

AACSB

Sustaining Business Member You're Connected With the Best!



Thank you for being a valued sustaining business member of AACSB! Your support helps us elevate the quality and impact of business schools globally.

As a member, you are connected to the largest global business education network, with access to cutting-edge research, premier events, and the best business schools in the world.

Enclosed is an overview of the exclusive benefits available to you as a sustaining business member. We are grateful for your partnership and look forward to working with you to achieve great things. Please [contact our team](#) with any questions or to explore new ways to engage with the AACSB community.

Membership Overview

As a sustaining member of the AACSB Business Education Alliance, you belong to an exclusive group of organizations dedicated to advancing business education globally.

This level of membership provides exclusive access to networking, thought leadership, and visibility within the global business education community.



1,000+
accredited
schools

50,000+
business school
leaders
Deans, associate deans,
administrators, and faculty

1,900+
organizations

100+
countries



All Your Benefits!



Take advantage of your full benefits package to maximize your impact on business education and engage with the most prestigious business schools in the world.

AACSB Business Education Alliance Logo

AACSB Exchange Profile and Access

Deans Conference Access

DataDirect Access

Analytics Hub Access

Listing in AACSB's Business Member Directory

Showcase Your Dedicated Profile Page

Twice-Yearly Feature in LINK e-Newsletter

Annual Promotion on AACSB's LinkedIn page

Complimentary Sponsored Content and Digital Advertising Campaign

Discounted Benefits

Member benefits extend to everyone at your organization!

Your colleagues can create an account to get started.



Activate Your Benefits: Start Here!

Display the AACSB Business Education Alliance Logo

Log in to your my.aacsb.edu account to download the logo and guidelines.



Create Your Organization's Dedicated Profile Page

Your profile page features your logo, company description, website links, and more, making your organization easily accessible to other members.

[Submit your information here!](#)

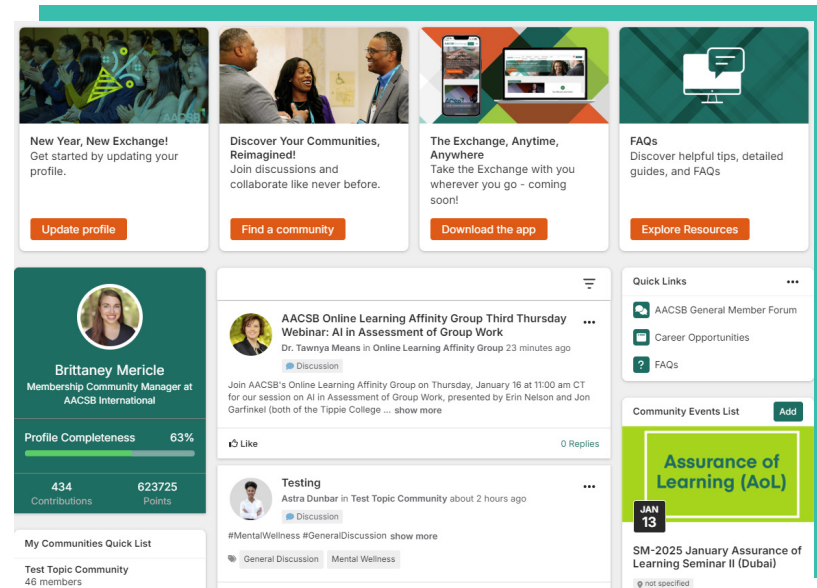
Join the AACSB Exchange

AACSB's member-exclusive online community features networking, conversation, business education insights, and best practices. Connect with educational institutions virtually!

Engage: Interact with your peers in the all member forum to contribute to member conversations.

Learn: Join networking groups that align with your industry and professional focus.

Lead: Share insights, ask questions, and provide resources to relevant communities.



Share Your Resources, Solutions, and Research!

