

VDR Book Promotion Policy for Faculty Members

Overview

This policy aims to facilitate the equitable promotion of faculty books in service of CBS thought leadership initiatives. Faculty members are encouraged to engage with the Office of the Vice Dean for Research transparently and responsibly during this process to make sure we can provide appropriate support for the book. The process is initiated by submitting the [Research Accomplishments survey](#).

Policy

This policy provides guidelines for faculty members who wish to involve Columbia Business School in the promotion of their authored books. It ensures that these activities align with CBS thought leadership initiatives, uphold institutional integrity and provide an equitable platform for all faculty authors to promote their books. This policy is grounded on the University's broader Conflict of Interest policies, specifically [the Statement of University Policy on Conflicts of Interest](#) found in the Faculty Handbook. Faculty members should adhere to these overarching guidelines to prevent conflicts of interest, maintain transparency, and ensure fairness in their professional activities.

A conflict may occur when a faculty member uses the University's name, facilities, or resources to advance their private interests, implying University support or endorsement of a non-University activity. This policy is aimed at preventing situations in which a faculty member is using their position to advance private interests. By ensuring transparency and fairness, this policy aims to provide equal opportunities for faculty who author books, supporting their work while maintaining the integrity of the University.

Criteria

Requirements for promotion of faculty books:

- Thought Leadership – the book should (1) be research based; (2) be relevant for the audiences that CBS channels use for standard communications (e.g. website, podcasts, magazines); (3) have business or policy implications; (4) be deemed by the Dean's Office as aligning with School priorities.
- Author must be a current full-time professor.
- Textbooks, encyclopedias, handbooks, book translations, and case studies (exception: Columbia CaseWorks) are not included in this policy.

- Author must ensure that CBS affiliation is correctly mentioned in any press release or promotional materials from the publisher.

Approval

Faculty members should seek guidance from the Office of the Vice Dean for Research for book promotions and/or related events.

1. Please share the details of your book through the [Research Accomplishments survey](#). The Vice Dean for Research will review submissions to identify any conflicts and develop a support plan. Please submit the form at least 30 days before the expected book publication date.
2. Faculty and CBS-related units, including centers and programs, divisions or student organizations and clubs, should seek approval from the Office of the Vice Dean for Research for any book promotion-related events by submitting the event details here (link to book event form). Please submit the form at least 60 days before a planned book-related event to allow sufficient time for review and approval.

All book promotion events held at CBS must be submitted for approval and reviewed by the Vice Dean of Research. Approval for book promotion will be granted based on the aforementioned criteria, alignment with University goals, and proper use of University resources.

Support

While Columbia Business School does not directly organize book publicity campaigns or individual book-related events, we do offer a range of resources to help faculty promote their books internally and externally. If a faculty book meets the above criteria, The Office of the Vice Dean for Research will facilitate connections with the Marketing and Communications team, as well as relevant centers, programs, and division staff, to assist with coordinated promotional support. Books published through the Columbia Business School Publishing imprint will receive priority consideration for these resources. The timing of media promotion will be determined by the Marketing and Communications team and based on their editorial timeline and load.

Support for a book promotion may include some or all of the following:

- Internal
 - Exploring tie-ins with CBS's core pillars to enhance the book's visibility.
 - Promotion in the CBS Insights newsletter (released every two weeks): includes an image of the book cover and a link to the book web page.

- An announcement added to CBS lobby screens (typically includes an image of the book cover and a link to the book web page).
- Posts on CBS social media channels.
- An event centered around the book's topic, sponsored by a center, program, or division. The event includes the following support:
 - Booking of a room in the business school based on availability
 - Purchase of up to 50 books to be distributed at the event
 - Approval for the book-related event will require submission of a budget that should not exceed \$5000. This includes any additional support from centers, programs, division funds, sponsorships, etc., to ensure equitable and transparent use of University funds.
- Book presentations to CBS alumni groups coordinated through the Office of Development and Alumni Relations.
- External
 - Request for inclusion in Columbia University's newsletter, *The Record*.
 - Inclusion of the book as part of CBS' regular media pitch meetings.

Note: Marketing and Communications may decide to provide additional promotional support beyond what is listed above if the book strategically aligns with CBS' editorial goals at the time.

Support for book promotion does **not** include:

- Direct financial support for promotional activities, such as purchasing ad space or funding book tours. COSTAR or other research funds should not be used for book promotions.
- Securing external event venues or catering for book-related events outside of University spaces.
- Guaranteed support from a center, program, or division to hold a book-related event.
- Custom marketing materials (e.g. creating physical flyers, posters, or paid advertisements) beyond the standard digital formats.
- Personal PR services or organizing media appearances beyond pitching to relevant reporters.
- Extensive, long-term marketing campaigns or sustained media outreach beyond the typical announcement cycle.
- Guaranteeing coverage by external media or press, as pitching does not ensure publication.
- Special tie-ins or features unrelated to CBS pillars or that fall outside CBS's editorial strategy for the quarter.

Special Permissions

In cases where exceptions to the policy are requested, faculty members are asked to provide written documentation detailing the reasons for the exception and any supporting information. The Vice Dean for Research will review the exception requests and may grant special permissions if it is determined that the proposed activity will significantly benefit the University and does not compromise its integrity.