

Research and Teaching Innovation @ BABSON

Fall 2016

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Research and Teaching
Innovation

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Dear Faculty,

We are off to an exciting start of this academic year here at Babson. Our new BFRF Committee met to discuss the objectives for this year which include updating our by-laws & membership, improving the award application experience, and promoting a Research Day on campus. All of this would not be possible with the help of our new BFRF Chair Sal Parise and our BFRF members: Ryan Davies, Mary Godwyn, Mary O'Donoghue, and Yasu Yamakawa. Please feel free to reach out to these individuals and me if you have any ideas on how to help support faculty research and broaden faculty impact. I know Sal would appreciate hearing from you if you would like to get involved in a day dedicated to research.

As Carolyn mentioned in an email on 6/29/16, I will also be managing the Office of Sponsored Research, supporting grants from the public and private sector. We will be rolling out an online responsible conduct of research training, required for faculty receiving external grants. Stay tuned!

We have an exciting Fall Faculty Chat series already full of presenters. If you are interested in presenting in the Spring please contact me. We look forward to another successful year.

Sandra Castaldini

Manager, Babson Sponsored Research & BFRF
scastaldini@babson.edu

BFRF Faculty Chat

These are the next chats that will take place during the Fall semester 2016. Feel free to contact Sandra at x5339 if you would like to present at a chat in Spring 2017.

- **Thursday, 9/22/16 Marjorie Feld, History and Society, and Sebastian Fixson, TOIM**
- **Tuesday 10/18/16 Jennifer Tosti-Kharas, Management, and Tumen Bayar, ITSD**
- **Wednesday 11/9/16 G. Shankaranarayanan, TOIM, and Xinghua Li, History and Society**

Library News

Updates to Thomson Reuters Web of Science and Journal Citation Reports

Recently Thomson Reuters rolled out a substantial update to the Web of Science <http://libguides.babson.edu/webofscience> database, integrating it with its new InCites platform. Web of Science now integrates information from Journal Citation Reports which allows end users more flexibility in analyzing and interpreting citation data. The integration allows for the following:

- Expanded access to historical citation impact data
- Ability to view journals across both SCIE and SSCI editions in one list
- Expanded visualizations of publication data and citation trends
- Easily create, save, and export reports
- Create custom journal comparisons
- New metrics including Normalized Eigenfactor, Journal Impact Factor Percentile, Average JIF Percentile, and % Articles in Citable Items

Thomson Reuters has also integrated citation data in its new Essential Science Indicators, which allows analysis of top trending authors, institutions, countries, journals, and papers. Use Essential Science Indicators to answer questions such as:

- What are the most cited papers?
- What papers are receiving a lot of attention very quickly after publication? (Hot Papers)
- Which institutions are producing highly cited research?
- What are potential areas of emerging research?

Please contact Daryl Bullis (ext. 6482) at Horn Library should you have any questions about the new Web of Science.

Faculty News

- **Richard Cleary** was nominated to chair the MAA's Polya Lecturer Selection Committee. The Polya lecturers are top research mathematicians who are also great presenters. See more details at <http://www.maa.org/programs/maa-awards/lecture-awards/p%C3%B3lya-lecturers>
- Congratulation to **Jessica Simon** and **Megan Way** on their paper "Working from Home and the Gender Gap in Earnings for Self-Employed U.S. Millennials" being selected by the editorial team for the Emerald Literati Network Awards for Excellence 2016
- **Ross Petty** was honored an Outstanding Reviewer Award from the Journal of Public Policy & Marketing and an Outstanding Proceedings Reviewer Award at the annual banquet of the Academy of Legal Studies in Business. **David Nersessian** also received the Virginia Maurer Outstanding Ethics Paper Award for the best ethics paper at the conference and **Adam Sulkowski** received the Outstanding International Case Writing Award. Congratulations to all the faculties from Law divisions.

