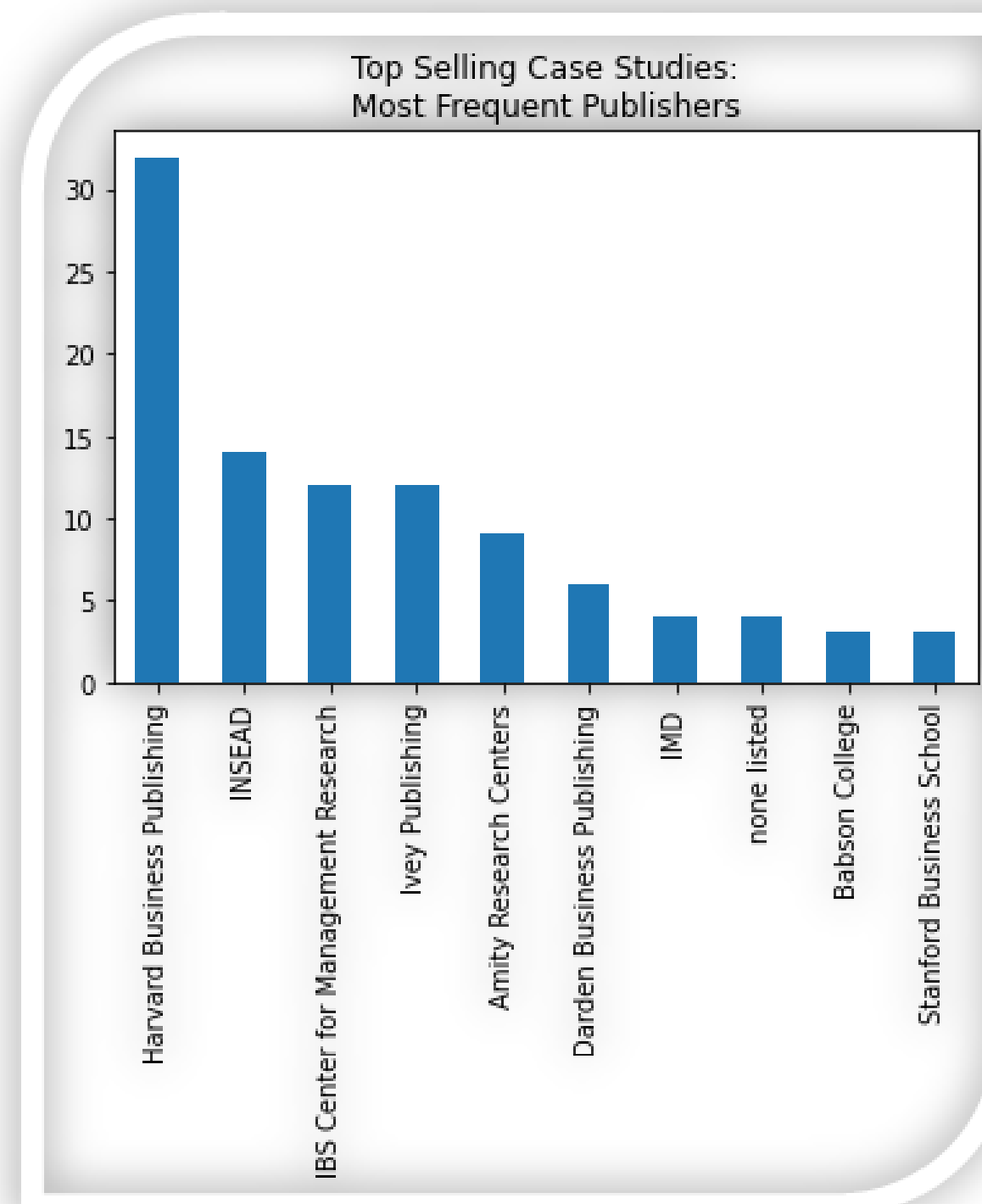
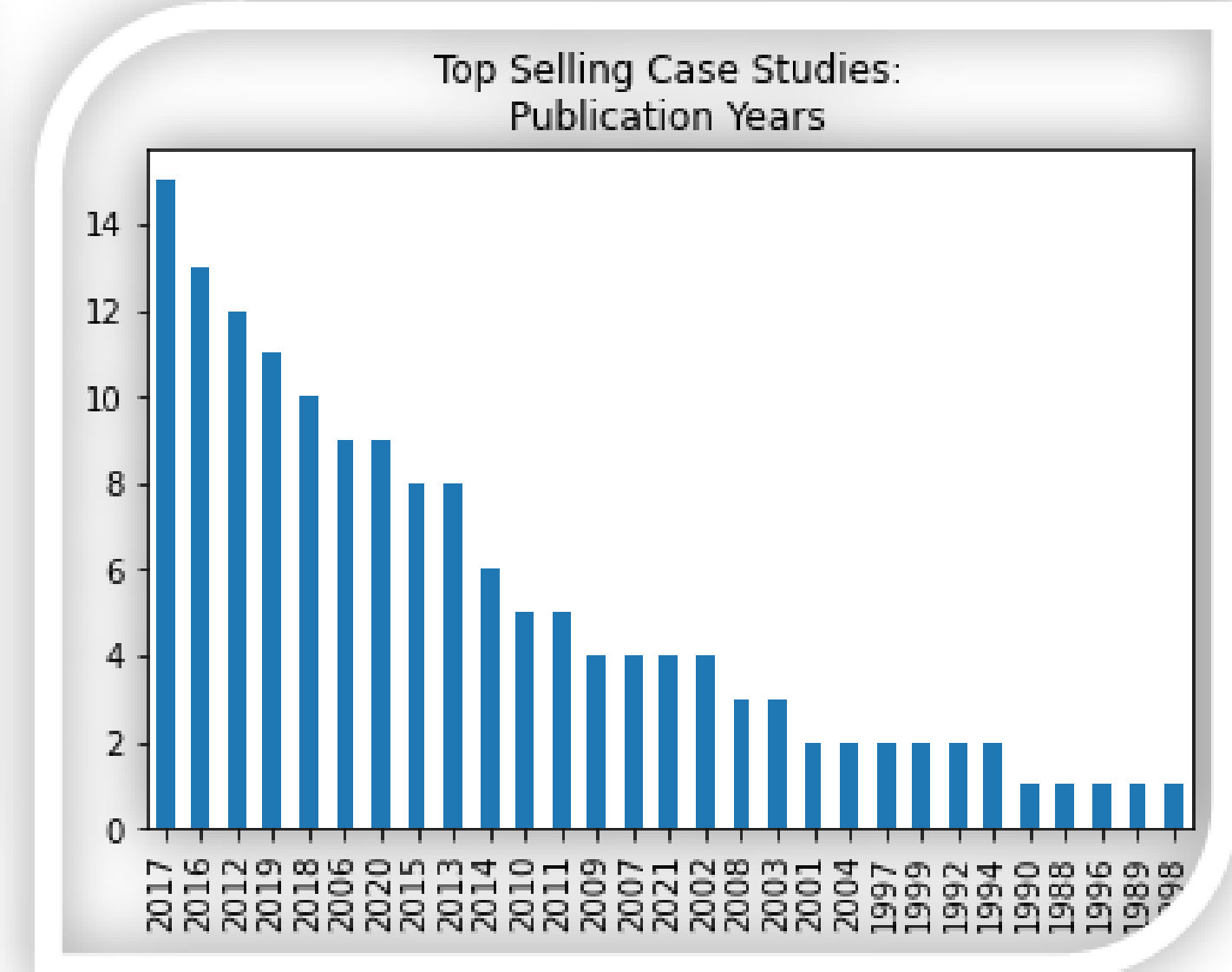
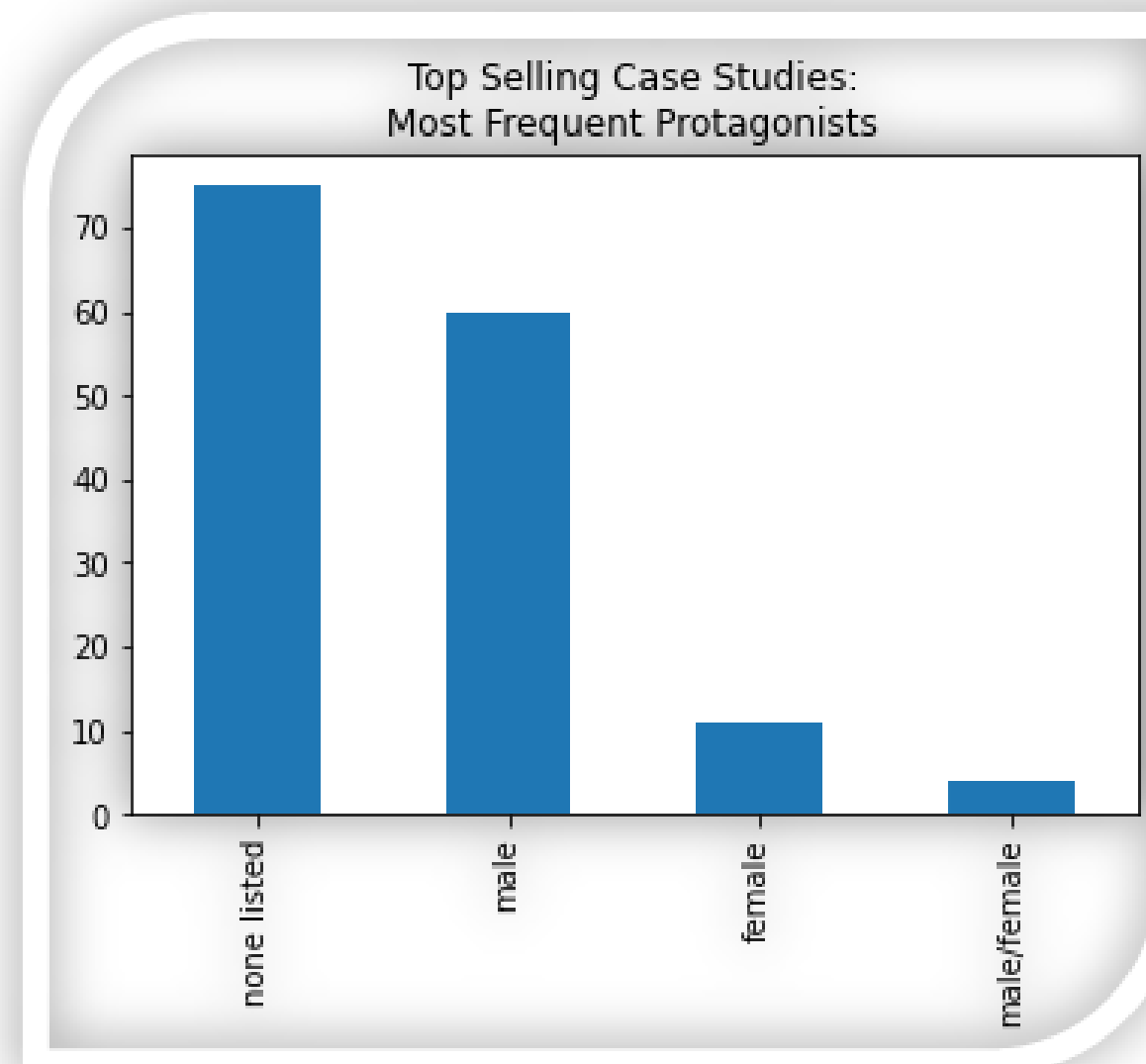
## Methodology

The authors reviewed the best-selling cases for 2021 as determined by The Case Centre, a sales platform that sells cases in a variety of business categories from top business case publishers.

The cases were divided into ten categories: case method and specialist management disciplines, economics, politics, and business environment, entrepreneurship, ethics and social responsibility, finance, accounting, and control, human resource management/organizational behavior, knowledge, information and communication systems management, marketing, production and operations management, and strategy and general management.

Every case within each category was evaluated for in-case information about the company, industry, geographic location, and protagonist gender. Information related to the case publisher, publication date and dates of any updates to the case, as well as the cost of the case was also recorded.

## Results



## Future Research

- Further analysis of recent Harvard Publishing Cases
- Develop comparative analysis of the cases in each collection
- Analysis of Sage Business Cases
- Survey business faculty across Penn State

## Further Reading

