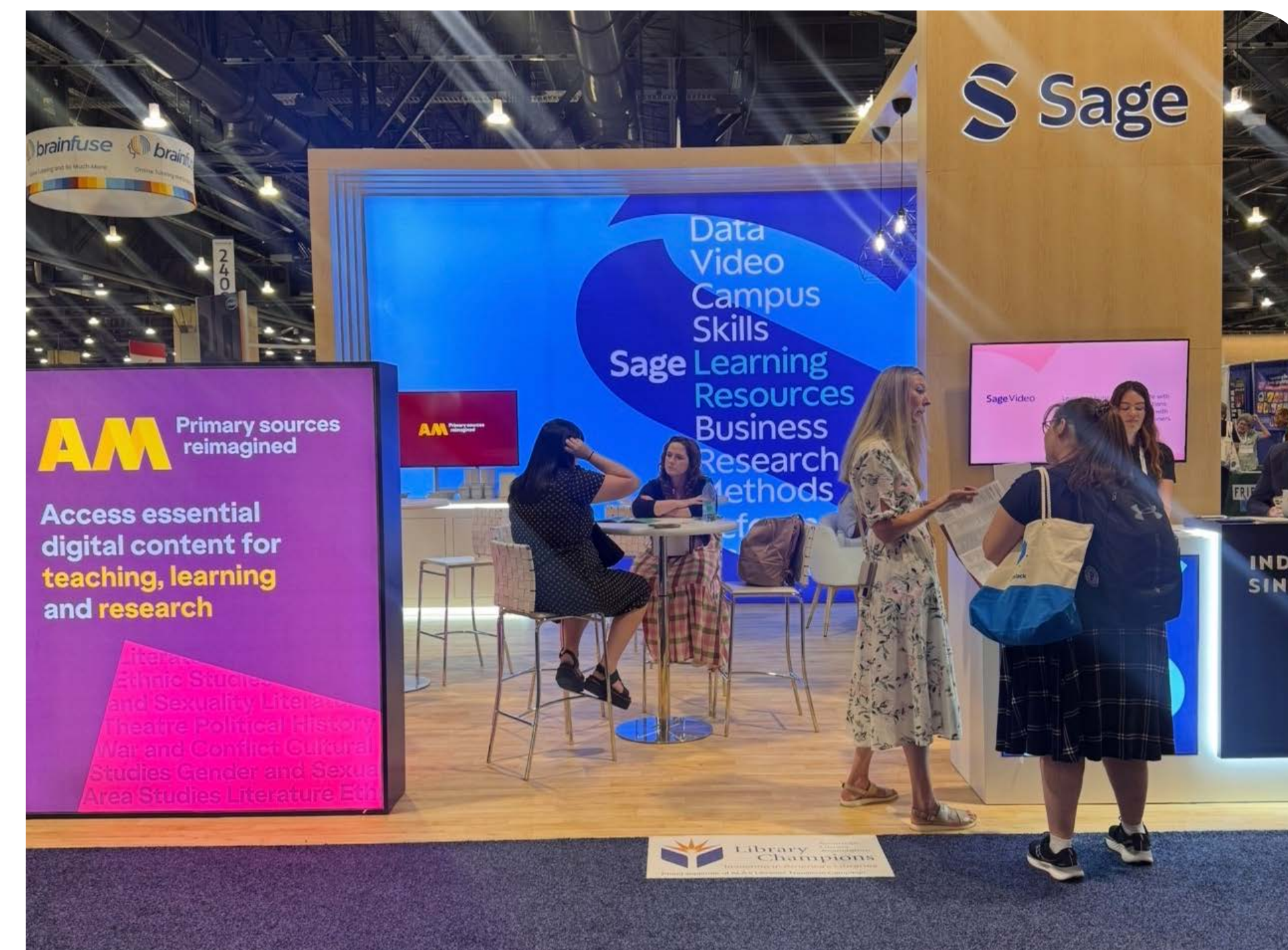


Independence with Impact Report 2025

60 years of independence

Sage has been independent since day one, and our independence is guaranteed for the long term. When our founder, **Sara Miller McCune**, transferred control of the company to a group of trustees, she ensured that our independence and mission of **building bridges to knowledge** were protected indefinitely.

That independence gives us the freedom to think long term — investing in the people, ideas, and partnerships that matter most to the higher education and research communities we serve.





What began as a one-woman operation in a New York apartment has grown into a global team of over **2,000 colleagues** across the US, UK, India, and Asia Pacific.

Everything we do is in support of our mission

At Sage, building bridges to knowledge means connecting people, ideas, and evidence so learning and research can thrive. It's how we stay focused on what matters, shaping how we publish, partner, and make decisions that strengthen education and scholarship.

The pages ahead are a snapshot of the work we accomplished in 2025. You'll see how our **mission drives our progress** through publishing that advances learning and research.

You'll track our **mission in action** as we uphold our responsibilities as a publisher — from protecting the scholarly record to defending freedom of expression. At its core, this work is **powered by people** who turn ideas into impact, and you'll meet the colleagues and communities who bring this mission to life.

Our mission drives our progress

- Critical thinking
- Research impact
- Artificial intelligence
- Publishing spotlight

Our mission in action

- Business and management
- Academic freedom
- Publishing spotlight
- Research integrity
- Diversity, equity, and inclusion
- Sustainability

