Faculty Research “Chat”
Sponsored by the Babson Faculty Research Fund

Wednesday, September 17, 2014
Noon - 1:15 PM
Needham Room, Olin Hall

“Around the World with Business Ethics: A Sociological Examination of Management Education”
Mary Godwyn – History and Society

An integration of liberal arts and business, this book examines business management education around the world from the perspectives of the social sciences and humanities, specifically sociology and ethics. These disciplines provide alternatives to economic theory, which is primarily used as the foundation for business education. Sociology offers empirical and theoretical traditions that explore social change, diversity and inclusion. Ethics contributes structures to identify and evaluate moral underpinnings of applied systems. Together, these disciplines engage aspects that are often underdeveloped in business education. Through interviews with business faculty, students, and graduates, as well as attendance in business classes and examination of course materials, Godwyn analyzes how business school curricula and the experiences of business students affect normative business practices and the distribution of wealth, opportunity, and prestige in the global economy. Godwyn visited business schools in a wide range of geographical locations including US, Canada, UK, France, New Zealand, India and Ghana.

“Firms’ (non-)responses to obvious but not-so-controllable external forces: the cases of aging population”
Kenichi Matsuno – Marketing

The authors extend the question of organizations’ responses to the external environment, specifically motivated by their apparent low- or non-responses. Why do many organizations not seem to heed the advice to be attentive and responsive to the events and forces in the external environment? Based on a sample of 545 Japanese corporations, the authors investigate the magnitude and extent of organizations’ responses to one of the obvious, apparently important factors in the external environment, the aging society. They find that perceived response certainty has a strong positive impact on the organizational responses of the informant companies. 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-responses to the apparently important external environmental forces. Future research and managerial implications are also offered.

We look forward to your participation. Refreshments will be provided by the BFRF. Pick up your lunch in Olin Pandini’s (before noon), sign the Chat list at the checkout, and join your colleagues in the Needham Room. For additional information, contact Susan Chern, x5339.

Next Chat
Tuesday, September 30
Kevin Bruyneel, History and Society and Ryan Davies, Finance