Recent Faculty Publications

Seidel, V.P., Langner, B, and Sims, J. (2016) "Dominant Communities and Dominant Designs: Community-based Innovation in the Context of the Technology Life Cycle" *Strategic Organization* 14(4), Published online in Articles in Advance, June 17, 2016, pp. 1-22. This article is a BFRF-supported mini-grant project.

William F. Zimmerman, Mark A. Miller, **Richard J. Cleary**, Timothy H. Izant, and Kenneth A. Mann (2016) "Damage in Total Knee Replacements from Mechanical Overload" *Journal of Biomechanics* 49, pp.2068-2075

Jessica Simon , Megan McDonald Way (2015) "Working from home and the gender gap in earnings for self-employed US Millennials", *Gender in Management*, Vol. 30(3), pp.206 - 224

Congratulations to **Xinghua Li** on her recently published book "Environmental Advertising in China and The USA: The Desire to Go Green" by Routledge. The book is a BFRF-supported project. See <https://www.routledge.com/Environmental-Advertising-in-China-and-the-USA-The-desire-to-go-green/Li/p/book/9780415744133>

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Final Products Accepted

Nestor Azcona, Economics, “Deviations from Uncovered Interest Parity in a DSGE Model”

The uncovered interest parity (UIP) condition implied by standard economic models postulates that the cross-country interest rate differential must be an unbiased predictor of future exchange rate movements. However, empirical studies consistently show that the UIP condition is not supported by the data. This paper presents a dynamic stochastic general equilibrium model of a small open economy in which exogenous foreign exchange market shocks generate deviations from uncovered interest parity. The model is used to estimate the properties of these shocks and calculate their contribution to output, inflation, and exchange rate volatility. This paper also studies how monetary policy and certain characteristics of the economy amplify or attenuate deviations from uncovered interest parity.

Sinan Erzurumlu, TOIM, “Managing Market Frictions via Cost-Reduction Investments”

This research explores a firm’s investment decision to reduce its unit production cost in the presence of capital market frictions prior to making a newsvendor production decision. This investment depletes the firm’s risk-free assets and creates both an *operational effect* associated with the increase in return from the unit-production-cost reduction, and a *financial effect* that captures the cost related to market frictions when the firm has to borrow money. Based on interactions between these two effects, we find parametric conditions when investment is optimal and show that the benefit from investing may increase with the level of market frictions, especially when the firm’s initial unit cost and capital are both sufficiently low and the cost-reduction fraction is sufficiently high. We find that market frictions’ effect on the benefit from investing is mitigated by increases in technological uncertainty, whereas demand uncertainty increases the feasible parameter space where the investment is optimal.

Kandice Hauf, History and Society, “The Painful Search for Sagehood: Nie Bao (1487-1563) And Self-Cultivation as Return to Tranquility”

This article analyzes the life-long attempt by Nie Bao (1487-1563), a disciple of the Confucian master Wang Yangming (1472-1529), to live a virtuous life through acceptance of Wang’s teachings, to develop a form of self-cultivation which would allow him to internalize these ethical teachings and finally act spontaneously on them. It includes appendices of three sets of translations as evidence for the analysis of Nie’s efforts to develop a method of self-cultivation. These translations include Nie’s false step in equating the practice of filial piety with innate moral knowledge (*liangzhi*), material on his crisis in not producing a son, and sections of Nie’s Treatise on Painful Debates (*Kunbian lu*). This treatise is Nie’s most sustained presentation of his understanding of Wang Yangming’s key philosophical ideas and Nie’s own method of self-cultivation to reach for the ultimate goal of Sagehood to assume one’s rightful role as partner with heaven and earth in the proper functioning of the Confucian Way. In his method of self-cultivation Nie Bao advocated a “return to tranquility” to restore and nurture his innate moral knowledge while at the same time continuing public duties as a government official and private roles of family man and Confucian teacher.