Our mission is powered by people

- Diversity, equity, and inclusion
- Empowering learners
- Publishing spotlight



Our mission drives our progress

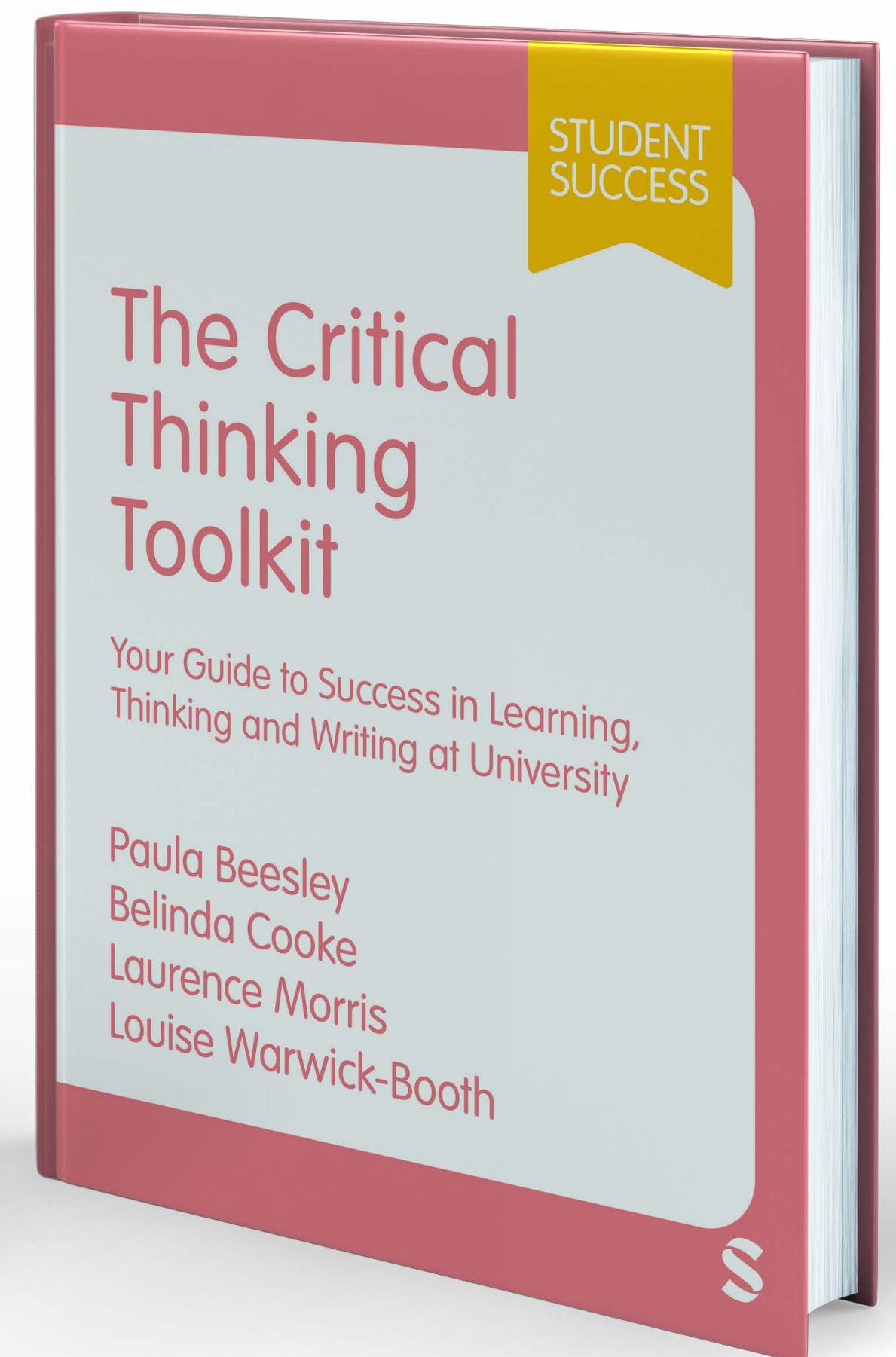
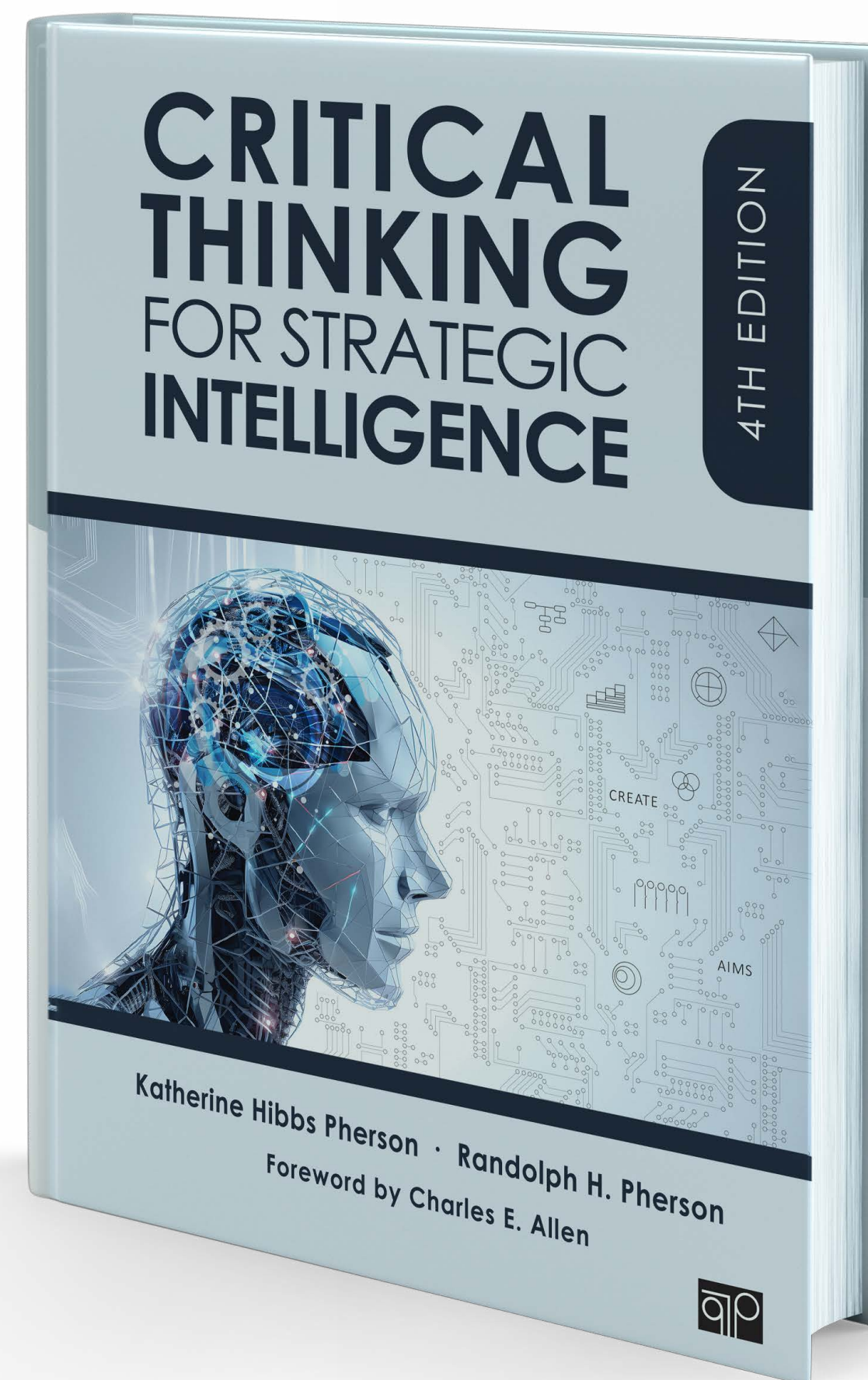
In an era shaped by misinformation and rapidly evolving AI, our mission keeps us focused. We invest in critical thinking and champion research impact, helping evidence travel further into policy, practice, and public understanding.

Photo: Sage receives the Academic and Professional Publisher of the Year award at the 2025 Independent Publishing Awards.

[Back to contents](#)

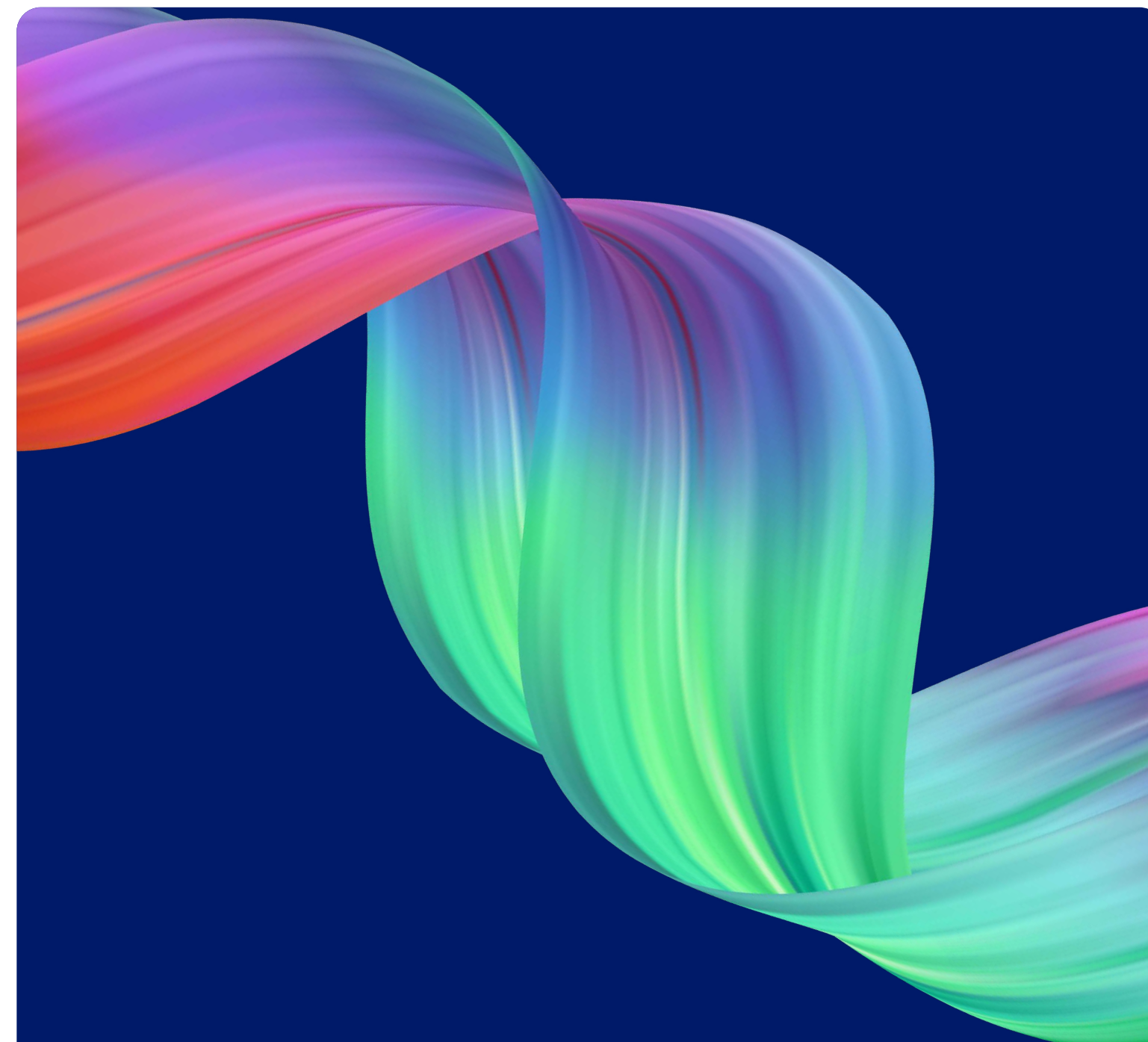
Teaching critical thinking explicitly and implicitly

We believe critical thinking is an essential life skill that is naturally intertwined with social and behavioral science. We bake critical thinking into every service and product we offer, whether explicitly as with our data literacy learning products or implicitly. In that spirit, in 2025, we launched a fourth edition of Katherine and Randolph Pherson's *Critical Thinking for Strategic Intelligence* and a brand-new text by Paula Beesley, *The Critical Thinking Toolkit*, a guide for learners to think, learn, and write critically in university.



Empowering educators

We provide trusted resources and practical guidance to help educators navigate AI-driven change confidently, ensuring classroom innovation is grounded in evidence, ethics, and impact.



An AI assistant built for research methods

A new AI chat assistant built into Sage Research Methods offers tailored, real-time guidance to help students plan and carry out their research projects. It helps users develop their own thinking, enhancing — not replacing — their skills and creativity.

A springboard for deeper learning

Hubro's AI Grading tool helps educators save time while strengthening student learning. It delivers rapid, personalized feedback on written work at scale, aligned to the instructor's rubrics. Students receive guidance on using simulations, helping them engage deeply rather than taking shortcuts in their decision-making, supporting critical thinking.

