

## JoVE Expands Partnership with Atlanta University Center to Support Business Education

**23rd April 2026, Texas:** [JoVE](#), the world's leading producer of video-based scientific content, is pleased to announce the expansion of its collaboration with the [Atlanta University Center](#) through the adoption of [JoVE Business](#).

The partnership reflects strong faculty interest in using visual learning resources to support business education and improve student learning outcomes across the consortium's institutions. JoVE Business is designed to help educators present core business concepts in a clear, engaging, and accessible format.

*"We are pleased to strengthen our collaboration with the Atlanta University Center through JoVE Business," said [Faisal Usta](#), Director of Sales, North America at [JoVE](#). "We have received very encouraging feedback from faculty, who value the platform's ability to support teaching and enhance student understanding. We are proud to partner with institutions that are committed to advancing student success through innovative learning resources."*

The collaboration highlights the growing role of visual learning in business education, particularly as institutions seek effective ways to support students with varying levels of foundational knowledge.

More information about JoVE's various offerings is available at <https://www.jove.com/>

### About JoVE

[JoVE](#) is the world's leading video-based platform for scientific research and education. Since 2006, JoVE has published over 25,000 videos across disciplines, including biology, chemistry, medicine, neuroscience, engineering, physics, and environmental sciences. Its key offerings, [JoVE Education](#), [JoVE Research](#), [JoVE Lab Manual](#), [JoVE Business](#), and the [Encyclopedia of Experiments](#) support learning, teaching, and reproducibility in science. JoVE serves over 1,800

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institutions globally, including leading universities, research centers, and biopharma companies in 60+ countries. Learn more at [www.jove.com](http://www.jove.com).

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