AACSB's educational members value the services and insights you provide to make their jobs easier. We invite you to share relevant, timely insights and join conversations around your subject area. *Please remember that our platforms are free from advertising and commercial solicitation.*

Community Highlights

Edit Featured Cards

Engage
Join in discussions with your peers and Business School leaders in our AACSB Member Forum to expand your knowledge and share best practices. Staff, faculty, and beyond are all invited to contribute!
[Join the Conversation](#)

Explore
Discover conversations and connections through various Affinity Groups and member-driven regional and topic-focused groups.
[Browse Networking Communities](#)

Expand Your Network
Seek out experts across industries in our new directory dedicated to business members!
[Expert Directory](#)

Share on the Exchange

Join or begin a conversation on our member forum to engage with schools looking for advice on solutions, weigh in on trends, or to share insights from AACSB events.

Bookmark the Exchange for quick access!

Share in the **New Business Member Directory and Solutions Library**

We are excited to feature your research and thought leadership in our new Solutions Library—a dedicated space on our website where business schools can explore a curated collection of thought leadership, best practices, and insights from our trusted network of business members. [Submit your content here.](#)

Visit the Solutions Library!

Find the expertise you need

Discover useful research, thought leadership, and data from AACSB's network of business members.

Accreditation Tools, Assessment Tools, Certifications, Consulting, International Organizations, Publishing, Simulations, Ed Tech, Student Recruitment, Curriculum, Other

Solutions Library

White papers, webinars, product guides, case studies, industry analysis and much more, provided by industry experts that serve business education*

*These resources are not endorsed by AACSB, and are designed to be helpful to your organization

Executive Business Member: Adding a Human Dimension to Business Simulations (cesim)

Sustaining Business Member: Generative AI in Higher Education: Strategic Framework for Transformation and Innovation (coursera for campus)

Sustaining Business Member: How to Leverage Data to Drive Higher Ed Enrollment (everspring)

Network and Elevate Your Brand at Conferences

Deans Conference

Sustaining business members can register up to two attendees to the prestigious Deans Conference, an exclusive event for 600+ business school deans and heads of business units. This annual gathering offers valuable networking and professional development opportunities.

Priority Exhibit Placement

Sustaining business members receive first priority when selecting exhibits at AACSB conferences. *Availability is limited.*

Discounted Benefits

Enjoy discounts on event registrations, advertising, sponsorship, and exhibit opportunities with your membership!

Email engage@aacsb.edu to take advantage of these benefits!

Deans Conference

Exclusively for deans and business members

[View all conferences](#)

International Conference and Annual Meeting

AACSB's largest and most diverse event

Associate Deans Conference

Europe, Middle East, and Africa Conferences

Asia Pacific Conferences

Topical Conferences

Societal impact, assessment, and more.

Your Complimentary Campaign Benefits

6-Week Digital Advertising Campaign

AACSB's LINK newsletter is delivered to 40,000+ inboxes each week!

Solutions Center Feature

Your profile page will be highlighted twice a year in the LINK newsletter, reaching AACSB's global audience.

Sponsored Content


Choose between one sponsored content article in AACSB Insights or two sponsored content placements in the AACSB LINK Newsletter.

Promotion on AACSB's LinkedIn Channel

Feature your organization on AACSB's LinkedIn channel for exposure among business educators.

Schedule your complimentary benefits today!

AACSB LINK Leading Insights, News, and Knowledge




Experiential —And Online

Hands-on learning activities are critical components of business education, but how can business schools offer them in virtual environments?


[Read More](#)

Top Stories



A Game-Based Way to Teach the 'Why' of Economics

A course integrates game-initiated learning to give students a firsthand understanding of how—and why—business adds value to society. [Read More](#)



Incentivizing Research With Impact

Are business schools providing the right incentives for creating an impactful research culture? [View Video](#)



Business Analytics Meets Societal Impact

In a world where data drives decisions, students can apply what they learn about business analytics to uplift communities.