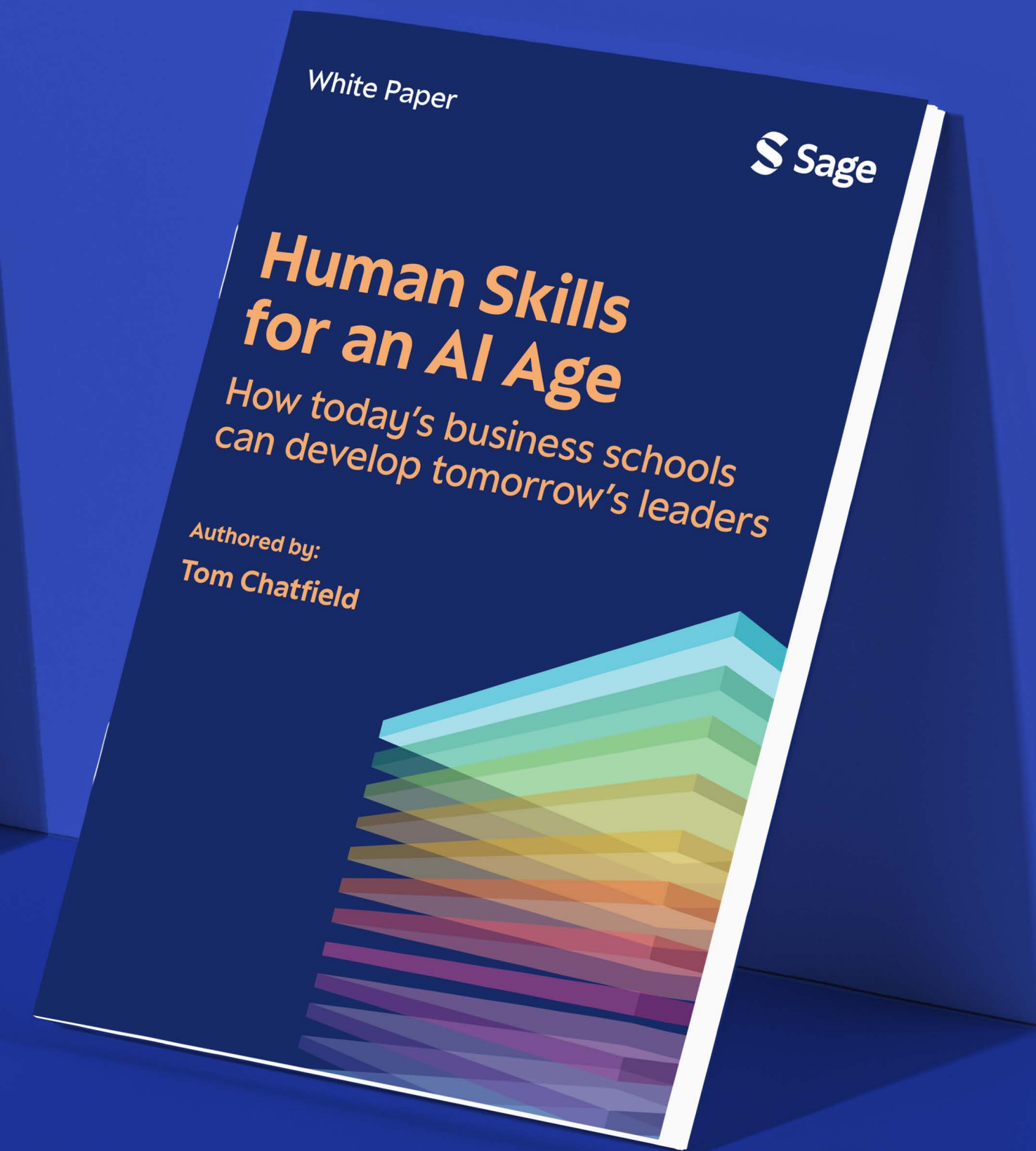


Practical AI guidance for educators

Two white papers by technology philosopher and Sage author Tom Chatfield explore the current and future impact of artificial intelligence on education.

One paper offers specific **suggestions on deploying** generative AI to enhance human development and critical thinking, rather than “hollow out” the underlying skills that allowed the very creation of AI. It introduces the concept of a “cognitive co-pilot,” developed

by Chatfield and technologist Timo Hannay, a Sage board member, as a tool to support thoughtful engagement. The second paper, aimed at business schools, **argues that technology must augment human accomplishment**, not replace it.



Helping faculty unleash AI's potential

The big questions at the nexus of artificial intelligence and higher education remain tantalizingly open amid ceaseless and rapid technological change. To help working educators navigate this terrain, we brought in AI pedagogy expert Sarah Moore to address, across [four popular webinars](#), the benefits, challenges, and myths surrounding AI; how and when AI should be deployed to enhance productivity; ethical considerations; and emerging AI trends and their impact on the future of learning. The webinars, which are repeating this year, included an examination of our own Sage Vantage platform and discussion of how hybrid systems where AI and courseware co-develop will be integral to the future of education.



Highlighting the real-world impact of scholarship

Helping researchers find their policy impact

Following the second anniversary of [Sage Policy Profiles](#) — a free tool that helps scholars find policy citations of their work — we extended its functionality to surface tailored engagement opportunities from policymakers.

Researchers crave impact. But do their peers?

We queried researchers how much they, their peers, and their institutions cared about the real-world impact of their work. In the [white paper](#) we produced from their answers, we were heartened to learn that respondents cared deeply. But they were less sure about their colleagues and often felt their institutions didn't incentivize pursuing impact.



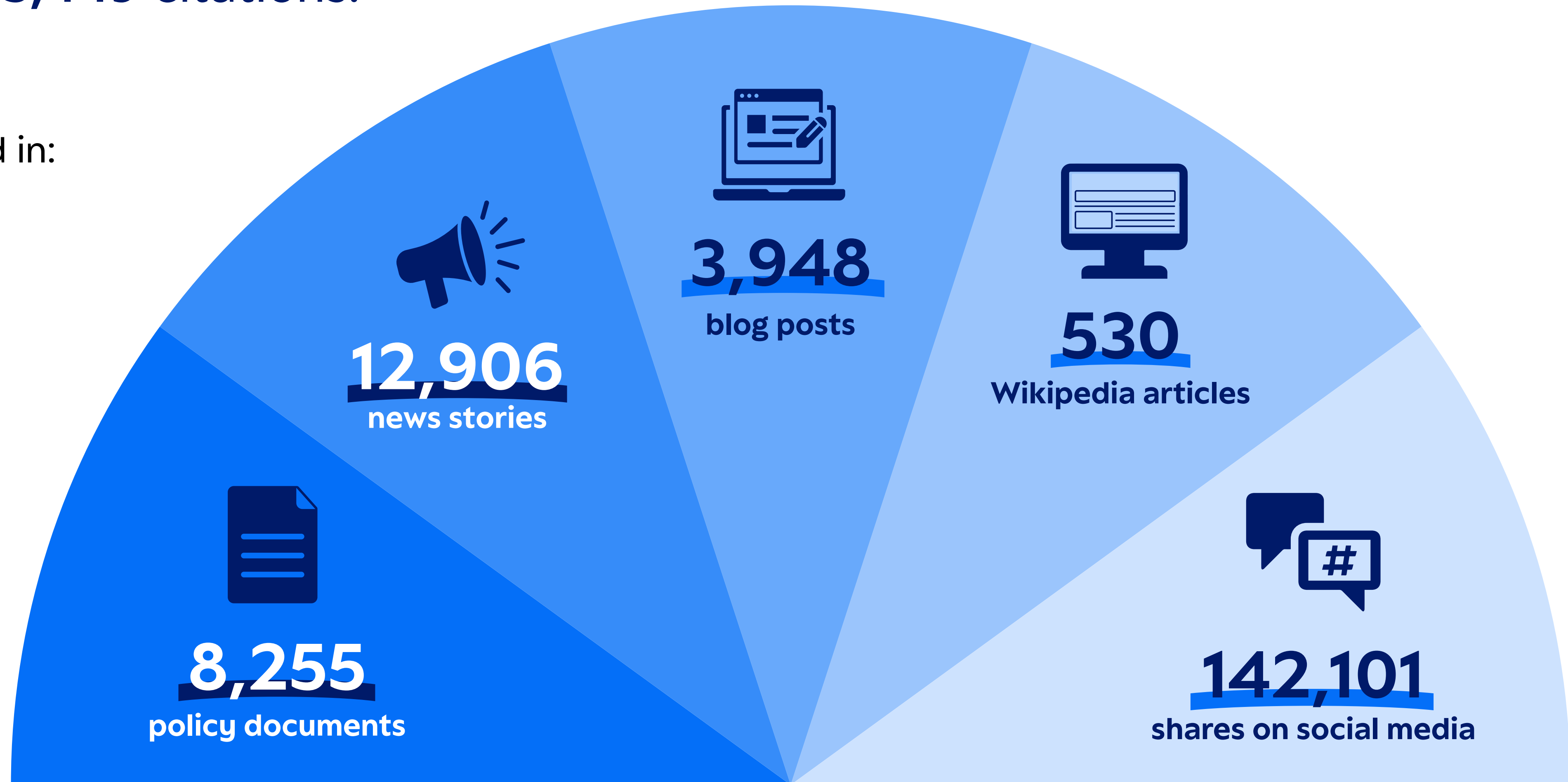
I don't care about impacting my colleagues and being cited, I want to impact practice in the field.

