

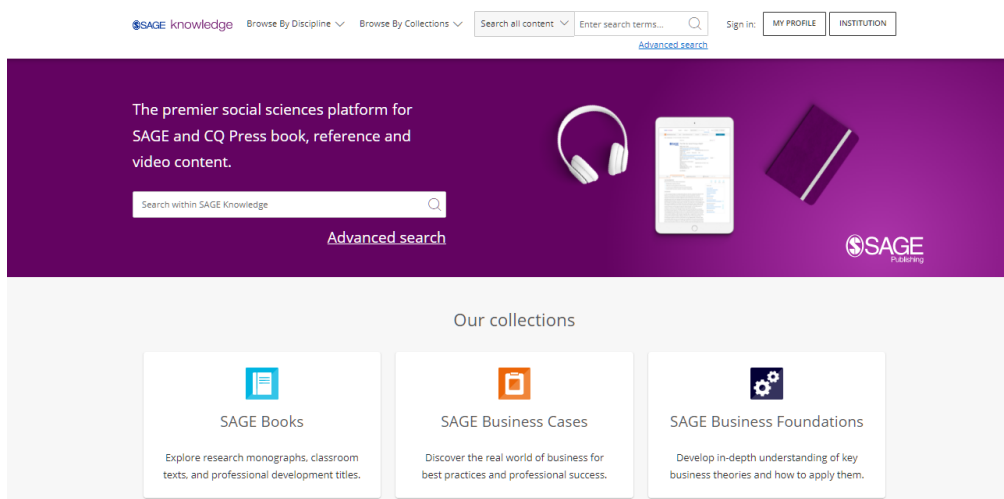
SAGE Business Cases 商管個案資料庫操作說明

- 試用連結：<http://sk.sagepub.com/cases>
- 試用帳號/密碼：1000462346/SaGe@2023!
- 試用截止日期：2023/3/31

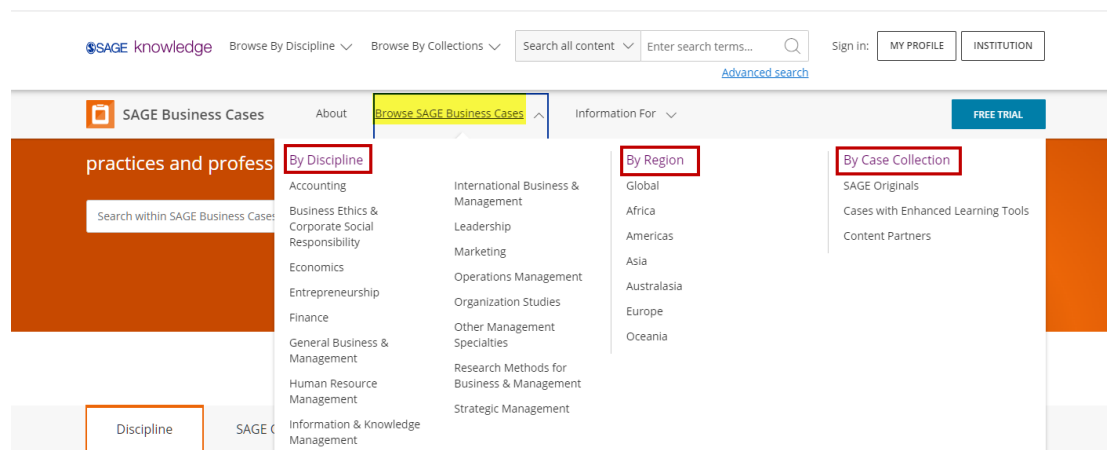
如何免費使用 SAGE Business Cases 商管個案資料庫？

一個全球性和多樣化的案例研究資料庫。SBC 在幫助學生了解如何將課程中的理論運用在實際的商業管理，國際企業，跨國合作等等，實際的個案當中。除了來自耶魯管理學院等知名商業案例製作者的內容外，SAGE 還發布了考慮不同文化背景和經濟觀點的原創案例，涵蓋商管課程中不同面向，多元的主題，如可永續發展、社會影響力和跨國企業。

第 1 步，進入 <http://sk.sagepub.com/cases> login 選 institution 輸入
帳號：1000462364 密碼：SaGe@2023!



