Research Fund/CWEL Proposal Deadline
Wed., February 6, 2013

The Research Fund has thirteen course releases available for the 2013-2014 academic year and thirteen 2013 summer stipends to support faculty research projects. Please visit the Research Fund web site for application information, revised forms, and funding guidelines. If you have any questions, contact Susan Chern (x5339) or any of the BFRF members.

Note that the BFRF will also be vetting applications in February for CWEL support. Please follow the BFRF application process and use the BFRF forms. Specific CWEL guidelines may be found on the CWEL website. Please direct CWEL-related questions to Susan Duffy or Marjorie Feld.

1st Video Teaching Note
Babson’s…and academic publishing’s…first video teaching note will be available at eCh in January. The “BizTech: Aligning Incentives with Strategy Using Business Intelligence” case includes video supplements and a video teaching note. PJ Guinan, Sal Parise and Bala Iyer, TOIM, co-authored the case with Tom Connolly of BizTech. The case is appropriate for both undergraduate and graduate courses in IT, with a particular attention to business intelligence, and in Leadership & Change.

Teaching Innovation Fund (TIF)
Spring Application Deadline -- Fri., February 15, 2013

TIF Fall Awards
The Teaching Innovation Fund supports curriculum projects as well as case studies. Last fall, the TIF committee reviewed proposals for a variety of projects and, in November, made the following awards:

TIF provided support to Katherine Platt, History and Society, for “China Town Adventure,” a highly creative and interactive teaching resource kit with a portfolio of activities and teaching note for undergraduate anthropology, sociology, history and other disciplines, depending on how the unit is used.

The following projects, with recommendation from TIF, were funded by F.W. Olin Graduate School:

- Philip Dover, Division Chair, Marketing. “BARRX Medical” is a case study and teaching note for MBA programs (of particular value within the new Health Care Concentration), and Executive Education.
- Caroline Daniels, Entrepreneurship. “Mandarin Ark,” a trans-cultural case study with video interviews and teaching note, is appropriate for Graduate programs in Entrepreneurship, Marketing and Organizational Behavior.
- Melissa Manwaring, Management. “Presidential Negotiation,” a video case study and teaching note for use in Negotiations courses at the graduate level, covers leadership, conflict resolution, diplomacy, strategic decision making, history, global politics and Latin American studies.
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- course content for his students to address the limitations
- updated consistently, and embedded into Blackboard at the
- cases in your classes, or would you like to supplement students’

The landscape of scholarly content is evolving every day. Have

- liaisons. Among the services provided are pre-award
- materials. Authors and/or publishers hold copyright.

- digital collection or institutional repository that captures, preserves, and
- disseminates the intellectual property created within the
- Babson College community. It is designed to promote
- Babson based research, creative activity and other output
- enable their discovery via the Web. Administered by the
- Horn Library, Digital Knowledge at Babson provides a
- single location to store, organize and preserve these
- materials. Authors and/or publishers hold copyright.

The BFRF Working Paper Series, which features all of the
- completed research projects that have been supported by
- the BFRF, is published on DKB.

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**External Funding Opportunities**

**Corporate, Foundation and Government Relations (CFGR)**

- Wendy Silverman, Director, CFGR

The Office of Corporate, Foundation and Government Relations (CFGR) within the Advancement Division at Babson 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.

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**Library Tips for Faculty**

**Library Liaisons**

Don’t forget that your library liaison is here to support you with your personal research. If you don’t know who your library liaison is, you can find them on this page. Set up a time to meet us for coffee and tell us about your research! We love getting to know our faculty liaisons.

The landscape of scholarly content is evolving every day. Have you thought about moving beyond traditional textbooks and cases in your classes, or would you like to supplement students’ course materials with library content that is free to students, updated consistently, and embedded into Blackboard at the point of need? Watch this video of Dick Mandel telling the story of how his library liaison helped him develop dynamic course content for his students to address the limitations encountered with a traditional textbook.

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**NVivo Software for Faculty Research**

"NVivo is software that supports qualitative and mixed methods research. It lets you collect, organize and analyze content from interviews, focus groups, surveys, audio, social media, and web pages."

Last fall, the BFRF purchased NVivo licenses for fifteen faculty members who are engaged in qualitative research. We followed up with a well-attended NVivo demonstration for new and prospective users.

If you are doing qualitative research and are interested learning how NVivo software can help you analyze your data, Click Here to see a NVivo eDemonstration.

The BFRF plans to make another NVivo purchase this spring. If you are interested in using NVivo software, please contact the BFRF office.

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**Digital Knowledge at Babson**

**Digital Knowledge at Babson (DKB)** is a digital collection or institutional repository that captures, preserves, and disseminates the intellectual property created within the Babson College community. It is designed to promote Babson based research, creative activity and other output and enable their discovery via the Web. Administered by the Horn Library, Digital Knowledge at Babson provides a single location to store, organize and preserve these materials. Authors and/or publishers hold copyright.

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**BFRF Final Products Accepted**

*The BFRF committee has reviewed and accepted these papers from faculty members who have completed their BFRF sponsored research projects.*

**Joel Shulman, Entrepreneurship,**

“Entrepreneurs with Benefits: Stock appreciation Plus High Dividend Yields”

This paper analyzes the performance of publicly-traded entrepreneur-managed companies with relatively high dividend yields over the 2005 to 2012 time period. For the 103 firms that fit this category, we find that the portfolio generates a compounded annualized net return well above the corresponding benchmarks. Moreover, the entrepreneur plus dividend yield portfolio dominates the peer group in both rising and declining markets. In particular the up capture, down capture and risk adjusted alpha metrics for the entrepreneur portfolio plus dividend portfolio exceeds the corresponding benchmarks during all market conditions. We conclude that investors can generate superior risk-adjusted returns with an entrepreneur-based, high dividend yield portfolio during both good times and bad.

**Jon Dietrick, Arts and Humanities,** “The Current Gold Coin of the New Jerusalem”: Money and Symbolization in Hawthorne’s The Scarlet Letter”

The article looks at connections between the gold-paper money debates of Hawthorne’s time and his masterpiece, The Scarlet Letter. As an external visual marker of what is supposed by other characters in the novel as its wearer’s “internal,” spiritual state, Hester Prynne’s Scarlet “A” is, among other things, an emblem of a powerful American anxiety regarding the gulf between appearance and reality. The desperate and dangerous need for fixed signs and self-evident identities that obsesses Hawthorne’s Puritan-era characters is directly related to the gold-paper money debates of Hawthorne’s own time, with their concern for issues such as “character” and value and what we might now call the gap between the symbolic and the real – or as Marc Shell puts it, between “face value” and “material value” (Shell 16). However Hawthorne isn’t simply setting a contemporary tale in an earlier time; rather he is also historicizing the money debates of his own era by showing their origins in the time of the Massachusetts Bay Colony – where, in fact, the first “American” paper money was issued.

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