Survey respondent in the United States

How did our 2025 research make an impact?

We published **81,392** articles in 2025 that were downloaded **43,237,955** times and led to **25,449** citations.

These articles were referenced in:



Our most impactful articles of the last 10 years

Pioneering a methodology combining policy citations, academic citations, downloads, and Altmetrics, this list supports our belief that socially relevant work, broadly usable methodological tools, interdisciplinary research, and high-visibility scholarship in the social and behavioral sciences contribute to human progress.

Browse the **top 10** below and explore the **full list** on our website.

- 1** **Thematic Analysis** — *International Journal of Qualitative Methods* (2017)
- 2** **Loneliness and Social Isolation as Risk Factors for Mortality** — *Perspectives on Psychological Science* (2015)
- 3** **The trajectory of the Anthropocene: The Great Acceleration** — *The Anthropocene Review* (2015)
- 4** **Sample Size in Qualitative Interview Studies** — *Qualitative Health Research* (2015)
- 5** **Digital labour and development: impacts of global digital labour platforms and the gig economy on worker livelihoods** — *Transfer: European Review of Labour and Research* (2017)
- 6** **Online Learning: A Panacea in the Time of COVID-19 Crisis** — *Journal of Educational Technology Systems* (2020)
- 7** **A Literature Review on Impact of COVID-19 Pandemic on Teaching and Learning** — *Higher Education for the Future* (2021)
- 8** **Los Angeles employment concentration in the 21st century** — *Urban Studies* (2016)
- 9** **Increases in Depressive Symptoms, Suicide-Related Outcomes, and Suicide Rates Among U.S. Adolescents After 2010 and Links to Increased New Media Screen Time** — *Clinical Psychological Science* (2017)
- 10** **The Gender-Equality Paradox in STEM** — *Psychological Science* (2018)

Our mission thrives through community

Beyond products, we convene conversations that shape practice. Our annual **Critical Thinking Bootcamp** explored how faculty and students can confront misinformation and threats to academic freedom and education.

Together with the Campaign for Social Science, we sponsored a lecture by former Australian PM Julia Gillard that launched a **report** on the contemporary relevance of the social sciences in the UK. And with O'Reilly Media and the Sloan Foundation, we hosted an un-conference at the Meta campus in Silicon Valley to explore AI and academic freedom with a global cadre of technologists and social scientists.



Top left: Sarah Phibbs, Director of Equity & Inclusion at Research4Life, delivered a talk at Sage's London office on how Research4Life expands access to academic content in lower-income countries.

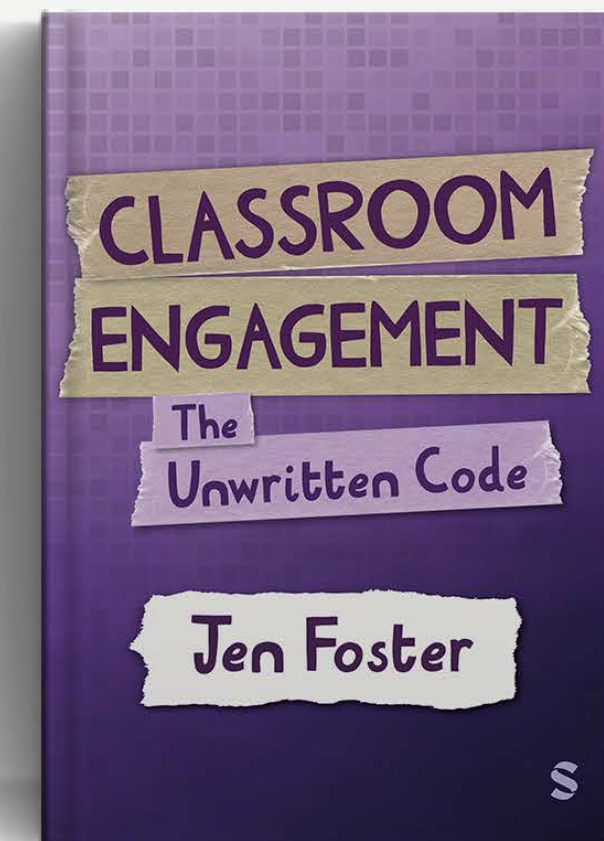
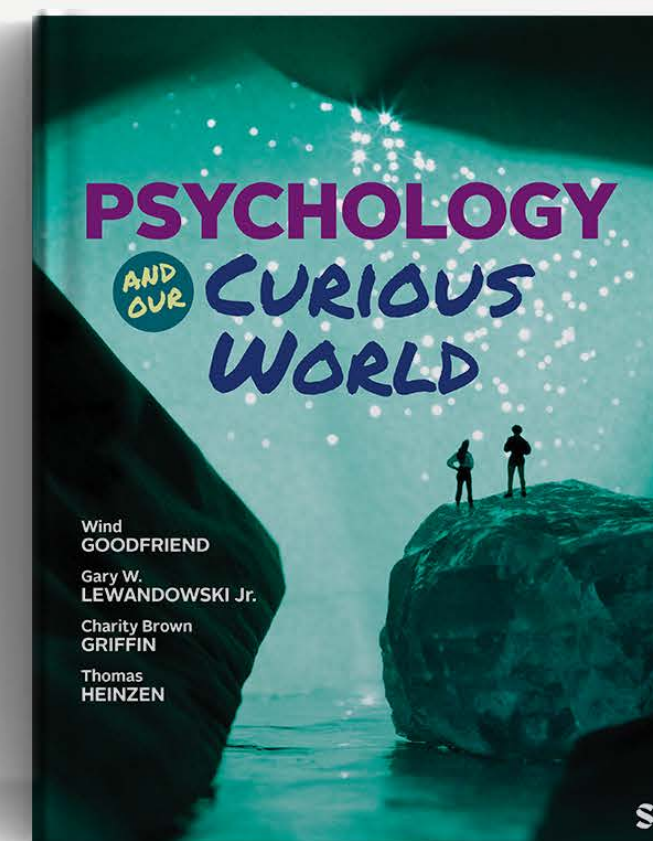
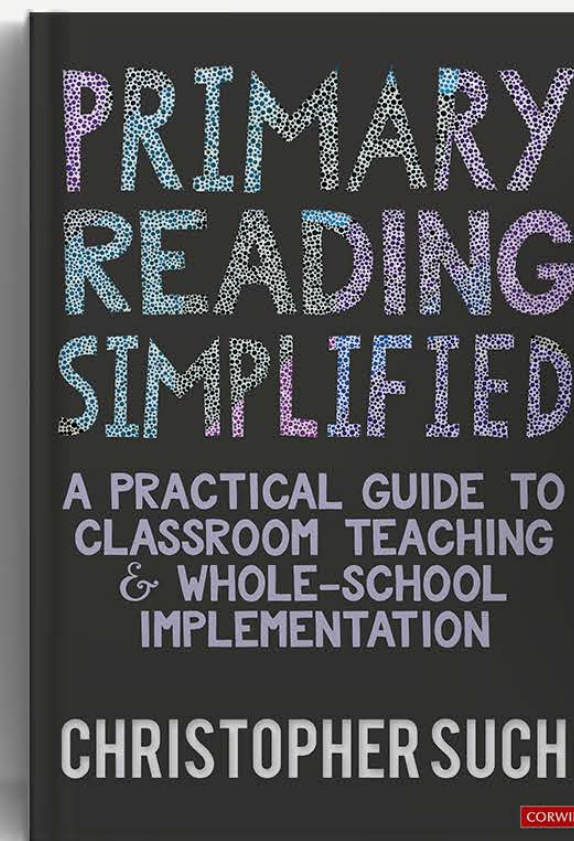
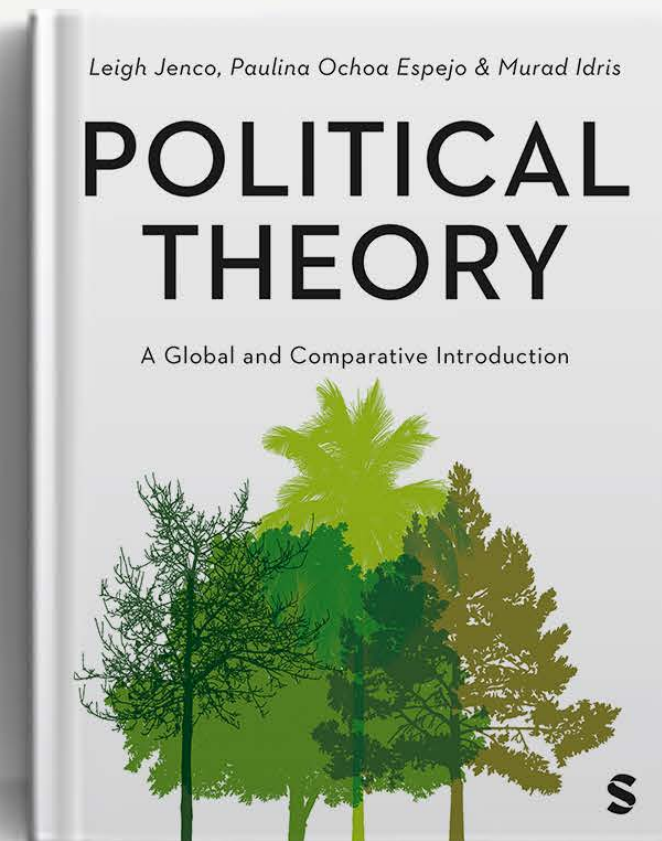
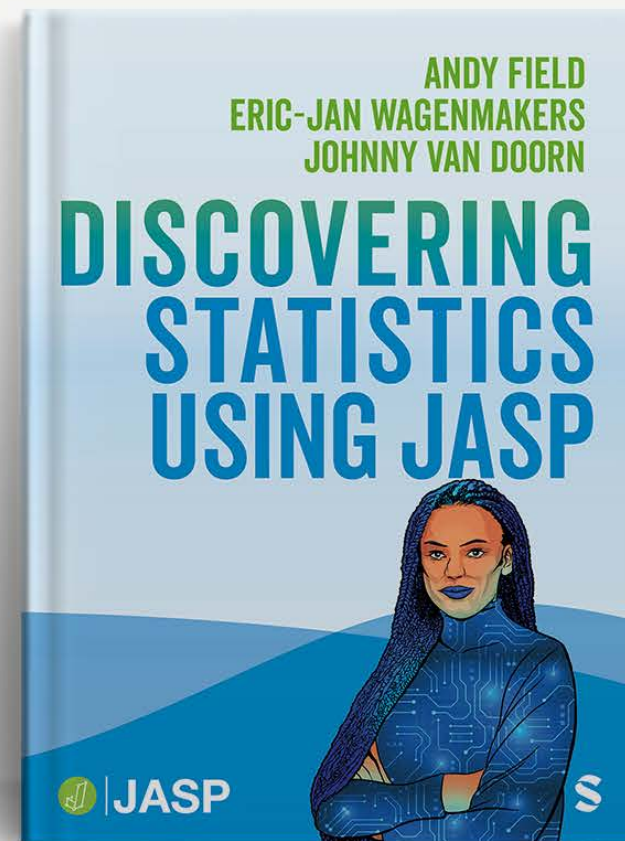
Middle left: The 2025 Social Science Foo Camp in Silicon Valley.