瀏覽：點選黃色「Browse SAGE Business Cases」三種瀏覽個案研究的方式：主題、地區、個案種類



選擇任一類別，左方 APPLY FILTER 進行限定項目的再次檢索

The screenshot shows the SAGE knowledge search interface. At the top, there are navigation links for 'SAGE knowledge', 'Browse By Discipline', and 'Browse By Collections'. A search bar contains 'Search all content' and 'Enter search terms...'. A user is signed in, with links for 'MY PROFILE' and 'Sales Demo 16'. Below the search bar, a purple banner indicates '381 results found' and shows filters for 'Discipline' and 'Product'. A 'Quick filters' sidebar on the left allows users to filter by content type (All content, Content available to me), content types (All Content Types, Books, Reference, Cases, SAGE Skills, Video), and disciplines (All Disciplines, Business & Management, Counselling & Psychotherapy). An 'APPLY FILTER' button is at the bottom of the sidebar. The main results area shows two case studies: 'Momenta: Sustained Success in the Artificial Intelligence Boom?' and 'CEO Management of an Aluminum Plant Power Outage: How...'. Each result includes the SAGE logo, title, author, publisher, publication date, and a brief abstract.

個案提供註記方便快速瞭解全貌：主題、關鍵字、所屬行業、內容長度、公司鏈接、公司人員規模、覆蓋國家/區域、該個案適用的教學層級等

The screenshot displays a detailed view of a SAGE Business Case titled 'The Evergreen Group: Spreading Its Wings'. The page header includes 'SAGE Business Cases', 'About', 'Browse SAGE Business Cases', 'Information For', and a 'SUBMIT CASE' button. The breadcrumb trail reads 'Home > SAGE Business Cases > The Evergreen Group: Spreading Its Wings > Case'. The case is categorized as 'Family Business' and includes an 'Add to list' icon. The main content area provides the following details: Author: Marleen Dieleman; Publisher: SAGE Publications: SAGE Business Cases Originals; Series: Family Business; Publication year: 2019; Online pub date: April 04, 2019; Discipline: Family Business, New Venture Creation, Asian Pacific Business; Contains: Teaching Notes; DOI: https://dx.doi.org/10.4135/9781526496621; Keywords: air, airlines, brothers, family business, feuding, ...; Length: 4,190 words; Region: Eastern Asia; Country: China; Industry: Air transport, Transportation and storage, Water transport; Organization: Evergreen Group, Evergreen Marine, Eva Air; Organization Size: Large; Type: Indirect case; Online ISBN: 9781526496621; Copyright: © Marleen Dieleman 2019. A 'Less information' link is at the bottom.

進階搜尋：依項目鍵入檢索字詞

The screenshot shows the 'Advanced search' interface. It features a search bar with 'Search terms' and a dropdown menu set to 'Full text'. Below the search bar, there are fields for 'AND', 'Logistics', and 'Keyword', with a 'Remove' button. A '+ Add search term' link is also present. The interface includes sections for 'Authors' (Search for authors, editors or individuals), 'Publisher' (Search for publisher), and 'Disciplines' (All Disciplines, Business & Management).

左側圖標顯示個案來源的，如果該個案是來自個人作者投稿，則左側標註為 SAGE Logo。

7,108 results found

for "southeast Asia" | x "marketing" | x

showing 1-20 results

SAVE SEARCH EDIT SEARCH Results per page: 20 Sort by: Most relevant

Quick filters [Clear filters](#)

All content
 Content available to me

Content types

All Content Types

Books +

Reference +

Cases +

SAGE Skills +

Video +

Disciplines

Works and Sections

Publication Date

APPLY FILTER

Search within results

Enter search terms...

NJP Nelson Journals Publishing

SAGE Business Cases | Case [Add to list](#)

[Natural Disasters and Supply Chain Disruption in Southeast Asia](#)

Author: [Andrei D. J. Kwon](#)

Publisher: [Nelson Journals Publishing](#)

Original publication date: 2018

Contains: Teaching Notes | Content Partners

Length: 6,722 words

Abstract:

The Association of Southeast Asian Nations is currently at a turning point with greater regional integration with the launch of ASEAN Economic Community in 2015. As a major

[Show full abstract](#)

Yale School of Management

SAGE Business Cases | Case [Add to list](#)

[Marina Bay Sands: Sustainability Challenges and Opportunities in the Events Industry](#)

Authors: [Vera Bourj Meyer](#), [Darseni Kurni](#), [Gani Elias](#), [Kosuke Uetake](#)

Publisher: [Yale School of Management](#)

Original publication date: 2018

Contains: Content Partners

Length: 467 words

Abstract:

Standing at water's edge, Marina Bay Sands (MBS) annually attracted 45 million visitors who came to lodge, to gamble, to shop, to relax, to attend meetings or weddings, to eat, or

[Show full abstract](#)

SAGE Navigator | Major Work [Add to list](#)

[Macromarketing - a Global Focus: Marketing Systems, Societal Development, Equity & Poverty](#)

Edited by: [Stanley I. Shapiro](#), [Mark Tadajewski](#), [Clifford L. Shultz II](#)

★ 本次試用期不提供 PDF 及 Teaching Note 下載

★ 本次試用設置於 National Taiwan university of science and technology 之下，授權學校名稱顯示如上。