Yasuhiro Yamakawa, Entrepreneurship, “Destruction of legitimacy and failure of industry emergence”

Much of our research effort has focused on how industry legitimacy is created and maintained; however, less is understood regarding the mechanism of how industries fail to emerge. Under what conditions is industry legitimacy lost or destroyed? We extend our understanding of the emergence and retrogression of industries by integrating the work on the ‘commons problem’ with the existing literature on legitimacy. The conceptual model developed in this paper relates industry characteristics to predict the conditions under which actors within an emerging industry act opportunistically and/or fail to act collectively to destroy industry legitimacy.

Janice Yellin, Arts and Humanities, “The interplay of Egyptian and Meroitic religion in the Dodescaschoenos (Lower Nubia)”

Lower Nubian temples particularly Philae served as spaces in which Egyptians and Nubians regularly interacted. The intensity and nature of these interactions ebbed and flowed with changing political circumstances in the Meroitic period. Meroites were active during the Theban Rebellion (late III and early II century BC), during the conflict after the Roman conquest of Egypt and détente that followed the Treaty of Samos (21/22 BC) and during the mid II- III centuries AD. Meroites and Egyptians at Philae participated in milk libations for Osiris at his tomb (the abaton) on Biga Island that are perhaps Meroitic. New ritual imagery associated with these libations appears simultaneously in both Lower Nubian Temples and at Meroe. The scenes indicate that milk libations at abaton, a focus of the Festival of Entry, were celebrated and shared by Meroites and Egyptians as early as the late III century BC.

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Center News

Stephen D. Cutler Center for Investments and Finance

We have a number of exciting [programs](#) planned over this semester including:

- The Cutler Center and UG and Graduate CCD will be co-sponsoring our **all-alumni Finance Career Panel** from 4:45-6 p.m. on September 8th at Babson. A networking reception will follow the panel. Register [here](#).
- Please join us for a **film screening and discussion of *The Big Short*** on September 26th starting at 6 p.m. in the Carling-Sorenson Theater. After the screening [Dr. Erik Sirri](#), Professor of Finance and former Director of the Division of Trading and Markets, U.S. Securities and Exchange Commission, will lead a discussion on issues such as how realistic the film is, the state of financial regulation, and whether a crash like this can happen again. The Cutler Center is co-sponsoring this event with the Sorenson Center.
- On October 7th the Cutler Center will be co-sponsoring an **alumni-student networking dinner in NYC**. This is the evening before the annual Wall Street Trek where approximately 40 students will be visiting alumni at various investment firms in NYC.
- The Cutler Center will be hosting [Kathy Collins](#), CEO, Honeybee Capital and former Director of Research and portfolio manager, Fidelity Investments to speak at Babson on October 18th from 5-6 pm, with a reception to follow. Ms. Collins will be speaking on socially responsible investing and a different approach in analyzing companies.
- The Cutler Center and the Blank Center will be co-sponsoring an ***Innovations in Funding: New Views on Venture Capital, Angel and Crowdfunding* panel and networking reception** on November 15th from 5-6:30 p.m. at Babson.
- The Cutler Center and CCD will be co-sponsoring our second **Babson Corporate Finance Trek to Boston Scientific's Corporate Headquarters** on December 2nd. Dan Brennan '87 M'89, Executive Vice President and CFO, Boston Scientific and Cutler Center board member will be hosting the students.

Please also note the Cutler Center is a proud sponsor of the **Babson Investment Banking Conference on November 10th**, with Mr. Roger Altman, Founder and Executive Chairman, Evercore as one of the keynote speakers. Please also save the date for our **10th Annual Babson Investment Management Conference on March 10, 2017** at Babson College.

This is the 5th year that **Financial Executives International (FEI) - Boston** will be holding all of its [Professional Development](#) programs at Babson, bringing 30-40 senior financial professionals to campus every month. The next program will be on September 30th and the topic is: *Attracting and Retaining Talent in a Robust Job Market*. **These are free events for Babson students, staff and faculty** and great networking opportunities.

The Finance Division hosts **academic speakers** each year. Additional information can be found on the Finance Division [Seminar Series](#) website.