Bottom left: Sage colleagues at the 2025 Frankfurt Book Fair, hosting an event on publishing in Sinitic languages.

Above: The Campaign for Social Science Annual Sage Lecture. (Image courtesy of James Robinson Photography)

Connecting learning with practice

A scan of some of Sage's best-selling titles from 2025 demonstrates a throughline of connecting learning with practice, whether in methodology, policy, or pedagogy.





Our mission in action

With progress comes responsibility: to our community, to scholarship, and to the planet. We continue to put our purpose into action by standing for academic freedom, safeguarding research integrity, and reducing our environmental impact.

Photo: Sage India colleagues celebrate World Environment Day on June 5th.

Partnering with key players in business education

In partnership with organizations such as the Association to Advance Collegiate Schools of Business, Principles for Responsible Management Education, and Responsible Research in Business and Management — and with institutions including Bayes Business School and City, University of London — we connected learning with responsible practice: supporting business education in the community, engaging undergraduates in applied industry projects, and convening a London Climate Action Week panel on sustainability in management education.



Top: The launch of our new textbook *Diversity, Equity and Inclusion for Business & Management*, published in partnership with the Chartered Association for Business Schools. (Photo: Charlie Burgio)



Middle: Students gather at Sage's London office for our Business Education in the Community event with Bayes Business School.



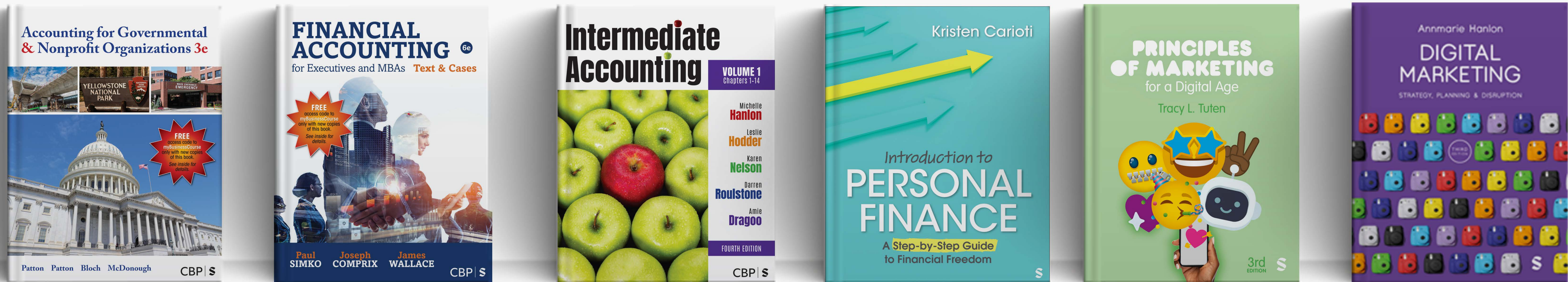
Bottom left: Shaping Future Leaders: The Role of Sustainability in Business Schools, a panel co-hosted by Sage and Bayes Business School.



Bottom right: Andrew Karolyi, Dean of Cornell's College of Business, presents the Sage-sponsored Dare to Care Dissertation Scholarship from Responsible Research in Business and Management.

Publishing spotlight: Our business curriculum

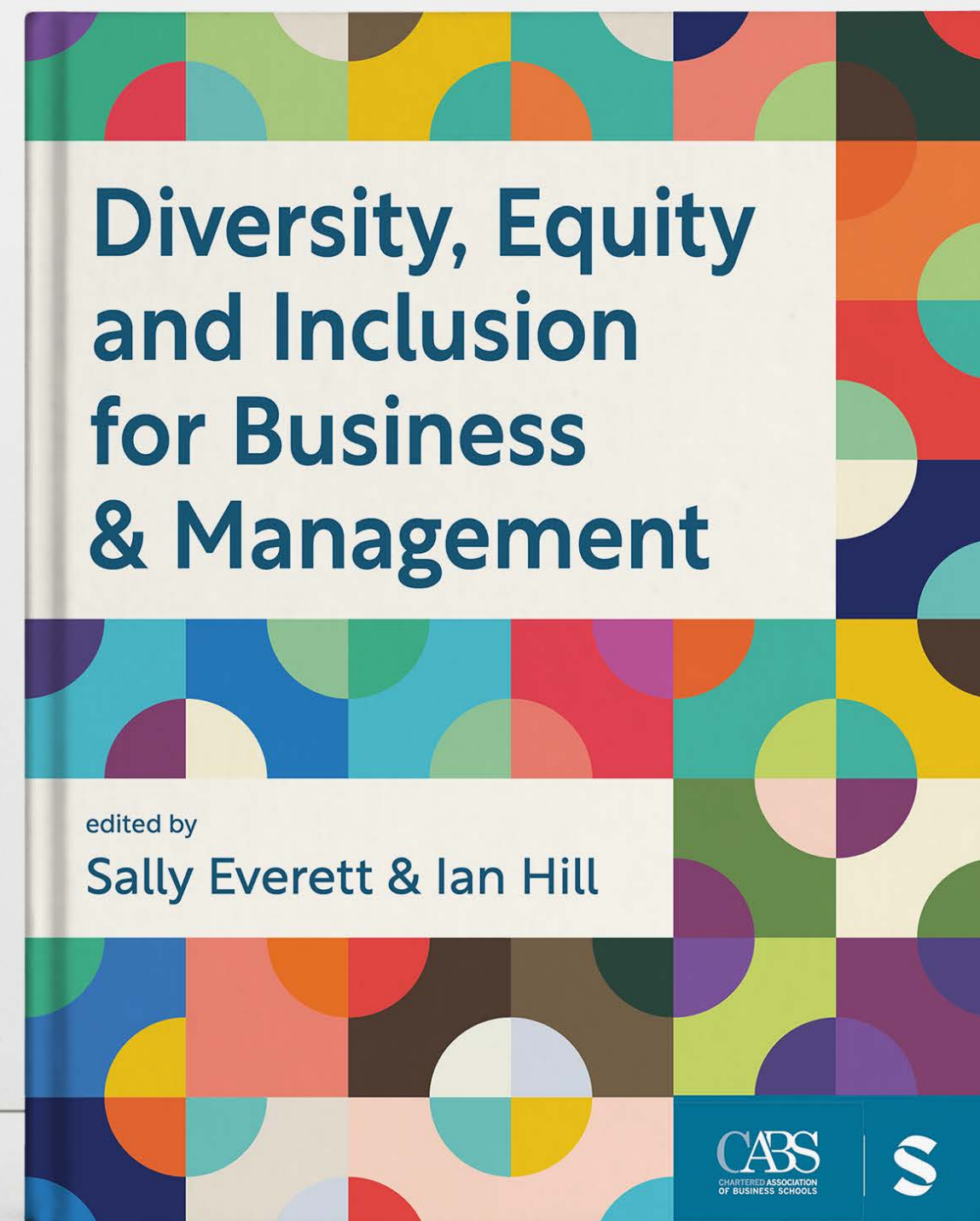
Having long published books in business and management, 2025 was the first year we published new titles in accounting, a move spurred by our acquisition of Cambridge Business Publishers the year before. Three were new editions of Cambridge classics, alongside timely titles on digital marketing.



