January 2012

Research Fund Proposal Deadline
Wednesday, February 8

The Research Fund has 2012-2013 course releases and 2012 summer stipends available to support faculty research projects. The BFRF has 13 course releases and 12 summer stipends to award.

For application information, revised forms, and funding guidelines, please visit the Research Fund web site.

Proposals must be sent via email attachment to the BFRF by 4:30 PM on February 8. In addition, a hard copy of the proposal Cover Sheet with both applicant and division chair signatures must be sent to the BFRF office.

If you have any questions, contact Susan Chern (x5339) or any of the BFRF members: Joel Shulman, Chair, John Edmunds, Dhruv Grewal, Kandice Hauf, and Bala Iyer.

1st BFRF Spring Chat
Wed, February 1

Cristiano Busco, Accounting and Law
“Control and Creativity in Small and Medium-sized Enterprises: formal vs. informal controls in two comparative case studies”

James Hoopes, History and Society
“Corporate Dreams: Big Business in American Democracy from the Great Depression to the Great Awakening”

Mark Your Calendar

Tuesday, February 14

Sebastian Fixson, TOIM
“Shifting grounds: How industry emergence changes the effectiveness of knowledge creation strategies – The case of the U.S. automotive airbag industry”

Rosa Slegers, Arts and Humanities
“Primates, Philosophers, and Virtue”

Wednesday, February 29

Marjorie Feld, History and Society
Kenichi Matsuno, Marketing

Programs run from Noon to 1:15 PM
Needham Room, Olin Hall

Faculty News

“Production, Process Investment and the Survival of Debt Financed Startup Firms” by S. Sinan Erzurumlu, TOIM, and co-authors Fehmi Tanrisever and Nitin Joglekar, is being published in Production and Operations Management, (Financial Times Top 45 Most Influential Business Journals). This project was supported by BFRF 2009 summer stipend.


Share Your ‘Research News’
Please forward the details of your activities and publications to the Babson Faculty Research Fund.
Kenichi Matsuno, Marketing, “Customer Equity and Business Performance for Entrepreneurial Firms: Impact of Marketing-R&D Integration and R&D Strength in Corporate Settings”

The authors investigate the structural relationships among entrepreneurial proclivity, marketing-R&D integration, and R&D strength in achieving three critical performance criteria for organizations: customer equity, business growth, and financial return. Based on the analysis of data collected from SBUs of large Japanese manufacturers, the authors find nuanced effects of organization’s entrepreneurial proclivity on the critical organizational process, resource, and business performance. Specifically the study shows that: 1) entrepreneurial proclivity directly and positively influences both marketing-R&D integration and R&D strength; 2) entrepreneurial proclivity’s effect on business growth and financial return is positive and mediated by customer equity; 3) marketing-R&D integration has a moderating effect on the positive impact of R&D strength on customer equity; and 4) customer equity is a strong driver of business growth and financial return. Implications to growth through customer equity and new product development in the context of corporate entrepreneurship are discussed.

News from the Library

Librarian Liaisons

If you are working on a research project or need materials for a class, Babson’s Librarian Liaisons are here to assist you.

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<td>x5605</td>
<td><a href="mailto:gavettorsi@babson.edu">gavettorsi@babson.edu</a></td>
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<td>x5486</td>
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<td>x6482</td>
<td><a href="mailto:dwinn@babson.edu">dwinn@babson.edu</a></td>
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<td>Jack Cahill</td>
<td>x4596</td>
<td><a href="mailto:research@babson.edu">research@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>
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<td>Jack Cahill</td>
<td>x4578</td>
<td><a href="mailto:jcahill@babson.edu">jcahill@babson.edu</a></td>
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<td>x4987</td>
<td><a href="mailto:dlott@babson.edu">dlott@babson.edu</a></td>
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The BFRF *Working Paper Series*, which features all of the completed research projects that have been supported by the BFRF, are published on DKB.