CELT News

Teaching Innovation Fund is Accepting Applications through October 15

The **TIF Advisory Committee** will consider funding requests for innovative materials that have a strong pedagogical foundation, are used in teaching entrepreneurial leaders, are publishable, or otherwise replicable for use by others. Examples of fundable projects include but are not limited to: case studies, industry notes, simulations, exercises, videos, video games, and tutorials. Complete the [TIF application](#) and submit to TIF@babson.edu

Special Note: As we work towards building a strong collection of cases and teaching materials focused on Diversity in curriculum, members of the TIF Committee encourage all faculty to consider applying for this special funding. **Applications that involve the development of racially and/or ethnically diverse cases may be submitted at any time, and will be considered on a rolling basis.** There is no need to wait for the next general TIF application deadline, which is October 15, 2016.

Contact any members of the TIF, Jon Hodge, Donna Kelley, Davit Khachatryan, Melissa Manwaring, Brigitte Muehlmann, Kathy Esper, Martha Lanning, Eric Palson, with any questions.

Special CELT Event:

Publishing Cases and Teaching Materials: Open Session with the Masters

October 19th – 12:00-1:15 – Trim Faculty Lounge

With more faculty writing cases/teaching materials to be published in The Babson Collection, CELT is delighted to offer a special open session featuring Paul Juras, Julie Levinson, and Fred Nanni. Both Paul and Fred are strong, experienced case writers, while Julie Levinson is a master at pedagogical publication of teaching materials outside of the business realm.

Join us as these masters share insights into their process. Attendees will also have an opportunity to ask specific questions/get input on projects they are currently working on.

To RSVP for this lunch please reply to Marcia Michelson. Grab your lunch in the Trim dining hall, and let the cashier know you are attending the CELT lunch.

Congratulations and thanks to the following faculty authors who have published in the Babson Collection:

Julie Levinson, Arts & Humanities

BAB232: *City as Text*TM: *A Teaching Resource Document*

Available through Case Centre.

*City as Text*TM: *A Teaching Resource Document* demonstrates the broad applicability of the City as Text experiential pedagogy, which was originally created for the National Collegiate Honors Council. In detailing

how this pedagogy has been adapted for use in varied curricular and co-curricular endeavors at Babson College, the document illustrates the versatility and pertinence of *City as Text* for a variety of educational contexts and institutions. Several iterations of the exercise are included along with specific assignments, questions for students, maps, and suggestions for how to tailor *City as Text* to different disciplinary fields and pedagogical intentions.

Part of the [Babson Entrepreneurial Leader Collection](#), this pedagogical publication is free to teachers at institutions around the world.

Peter Wilson, Accounting

BAB233/234: *CSI Financial Statements 2014: Using Financial Ratios to Identify Companies*. Available through Case Centre and Harvard Business School Publishing.

This case raises a number of issues related to the relationship between financial metrics and a company's business model and strategy. Specifically, the case requires students to match a company with a financial profile that consists of a common-size balance sheet and additional selected ratios.

Donna Stoddard/Lakshmi Balachandra, Management

BAB235/236: *ISlide, Inc.*

Available through Case Centre and Harvard Business School Publishing.

ISlide is the story of a nascent entrepreneur, Justin Kittredge, who used his experience and knowledge of the athletic footwear market to start his own footwear company, a manufacturer/distributor of customizable athletic sandals known as "slides."

Anirudh Dhebar, Marketing

BAB237/238: *Grupo SALA*.

Available through The Case Centre and Harvard Business School Publishing.

The *Grupo SALA* case focuses on a Bogota, Colombia, based enterprise launched in 1997 by entrepreneur Humberto Rodriguez, who saw an opportunity in the environmental-solutions space when the Colombian government decided to privatize public services

Peter Cohan/Sam Hariharan, Management

BAB 239/240: *Growing Pains at Commonwealth Dairy*.

Available through Case Centre and Harvard Publishing

The *Growing Pains at Commonwealth Dairy* case provides an interesting situation to explore the challenges faced by a fast growth company and the potential ways to address these challenges.