Publishing with purpose

In our publishing, we ensure diversity's indisputable value to business and society is recognized.

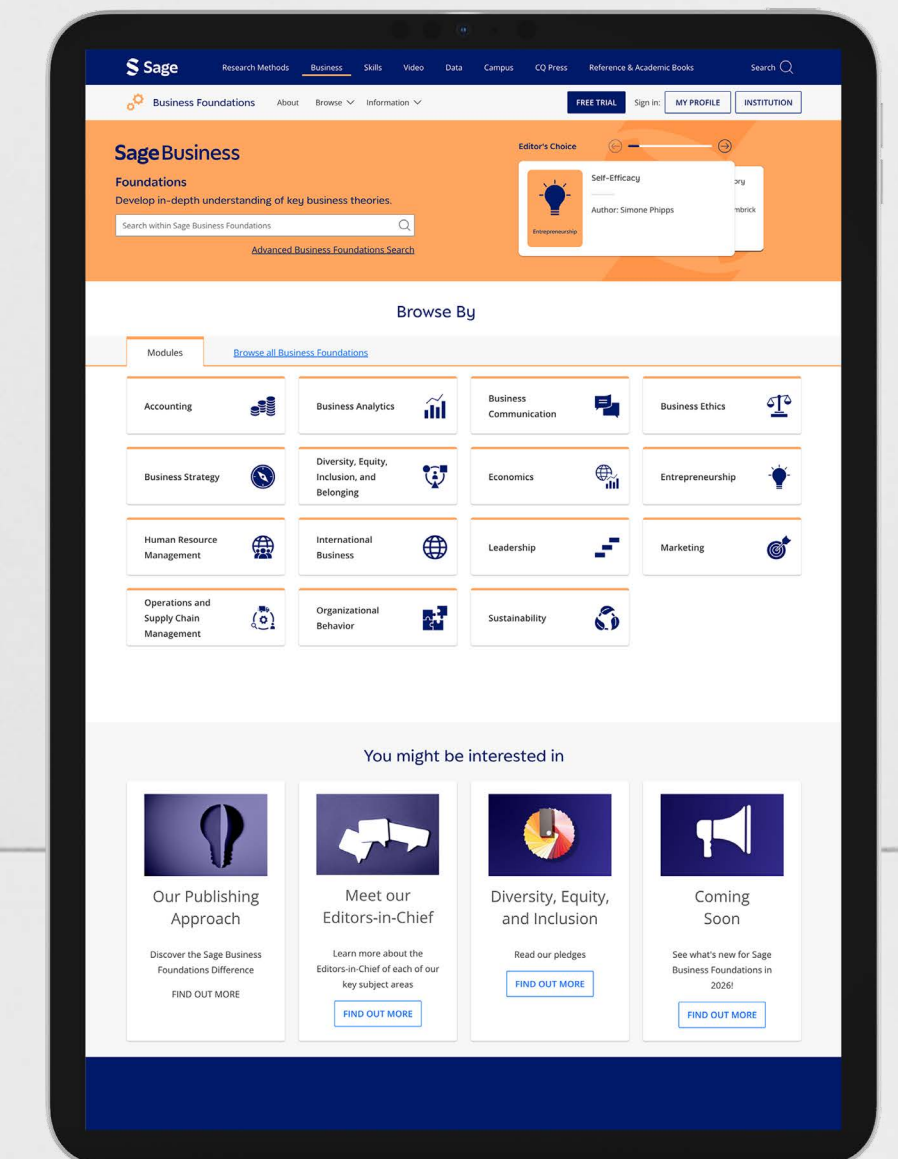
Working alongside the Chartered Association of Business Schools and drawing from the expertise of more than 20 scholars, we published the textbook *Diversity, Equity and Inclusion for Business & Management*.



Indigenous Business Stories

Partnering with Canada's Simon Fraser University, we expanded a series of business case studies and learning guides from the **Indigenous Business Stories Project** and made them free to access.

Sage Business Foundations — an interactive learning platform — puts inclusion into practice. With modules on Critical Race Theory and Social Identity Theory, it equips future leaders to turn inclusive values into meaningful action.



Investing in a more diverse and inclusive academic future

We are committed to expanding pathways and opportunities for underrepresented scholars, working alongside partners who share our vision for a more representative academic community.

In 2025, we invested in a number of DEI partnerships, including the PhD Project, the Joint Council of Librarians of Color, Leading Routes, With Insight, and the Academic Pipeline Project. Each strengthens the pipeline for future researchers, educators, and academic leaders.



Championing evidence-driven scholarship

We expand access to research that deepens understanding and supports thoughtful, informed decision-making across education and society.

Our **Critical Race Theory Hub** showcases rigorous, interdisciplinary scholarship that helps separate fact from misconception and supports inclusive, data-driven policymaking in a free-to-access platform.

A new resource from Sage Video provides diverse perspectives in the broad field of **Disability Studies**, covering topics such as policy and rights, intersectionality, and social construction of disability.

A new **research collection** highlights the experiences of immigrants, migrants, and refugees, offering a research-backed perspective into the challenges migrants face.

Diversity, Equity, Inclusion and Teaching provides an up-to-date, grounded understanding of the inequalities that impact our classrooms, challenging trainees to rethink their own assumptions and biases and to explore how teachers can be active agents of change.

Following the success of the Netflix series *Adolescence*, we accelerated the release of ***Masculinities in Schools*** to help teachers wade through the complexities of reaching today's young men.



Taking the temperature of academic freedom

We have always upheld freedom of expression as a core human right, beyond publishing diverse scholarly voices to actively supporting initiatives like Banned Books Week and publishing *Index on Censorship*. In 2024 and 2025, we evolved this commitment, inviting members of the higher education community to share the obstacles they face in protecting academic freedom.



Nine academic librarians in the United States detail the escalating challenges of book bans and censorship they faced. Their essays appeared in a [PDF collection](#).

A [virtual panel discussion](#) heard from individual academics who have been harmed by recent challenges to their areas of work, and Sage has conducted three surveys since late 2024, asking academics to detail their experiences with academic freedom.

At the American Library Association annual meeting, Sage once again hosted [Banned Books from the Big Chair](#), where conference attendees read from books that have been challenged.

Safeguarding the scholarly record

Protecting research integrity is fundamental to scholarly publishing and central to Sage's mission. In 2025, we intensified our focus on **prevention**, **correction**, and **collaboration** to strengthen trust in the scholarly record. Through the **STM Integrity Hub**, a cross-publisher initiative to combat paper mills, we have expanded our capabilities to prevent fraudulent research from entering the literature. After a pilot effort across 22 of our largest journals, we've scaled up to over 100 in 2025 with further expansion planned.

We reinforced ethical standards with new policies on **citation manipulation**, **author anonymity**, and **identifiable data** and **images**, alongside an updated **AI policy** that mandates transparency in AI use and prohibits AI authorship. Through these measures and active engagement with COPE and STM, Sage continues to set standards for integrity, accountability, and innovation.



I feel proud to be part of a team that works every day to correct the academic record and uphold research integrity across Sage journals. Knowing our work helps strengthen the research ecosystem is incredibly motivating.

Arpita Bhattacharya,
Research Integrity Editor

Building a sustainable future for publishing

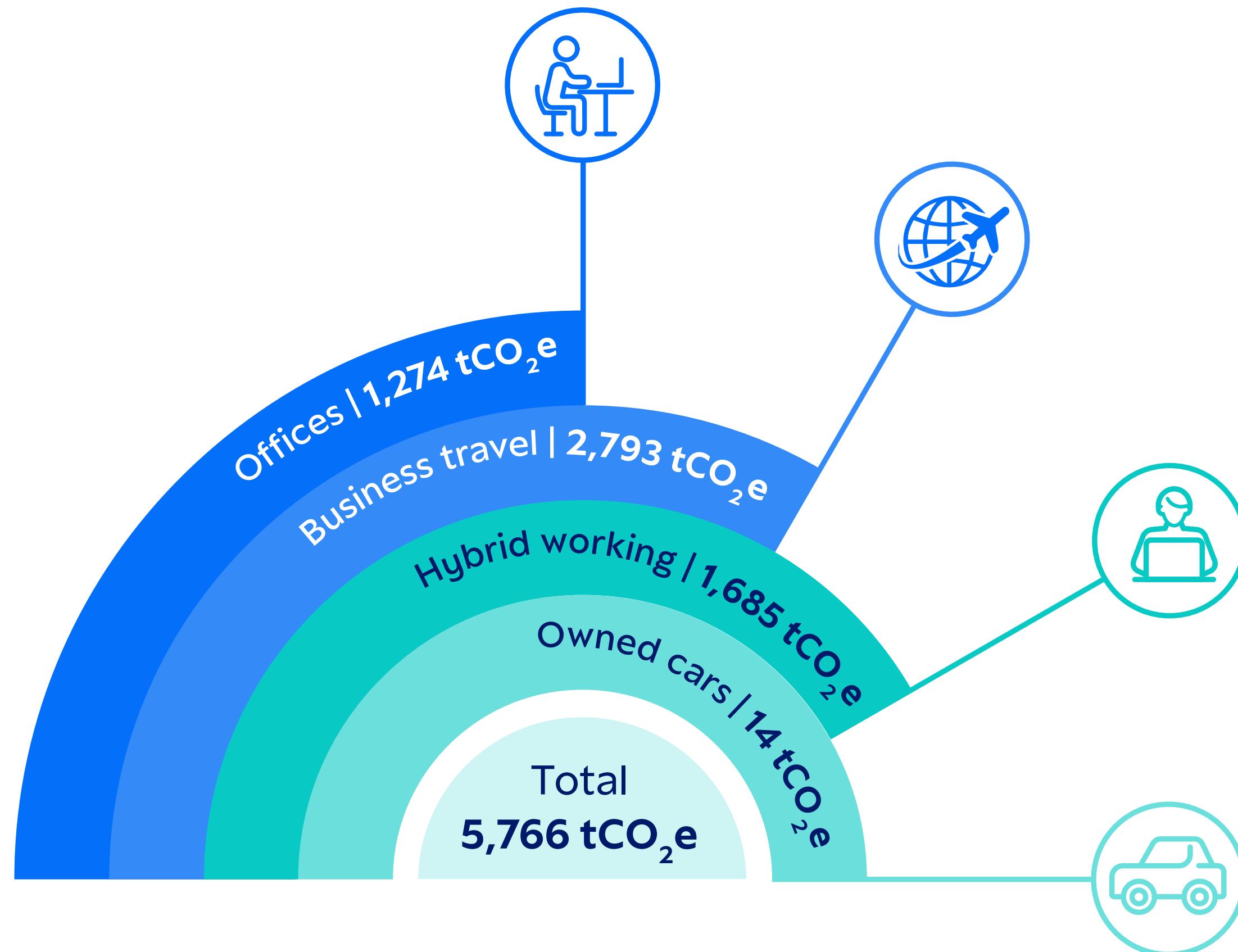
Sage's sustainability focus is twofold: reducing our environmental impact today and achieving net zero across the full lifecycle of our products by 2040.

