Welcome to the new academic year!

Dear Colleagues,
As your elected representatives on the BFRF our goal is to encourage and facilitate your scholarship. If you have questions or suggestions for the BFRF please contact me, other members, or our administrator.

Best wishes for a fulfilling year.

Kandice Hauf, History & Society, BFRF Chair

Babson Faculty Research Fund 2014-15 Committee Members
Danna Greenberg, Management
Dhruv Grewal, Marketing
Mark Potter, Finance
Brian Seitz, Arts & Humanities
Susan Chern, Coordinator

Faculty News

This fall Yunwei Gai, Economics, will be traveling to the Beijing International Convention Center, Beijing, China where he will be presenting “Assessing the Impact of Pharmacist Mal-distribution On Self-Reported Health In Rural And Urban Counties In the U.S.” at the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) 6th Asia-Pacific Conference.

“The World’s Most Influential Scientific Minds,” published by Thomson Reuters, identifies the most influential scholars across 21 broad fields (e.g., agricultural sciences, economics & business, mathematics, etc.). Dhruv Grewal, Marketing, made the 2014 list of the 3200 world’s most influential scientific minds. Grewal is one of just eight marketing experts worldwide included in Thomson Reuters' report. Analysts from Thomson Reuters used the company’s Web of Science and InCites scientific evaluation and benchmarking platforms to identify highly cited researchers on the number of papers produced over an 11-year period, 2002-2012.

In 2013, the BFRF granted Mary O’Donoghue, Arts and Humanities, a summer stipend to write a group of short stories. One of the short stories, “During the Russian Blizzard” appeared this summer in the tri-quarterly Irish literary journal Stinging Fly.

Last spring, Tina Opie, Management, was invited to apply her research to current events on Emily Rooney’s “Greater Boston.” You can view a video of her interview here and check out her website and blog at Hair As Identity.

Faculty Books – see page 2

Share Your ‘Research News’
Please forward the details of your activities and publications to the Babson Faculty Research Fund.
Palgrave says: “This pioneering history chronicles American Jewish involvement in the battle against racial injustice in South Africa, and more broadly the long historical encounter between American Jews and apartheid … As author Marjorie N. Feld shows, the confrontation with apartheid tested American Jews' commitments to principles of global justice and reflected conflicting definitions of Jewishness itself.”

Babson Entrepreneurship faculty members, Heidi Neck, Patricia Greene, and Candida Brush, have a new book to their credit, Teaching Entrepreneurship: A Practice-Based Approach. Edward Elgar Publishing, notes that the book “advocates teaching entrepreneurship using a portfolio of practices, including play, empathy, creation, experimentation, and reflection. Together these practices help students develop the competency to think and act entrepreneurially in order to create, find, and exploit opportunities of all kinds in a continuously changing and uncertain world.”

In addition to writing poems, short stories, and novels, Mary O’Donoghue, Arts and Humanities, also translates the work of Irish-language poet Louis de Paor. Her latest translations of de Paor feature in a new bilingual volume, The Brindled Cat and the Nightingale’s Tongue. “Keenly aware of the more destructive aspects of translation, he (de Paor) and his trio of translators, Kevin Anderson, Biddy Jenkinson and Mary O’Donoghue, have eschewed the modern fashion for so-called "versions", producing English translations which are as close as possible to the original Irish poems without sacrificing their tone, energy, clarity and lightness of touch.” says UK publisher Bloodaxe Books.

**New Books by Babson Faculty**

**Nations Divided: American Jews and the Struggle over Apartheid by Marjorie Feld,** History and Society, was published by Palgrave Macmillan in July.

**Library News**

Both Power Search and research guides got a facelift this summer!

Better functionality, ease of use, and an updated look and feel characterize the upgrades to Power Search as well as the library’s database, course, and topical research guides. Power Search is the one-stop search across article and e-book databases, government documents, and the library catalog. Access it right on the Library’s home page. And see our new interface for research guides at http://libguides.babson.edu/.

If you’d like a library research guide for one of your courses or need a refresher or introduction to using Power Search, contact the librarian who’s the liaison to your division (as found in the Services for Faculty guide):

<table>
<thead>
<tr>
<th>Division/Area of Responsibility</th>
<th>Name</th>
<th>Extension</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting &amp; Law</td>
<td>Mary Gavett-Orsi</td>
<td>x5605</td>
<td><a href="mailto:gavettorsi@babson.edu">gavettorsi@babson.edu</a></td>
</tr>
<tr>
<td>Arts &amp; Humanities</td>
<td>Daryl Bullis</td>
<td>x6482</td>
<td><a href="mailto:dbullis@babson.edu">dbullis@babson.edu</a></td>
</tr>
<tr>
<td>Economics</td>
<td>Patricia Berens</td>
<td>x5486</td>
<td><a href="mailto:pberens@babson.edu">pberens@babson.edu</a></td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Jack Cahill</td>
<td>x4578</td>
<td><a href="mailto:jcahill@babson.edu">jcahill@babson.edu</a></td>
</tr>
<tr>
<td>Finance</td>
<td>Jack Cahill</td>
<td>x4578</td>
<td><a href="mailto:jcahill@babson.edu">jcahill@babson.edu</a></td>
</tr>
<tr>
<td>History &amp; Society</td>
<td>Daryl Bullis</td>
<td>x6482</td>
<td><a href="mailto:dbullis@babson.edu">dbullis@babson.edu</a></td>
</tr>
<tr>
<td>Management</td>
<td>Samantha Harvey</td>
<td>x4471</td>
<td><a href="mailto:sharma@babson.edu">sharma@babson.edu</a></td>
</tr>
<tr>
<td>Marketing</td>
<td>Nancy Dlott</td>
<td>x4987</td>
<td><a href="mailto:dlott@babson.edu">dlott@babson.edu</a></td>
</tr>
<tr>
<td>Math &amp; Science</td>
<td>Jack Cahill</td>
<td>x4578</td>
<td><a href="mailto:jcahill@babson.edu">jcahill@babson.edu</a></td>
</tr>
<tr>
<td>TOIM</td>
<td>Nancy Dlott</td>
<td>x4987</td>
<td><a href="mailto:dlott@babson.edu">dlott@babson.edu</a></td>
</tr>
</tbody>
</table>

Back to Top
Both individual and community pharmacists to quantify their impacts after adjusting national level.

Studies to quantify address because of their flexible hours, convenient locations, and access. Community pharmacists and pharmacies are well positioned to provide objective measures for many diseases, which remain below the billion-dollar mark. Despite its effectiveness, it is often provided in personal or non-pharmaceutical settings, which may not accurately reflect the full impact on immunization services.

Despite the development of vaccines and immunizations, the impact on public health remains limited. The CDC, for example, has prevented many diseases and saved billions of dollars. However, despite its effectiveness, the public’s perception of vaccines is often negative, and uptake remains low in some areas.

We find that perceived response certainty has a strong positive impact on organizational responses. This relationship is moderated by organization’s cognitive ambivalence, such that a high level of ambivalence decreases the positive effect of response certainty at both corporate and marketing strategy levels. Thus, this study contributes new insights into the role of ambivalence in the low- or non-response to the apparently important external environmental forces. Future research and managerial implications are also offered.