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Announcement

CALL FOR PAPER: The 37th Babson College Entrepreneurship Research Conference (BCERC)

Co-sponsored by the University of Oklahoma Michael F. Price College of Business, Norman OK, USA, June 7-10, 2017

The focus of the conference is on cutting-edge empirical research in progress. The conference is not a forum for research on topics where entrepreneurship or venture creation is a side issue or where the focus is on small business management. We are looking for cutting-edge research that will advance the field in significant ways.

BCERC is experimenting with a new track focused on past Doctoral Consortium attendees. For BCERC 2017, we are calling Doctoral Consortium attendees from 2007, 1997 and 1987 to submit abstracts which will go through the normal review process. Accepted abstracts will be tracked together.

The deadline for the submission of abstracts is October 19, 2016. The online abstract submission site will open on September 14, 2016, at www.bcerc.com

The Doctoral Consortium held in conjunction with the BCERC is scheduled to begin on Wednesday, June 7, and end on Saturday afternoon, June 10, 2017. The deadline to apply for the Doctoral Consortium is December 7, 2016.

ABSTRACT SUBMISSION GUIDELINES FOR THE 2017 BCERC

- Empirical papers are considered.
- Abstracts should not exceed two Single-spaced pages, and may not exceed the maximum limit of 900 words.
- We will use a double-blind review process. To facilitate the blind review process, the author(s) name and information should NOT appear anywhere on the abstract. We will keep track of abstracts using the computer generated number that you will receive when you submit your abstract.
- Once an abstract is submitted, you cannot change the paper title. If accepted, the title will remain the same in the conference schedule and in Frontiers of Entrepreneurship Research (FER) BCERC Proceedings.
- You can submit up to 2 abstracts. If your name appears on more than (2) two abstracts, we will ask you to withdraw the additional abstracts.
- No paper can have more than (5) five authors.
- All abstracts are to be submitted electronically on the BCERC website, www.bcerc.com. The online abstract submission site will open on September 14, 2016. The deadline for submitting an abstract is October 19, 2016.
- When submitting your abstract please be prepared to:
 - o Enter the title of the abstract (this title cannot be changed. It will be the title used in the conference schedule and FER).

o In the appropriate field enter the contact information for ALL authors on the abstract: name, affiliation, and email address. Author information should not appear on the abstract.

o Choose a Main Topic from the list provided on the BCERC abstract submission site, and select the sub-topic that best reflects the content area of your abstract. The Main Topic and the sub-topic you select will be used in assigning reviewers and developing the conference program. If you are unsure, you can select “other.” All submissions will be acknowledged by email

Participating in the Conference

The three routes for participation in the research conference are:

1. The primary route is the submission and acceptance of a 2- page abstract on any topic dealing with entrepreneurship.
2. A second route for attendance is for habitual conference participants who select not to offer a paper for 2017. Any person with a total of four or more points from the preceding five years can request “nonauthor” admission. “Non- author” admission is based upon the extent of research contribution during the previous five years. Each author earns “points” as follows:
 - a. One point is received for presenting a paper at a conference during the years 2012 – 2016.
 - b. If the 6-page abridged paper is published in FER, the author receives another point.
 - c. Regardless of the number of papers that are presented or published, an author may earn only one point in each category in any one year.
3. The third route is by invitation. Those who have not been active in the past and are not planning to present a research paper are asked to send a letter or email of interest directly to the Director: Andrew Zacharakis, at: zacharakis@babson.edu , and a copy to: papavasiliou@babson.edu The 2017 conference will be limited to 350 people. The conference fees for authors of abstracts accepted for presentation at the conference and for researchers who attend on “points” is \$800.00 USD. Once participants in these two categories have registered, special requests to attend the conference may be extended to others who provide a letter or email of interest. The conference fee for invitation by special request is \$1,000.00 USD.

For further information or any questions, please email papavasiliou@babson.edu or call [781-239-4992](tel:781-239-4992).

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