Total carbon emissions across our global business activities in 2025

5,766 tCO₂e

Down **35%** against our 2019 baseline

Breakdown of 2025 footprint



Our 2025 operational footprint remains 35% below our 2019 baseline, an important marker on our path to net zero by 2040. To get there, we're refining how we measure our global carbon footprint, reducing emissions from our digital and print publishing, and embedding low-carbon practices across our offices.

Jo Lacey,
Associate Director,
Global Sustainability



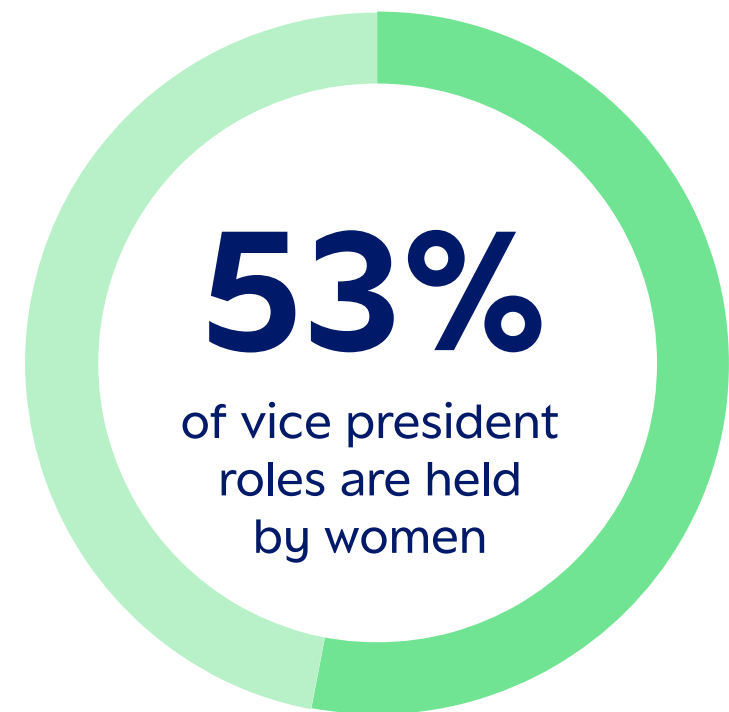
Our mission is powered by people

We know that it's people, within Sage and across the research and education community, who drive meaningful progress. This year, we focused on supporting employees, celebrating the work of knowledge curators, and expanding learning opportunities. Together, we helped ensure that education continues to evolve, adapt, and thrive with the times.

Photo: Members of our Gold OA team take part in a volunteering day at Olden Community Gardens in London.

Our employees reflect the diverse world around us

At Sage, diversity drives progress. This year, we expanded how we report on our workforce internally, extending demographic data beyond the US and UK to include India and APAC for the first time. This transparency is helping us better understand representation across our teams and leadership pathways.



“

Since joining Sage in 2002 as a Contracts and Royalties Administrator, I’ve been fortunate to receive tremendous support from senior leadership, notably when I attended law school from 2006 to 2010. That paved the way for my transition into the role of counsel at Sage.

Sara van Valkenburg,
Associate Vice President Legal & Executive Counsel

Our inclusive hiring practices welcome talent from all backgrounds, ensuring our decisions, products, and partnerships reflect diverse perspectives.

“

My path into publishing grew out of my PhD experience. Seeing how research is evaluated and shared made me want to support that process, and that’s what ultimately brought me to Sage.

Guangchen Xu, Publisher:
Open Access, China, Medicine & Life Sciences

“

Sage is the first company where I’ve been open about my [autism] diagnosis... I value that Sage takes inclusion seriously, and I enjoy working in such a great community.

Bailey Grace Colsh, Intern

Empowering learners

Our commitment to people goes beyond our workforce to those who shape how knowledge is found and understood. In today's complex information environment, content curators — librarians, specialty journalists, editors, and integrity specialists — play a vital role in helping people ask sharper questions and seek trustworthy answers, all in an effort to increase trust in science.

This year, in conjunction with the non-profit Sense about Science, we produced **The People's Case for Curators**, a guide urging the public to recognize and honor the often-unseen work of curators.



Michael Meth (San Jose State University), Camille Gamboa (Sage), Leonor Sierra (Sense about Science), and Alice Meadows (MoreBrains Cooperative) present the guide at the 2025 Charleston Conference.



As AI reshapes how information is produced and accessed, the role of public information curators has never been more essential. By embedding AI literacy into our work, we help communities not only find reliable knowledge but also build the confidence to interpret and evaluate what machines generate alongside traditional sources.

Leo S Lo,
Dean of Libraries and University Librarian,
Advisor to the Provost for AI Literacy,
University of Virginia



Rhonda Contreras, who began her career as a librarian, brings a deep understanding of information access and research support to her role at Sage.



Publishing isn't a departure from librarianship; it's an extension of it. You're still advancing discovery and empowering learners, just on a broader scale. And when your values align with your work, it's not just a career. It's a calling.

Rhonda Contreras,
Director of Engagement

We invest in learning within Sage and beyond

Our commitment to learning extends beyond Sage. We donated **over \$275,000** to education initiatives worldwide, expanding access to knowledge and creating opportunities for learners everywhere.

We invested **nearly \$75,000** in tuition reimbursement to help employees advance their education and careers.

We continue to expand our commitment to learning by investing in tools and programs that help employees thrive. Our new learning management system gives everyone at Sage access to nearly **1,000 courses** covering topics from data literacy to change management.

Photo: Sage supports two schools in India, where early education and academic support help underprivileged children build the foundations they need to transition into formal government schooling.



Accessibility, by design, unlocks a 200-year archive

When Perkins School for the Blind opened its historic archive to the world through our AM Quartex platform, it made decades of rare material accessible to anyone who wants to explore it independently. As a pioneer in education for blind and deafblind learners, Perkins approached the project with a clear priority: accessibility had to be built in, not added on.

At the 2025 Quartex Symposium, Lead Archivist Jen Hale and colleague Susanna Coit shared their experience, underscoring how thoughtfully choosing the right platform shaped the project's success. Early discoveries, such as Helen Keller's earliest known writing, now presented alongside easy-to-navigate transcripts, show what's possible when technology supports inclusive learning.



Scaling our mission across schools and districts

Celebrating its 35th birthday last year, our Corwin division focuses on professional training for educators, aiming to transform teaching, culture, and leadership in schools around the world.

Corwin produces **around 50 new titles** each year on topics like teaching basic skills, reaching all the students in a classroom regardless of their background or language, and on new issues such as teaching AI ethically and responsibly.

