September 2013

Center for Engaged Learning & Teaching Program

The 2013 Faculty Learn & Share program was held on August 29. The first faculty-wide event sponsored by the CELT’s Faculty Development area generated great enthusiasm: more than 60 faculty representing all divisions attended the day-long event to participate in interactive teaching demos given by colleagues including the following interdisciplinary teaching materials and tools:

- Ethics in Film across the Curriculum, Julie Levinson and Jenny Rademacher
- Scavenger Hunts: Using SCVNGR, a Mobile Phone, Location-Based Game, in the Classroom, Sal Parise
- Flipping the Classroom, Ruth Gilleran and Steve Gordon
- Clickers: Engaging Students with Classroom Response Systems, Chuck Winrich
- Building Blocks: Using Video Bricks to Create Multiple Lesson Plans, Elizabeth Swanson Goldberg

CELT acknowledges the 2013 Faculty Learn & Share Committee members and faculty demo leaders for the time and energy dedicated to making this valuable event for all faculty members:

- Sinan Erzurumlu – TOIM
- Yunwei Gai – Economics
- Ruth Gilleran – TOIM, TIF
- Xinghua Li – History & Society
- Jenny Rademacher – Arts & Humanities
- Vikki Rodgers – Mathematics & Science, TIF.

Faculty News

Marketing Division Chair and Professor Victoria Crittenden has received the 2013 Pearson Prentice Hall’s Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education (American Marketing Association Teaching and Learning SIG). This award serves to identify full-time marketing educators who have designed an innovative method of teaching marketing students or who have designed classroom innovations(s). Crittenden is recognized both for her contributions to the field of marketing and for the impact she has made in the lives of her students and others. She accepted the award August 10, 2013 at the American Marketing Association Summer Educator’s Conference.

Engineering for Sustainability, the third in a series by Dennis Mathaisel, Mathematics and Science, and co-authors, Joel Manary and Ned Criscimagna, was published by CRC Press in spring 2013. The book provides common sense information for engineering, planning, and carrying out those tasks needed to sustain military products and services and, in turn, the entire enterprise. It lays out the principles that will help engineers design products and services to meet the needs of customers with minimal impact on the ecosystem, focuses on how an entire enterprise can be self-sustainable, and includes numerous examples and case studies.

“Ghost Estate,” a short story by Mary O’Donoghue, Arts and Humanities, was published in Literary Imagination (Oxford Journals) in July 2013. The story takes place in an unfinished unoccupied housing development. These estates are emblematic of Ireland’s spectacular property boom and its subsequent crash. The story concerns an elderly woman who buys into one such development.

Share Your ‘Research News’

Please forward the details of your activities and publications to the Babson Faculty Research Fund.
This study examines the effects of different types of experience on the relationship between strategic decision comprehensiveness and new venture growth in the alternative evaluation phases of the process. We find no significant moderating effect for start-up experience on the relationship between comprehensiveness in the situation diagnosis and decision integration phases. Furthermore, we find no direct effect between comprehensiveness and growth or any direct or moderating effect of previous industry experience.
External Funding

Corporate, Foundation, and Government Relations Office (CFGR)

The Office of Corporate, Foundation and Government Relations (CFGR) within Development and Alumni Relations at Babson College provides guidance and assistance to faculty and staff seeking funding from corporations, foundations, and government agencies to support their research and curricular development initiatives. Among the services provided are pre-award activities such as identifying and researching possible funding sources, assisting with cultivation of funding prospects and with proposal development and writing, particularly in the final draft stage, and ultimately with the submission of proposals. Post-award assistance is provided by both the CFGR and the Business Office.

If you would like to explore the possibility of applying for external funding please contact Wendy Silverman, Director, Corporations, Foundations, and Government Relations.

Library News

The Library has subscribed to some new research databases

Statista: Global statistical portal covering over 60,000 topics, including data on over 600 international industries. Sources include market research firms, trade organizations, scientific journals, and government databases. Topical “dossiers” pull together relevant data into presentations.

Import Genius: Tracks imports to and exports from the United States, many Latin American countries, and India. Information is based on shipping manifests and custom records. Great tool for identifying buyers and suppliers and for tracking the movement of goods. First-time users need to create an account.

Babson Welcomes New Faculty

Babson College welcomes eleven new teaching faculty members this fall.

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
<th>Title</th>
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<tbody>
<tr>
<td>Jennifer Bailey</td>
<td>TOIM</td>
<td>Assistant Professor of Technology and Operations Management</td>
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<tr>
<td>Richard J. Cleary</td>
<td>Mathematics &amp; Science</td>
<td>Professor of Mathematics, Chair of the Math &amp; Science Division</td>
</tr>
<tr>
<td>Victoria Lynn Crittenden</td>
<td>Marketing</td>
<td>Professor of Marketing, Chair of the MKT Division</td>
</tr>
<tr>
<td>Wiljeana Jackson Glover</td>
<td>TOIM</td>
<td>Assistant Professor of Technology and Operations Management</td>
</tr>
<tr>
<td>Davit Khachatryan</td>
<td>Mathematics &amp; Science</td>
<td>Assistant Professor of Statistics</td>
</tr>
<tr>
<td>Benjamin L. Luiippold</td>
<td>Accounting &amp; Law</td>
<td>Assistant Professor of Accounting</td>
</tr>
<tr>
<td>Jason B. Mohaghegh</td>
<td>Arts &amp; Humanities</td>
<td>Assistant Professor of Comparative Literature</td>
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<tr>
<td>Scott A. Moore</td>
<td></td>
<td>Dean, Undergraduate School, Associate Professor of TOIM</td>
</tr>
<tr>
<td>Victor P. Seidel</td>
<td>TOIM</td>
<td>Assistant Professor of Technology and Operations Management (beginning January 1, 2014)</td>
</tr>
<tr>
<td>Jonathan Sims</td>
<td>Management</td>
<td>Assistant Professor of Management</td>
</tr>
<tr>
<td>Rajendra S. Sisodia</td>
<td>Marketing</td>
<td>Professor of Marketing, F. W. Olin Distinguished Professor in Global Business, and the Whole Foods Market Research Scholar in Conscious Capitalism</td>
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