Article | December 20, 2024



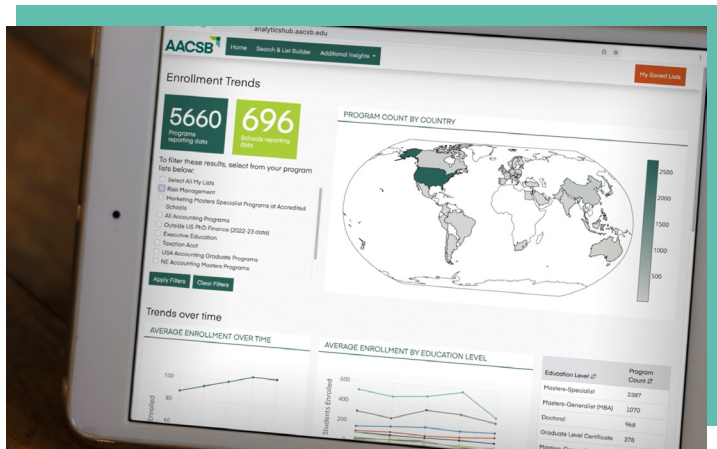
Research Roundup: December 2024

Explore how green branding wins trust, inconsistent leadership affects morale, smarter work models tackle burnout, and AI struggles to deliver expectations.

Article | December 20, 2024



Data Tools for Decision-Making



AACSB's DataDirect

Access data, research, and benchmarking tools through the world's most comprehensive business school database. Members can request one free custom data pull from these modules per calendar year, making it easier to access the specific data you need. Email us at engage@aacsb.edu to complete a data use agreement and establish up to three user accounts.

View the [survey schedule](#) to find out when to expect major data releases.

AACSB Analytics Hub

Create custom lists to explore and visualize data for decision-making. All members of your organization have access to this resource.

Available Data:

Finances

Discover trends on the financial operations and budgets of our network of business schools.

Programs

Dive in to business schools' operations including student enrollments, degrees conferred, programs, and more.

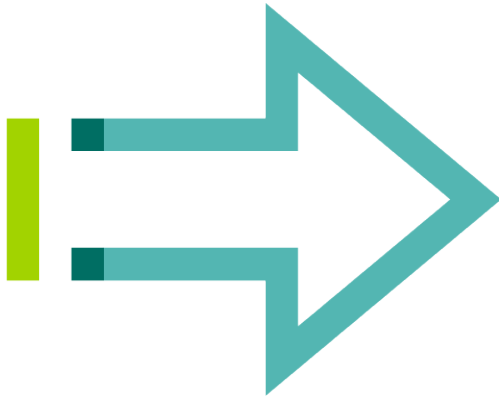
Employment

Drill into student employment outcomes following graduation including time to employment, starting salaries, and bonuses.

Staff Compensation and Demographics

View anonymized data on faculty and administrator salaries and demographics.

Stay Connected and Contribute!



Subscribe to AACSB's LINK Newsletter

A digital newsletter delivering weekly insights and updates on global business education.

Contribute to AACSB Insights

Share your knowledge: view the editorial calendar and article submission guidelines to submit an article

Follow @AACSB on Social media

LinkedIn, Facebook, X, Vimeo, WeChat



Learning Business Abroad

No matter what area of business you plan to pursue, gaining global learning experiences will help prepare you for today's collaborative, diverse workplace.

Video



The Vital Role of Faculty Mentoring

Business schools can enhance their faculty's professional development by deliberately harnessing the expertise of their teaching and learning centers.

Article



Training the Trainers: Imparting Skills to Faculty

Four initiatives empower professors with the knowledge they need to enrich their courses, teach critical skills and subjects, and create impact.

Article



Racing-Inspired Ways to Accelerate Student Success

How can schools turbocharge their systems of student support? Implementing principles that drive the world of auto racing might be a good place to start.

Article



Check out the latest insights!

We are always available to support you!

We are happy to connect with you to share ideas on how your organization can best make use of the AACSB network.

Membership Benefits:

Melissa Silvest

Business Development Manager

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Sponsorship:

Brittany Papendorf

Director of Strategic Relationships

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Exhibits and Advertising:

Nathan Wilson

Strategic Relationships Representative

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