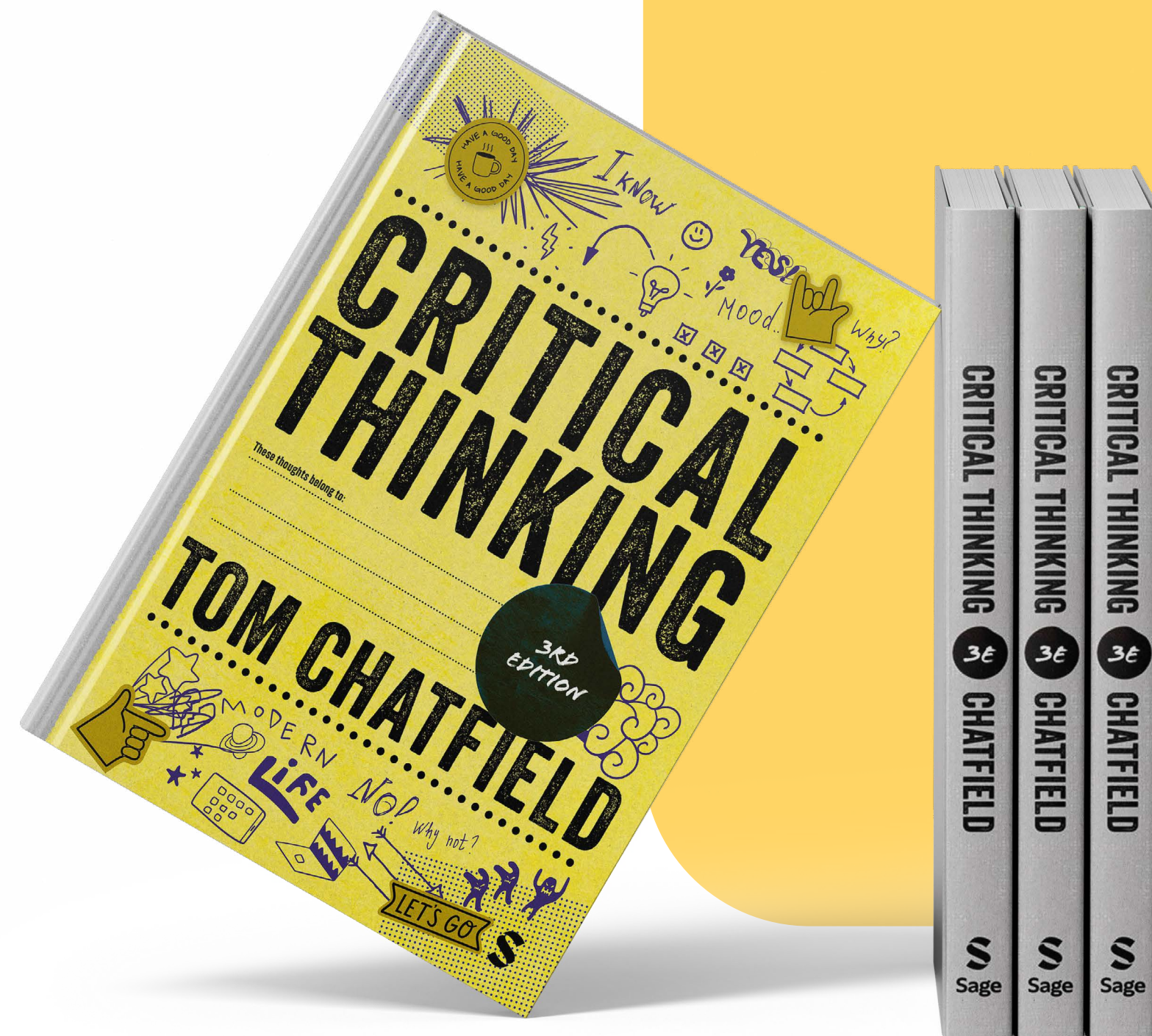
In **2025**, Corwin held more than **60 professional development institutes**, certifications, and workshops around the globe and online, as well as several free seminars that complement more than **1,700 free resources** available digitally.

Corwin can address a school or district's specific needs, with consultation and services in areas ranging from teacher effectiveness and leadership to assessment and equity, often built around standout texts like Zaretta Hammond's *Culturally Responsive Teaching and The Brain* or programs built on John Hattie's famed Visible Learning+ research.



Looking ahead

What's coming up in 2026

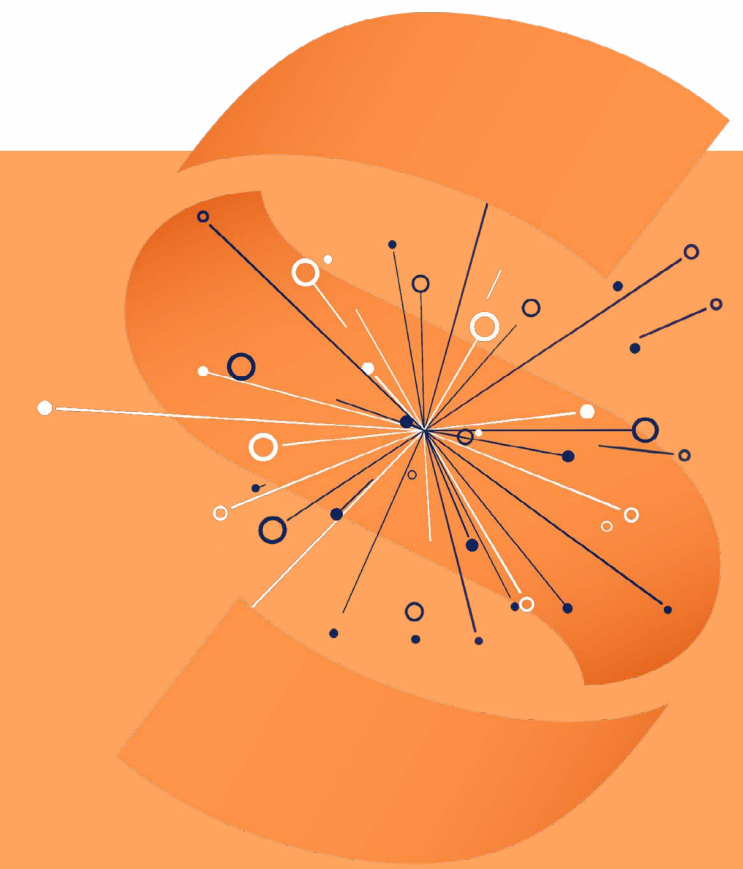
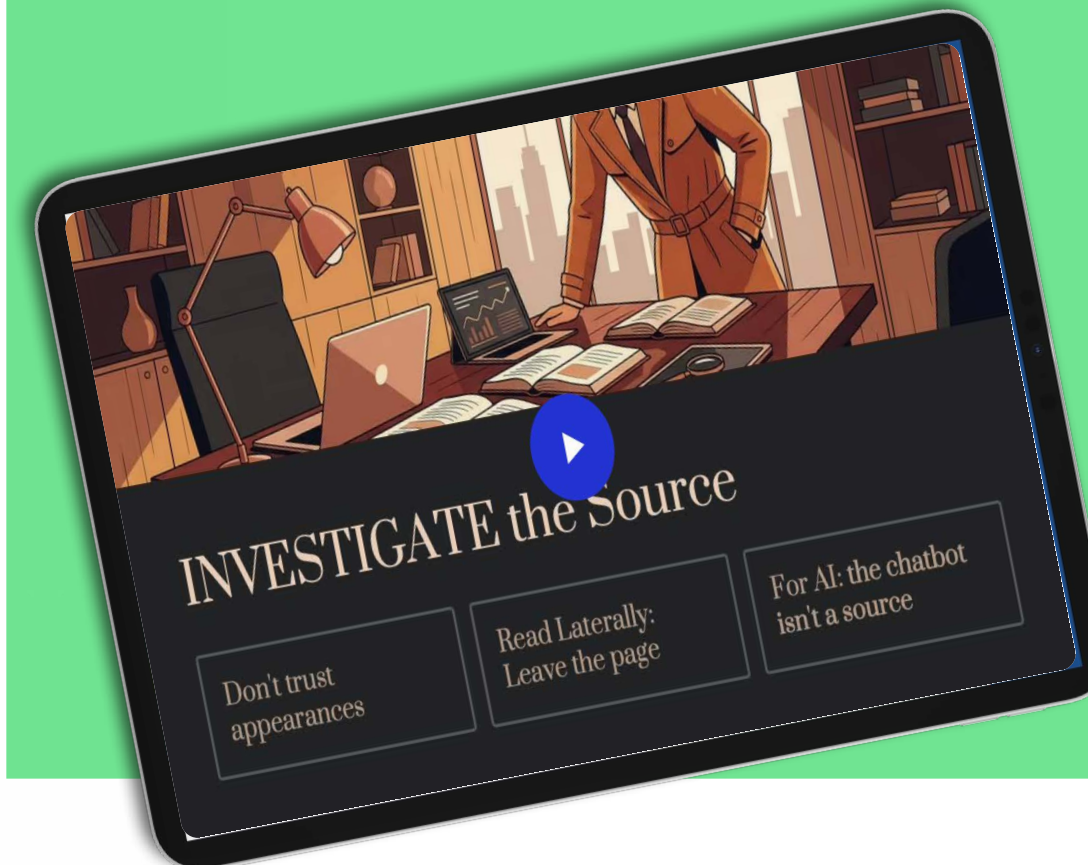


Critical Thinking by Tom Chatfield (3e)

Coming in late 2026, the third edition of Tom Chatfield's *Critical Thinking* provides solid tips and advice on how to use critical thinking, grounded in everyday experience and examples.

Teaching critical thinking about AI

To apply critical thinking specifically on artificial intelligence on our Sage Vantage digital courseware platform, a new module on "Information Literacy, Academic Integrity, and Responsible AI Use" will show students how to critically evaluate material generated by AI.



Sage Business Social Impact

Launching late 2026, this multimedia collection explores the complexities and global reach of social impact through key concepts and organizational strategies. Across eight themes and around 150 entries, it brings together guides, case studies with teaching notes, videos, and data challenges that help students build hands-on critical evaluation skills.

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