# Thunderbird at ASU ranks No. 4 in the US in Financial Times ranking

## The school also ranked No. 12 globally in the case teaching and impact ranking

By Mary Hess, ASU News
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Thunderbird School of Global Management at Arizona State University has been ranked No. 4 in the U.S. and No. 12 globally for case impact in the Financial Times Executive MBA Ranking 2026.

The case impact analysis is one of the components of the Financial Times' research ranking, which has included case impact since 2024, and measures the global reach and classroom use of teaching cases written by business school faculty.

The ranking puts Thunderbird ahead of University of Michigan (Ross), University of California Berkeley (Haas) and University of Pennsylvania (Wharton) in the U.S., as well as Copenhagen Business School in Denmark, National University of Singapore Business School and HEC Paris, internationally.

"To rank No. 12 globally in our inaugural appearance in these case impact rankings is both an impressive and humbling achievement," said Charla Griffy-Brown, director general and dean of Thunderbird. "Our faculty and students should take great pride in this recognition. Their hard work, intellectual curiosity and commitment to excellence position Thunderbird among such distinguished peer institutions.

"Our goal is to prepare career-ready graduates with the skills, judgment and confidence to succeed on a global stage, and this recognition affirms the value of bringing real-world challenges into the classroom."

The analysis is based on The Case Centre's Impact Index methodology, drawing on unified data from five international case distributors: Case Centre at CEIBS, Harvard Business Impact, IESE Publishing, Ivey Publishing and The Case Centre.

"As a case writer, teacher and director of the Thunderbird Case Series, I am especially encouraged by recognition that reflects how our work is used in classrooms around the world," said Euvin Naidoo, distinguished professor of practice in global accounting, risk and agility at Thunderbird. "A teaching case turns rigorous research and access to organizations into an

opportunity for students to exercise judgment.

“It places them at a consequential decision point, asks them to work through uncertainty and competing priorities, and challenges them to explain what they would do and why."

According to Financial Times, the analysis weighs sales of cases over the past 12 months and the number of schools and countries using cases written in the past seven years. It credits authorship by faculty at schools included in any recent Financial Times ranking.

The school's success in case writing is powered by the Thunderbird Case Series and the Thunderbird Case Lab. Founded in 1996, the Case Series captures real-world global management occurrences and transforms them into classroom materials, serving as a cornerstone of the school's educational model. Since its inception, the series has produced more than 500 original cases, nine of which have been recognized with international awards for excellence and impact.

The Case Lab, launched in fall 2025, builds on this tradition with a focus on simulations, storytelling and the integration of artificial intelligence into teaching and learning. The lab has hosted faculty workshops on topics including AI-driven vibe coding, agentic AI and simulation design in partnership with Harvard Business Impact, and offers the signature course “Agility and the Art of Case Writing.”

Among Thunderbird's most celebrated cases are "Hola-Kola: The Capital Budgeting Decision" and "Saito Solar: Discounted Cash Flow Valuation" by Lena Booth, deputy dean of Thunderbird Academic Enterprise and finance professor; "Dell's Dilemma in Brazil: Negotiating at the State Level" by Roy Nelson, senior associate dean of undergraduate programs; "Blood Bananas: Chiquita in Colombia" by Professor Mary Teagarden; and "Race to the South Pole" by Bill Youngdahl, associate professor of project and operations leadership and William D. Hacker Faculty Fellow.

Thunderbird cases are distributed through The Case Centre, Harvard Business Impact and Ivey Publishing, and are used throughout Thunderbird's degree and executive education curriculum to depict real-world global challenges and spark dialogue in the classroom.

Thunderbird plans to continue expanding its catalog of new cases focused on sustainability, digital transformation, artificial intelligence and ethical leadership.

“For Thunderbird and Arizona State University, this recognition is a shared achievement," Naidoo said. "It celebrates faculty who bring scholarship and practical experience together, organizations that entrust us with their stories, and students whose questions deepen the learning.

“My vision is to keep strengthening the exchange between industry and the classroom, so that our cases help students connect disciplines, understand different contexts and develop the judgment, agility and responsibility that global leadership demands.”

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## Main image



Thunderbird students and faculty come together for a session on case-based learning, a cornerstone of the school’s real-world approach to global business education. Photo courtesy of Thunderbird School of Global Management

## Text image(s)




Thunderbird students and faculty gather for World Case Teaching Day, celebrating the case method with a #CaseSelfie moment. Photo courtesy of Thunderbird School of Global Management