

Research and Teaching Innovation @ BABSON

Summer 2015

Babson Faculty Research Fund Committee

The BFRF Committee will welcome one additional faculty member after a special election in early September 2015. Co-Chairs Danna Greenberg and Mark Potter, along with members Sal Parise Brian Seitz , Yasu Yamakawa, and Coordinator Sandra Castaldini are excited to promote an active research culture at Babson and help elevate the BFRF to be a central body of research on campus . Please feel free to contact any committee member with any suggestions on how we can better sustain, enhance, and renew the intellectual vitality of faculty by supporting the building of intellectual capital through meritorious research.

BFRF with the Sustainability Office co-sponsored a 2015 Research Summer Stipend. We are happy to announce the winner of that stipend is Vikki Rodgers, who will be researching “Botanical art in the classroom: Using nature to bridge the boundaries of art, science, and business” along with Danielle Krcmar. Congratulations to Vikki and Danielle and we look forward to pairing with the Sustainability Office again in the future!

IN THIS ISSUE

[Library News](#)

[Faculty News](#)

[Research News](#)

[CELT News](#)

[BFRF Final Products](#)

Research and Teaching
Innovation
@ Babson is published by
the
Babson Faculty Research
Fund

BFRF Faculty Chat Calendar

Here are the scheduled BFRF Faculty Research Chats for 2015. Remember faculty can get a free lunch at Pandini's cafe before 12 (tell the cashier) if you attend the chat.

Location: 12:00 PM - 1:15 PM Olin Needham-Conference Rooms

- Tuesday 9/22/15 Mary O'Donoghue, Arts & Humanities & Sinan Erzurumlu, TOIM
- Tuesday 10/6/15 Megan Way, Economics & Jack Cahill, Horn Library
- Wednesday 10/14/15 Toni Lester, Accounting & Law & Salvatore Parise, TOIM
- Thursday 11/19/15 Kankana Mukherjee, Economics & Elizabeth Goldberg, Arts & Humanities

Library News

New research databases available from Horn Library

With several new faculty hires in the Finance division, we have added two important company financial databases to our subscription with the WRDS research platform. **Compustat** is the core historic corporate finance data source for US filing public companies. Our access provides annual and quarterly financials, pension data, S&P historic debt ratings, historic business and geographic segments reporting data and the Industry Specific module which records activities specific to certain lines of business such as airlines, gaming, healthcare, retail and utilities.

In order to match up your Compustat data set with stock prices, we have also added the **Compustat/CRSP Merged file**. This allows you to easily use the identifiers from your Compustat results and quickly match them with historic stock price data for the same issuer.

If you have not opened WRDS recently, you will be happy to find that their graphical interface has been newly updated and greatly improved. Access is by your Babson email or if you are a regular user, we will create your individual account for data storage and use.

Please contact Jack Cahill jcahill@babson.edu for more information or questions.

Faculty News

Rick Cleary of Math & Science writes in :

One of our big professional organizations, the Mathematical Association of America, turns 100 this year and I am the MC at the centennial banquet on Saturday 8/8. Lots of famous mathematicians in the audience. Also **Davit Khachatryan** in our division is chairing a special session on Statistics Education at the Joint Stat Meetings in Seattle that run 8/9-13. The program listing is at: <http://www.amstat.org/meetings/jsm/2015/onlineprogram/ActivityDetails.cfm?SessionID=211369>.

Congratulations to **Rosa Slegler's** chapter "A critique of business school narratives and protagonists with help from Henri Bergson and Friedrich Nietzsche" published in *Research in Ethical Issues in Organizations* on being selected by the editorial team as an Outstanding Author Contribution in the 2015 Emerald Literati Network Awards for Excellence. Rosa's chapter was chosen as a winner as it is one of the most impressive pieces of work the team at Emerald Group Publishing has seen throughout 2014.

Sinan Erzurumlu has published an article titled "Sustainable mining development with community using design thinking and decision analysis" in *Resources Policy*. The article combines design thinking method with multi-criteria decision analysis to assess and improve community involvement in mining operations.

Ruben Mancha, a new faculty member in TOIM, is part of a multidisciplinary research team and multi-year venture sponsored by the John Templeton Foundation called the Simulation Religion Project.

Library

Journal Publishing and Citation Tracking: A Guide for Babson Faculty

Is "publish or perish" really true? Perhaps not, but publishing is a very important activity required of academic faculty. If choosing your research agenda is not challenging enough, it is even more difficult often to choose in which journals to publish. Colleagues and mentors in your department will have some great suggestions about which journals are worth your attention, but there is much more to this process. There are a number of factors that contribute to the confusion that surrounds many of the issues concerning scholarly publishing. These factors include, but are not limited to:

- choosing whether to publish within or outside your discipline,
- Open Access journals
- "pay to play" practices
- predatory publishers
- journal and citation impact factors (and other impact measures)
- individual article citation counts (for tenure and promotion cases)

Horn Library can support your research and publishing activities in many ways. We can help when you choose to do your literature search and to get a clearer picture of your citation counts. We can also help by providing resources to help you investigate journals in which you may consider publishing and which you may wish to avoid. For more detail and links to tools, use the library's faculty research guide - Journal Publishing and Citation Tracking: A Guide for Babson Faculty. We will be leading a discussion session on publishing and research on 10/6 at the scheduled Faculty Research Chat and hope you can join us!

- Daryl Bullis, Lead Instruction Librarian dbullis@babson.edu

Research News

2015 Summer Stipends

Lakshmi Balachandra, Entrepreneurship, “Revisiting Investors and Gender Bias: Bias Against The Women of Business or the Business of Women”

Majorie N. Feld, History and Society, “A Straight and Not Very Long Road: American Jews, Apartheid, and the Holocaust. A chapter-length essay in Dr. Gilbert and Dr. Avriil Alba, editors, *Holocaust Memory, Race and Racism in the Postwar World*.”

Mary Godwyn, History and Society, “Management Education as the Crucible for Ethical Social Change”

Sandra Graham, Arts and Humanities, “The Popularization of Spirituals”

Mary O’Donoghue, Arts and Humanities, “*Empennage*: Novella and Short Stories”

Anne Roggeveen, Marketing, “Post-choice Changes in Importance Weights of Chosen vs. Non-chosen Alternatives”

G. Shankaranarayanan, TOIM, “Framing Data Quality Research”

Brian Seitz, Arts and Humanities, “Grids of Power: A Phenomenology of Fuel”

Rosa Slegers, Arts and Humanities, “William James and Henri Bergson” (Book chapter in *Understanding James, Understanding Modernism*, the third volume in the Bloomsbury Press *Understanding Modernism* series)

Janice Yellin, Arts and Humanities, “The interplay of Egyptian and Meroitic religion in the Dodecaschoenos (Lower Nubia) during the I century BC – AD IV century.”

2015 – 2016 Course Releases

Matt Allen, Entrepreneurship, “Human Capital, Entrepreneurship and the Business Family”

Nestor Azcona, Economics, “Deviations from Uncovered Interest Parity in a DSGE Model”

S Sinan Erzurumlu, TOIM, “Managing Market Frictions via Cost-Reduction Investment”

Bradley George, Entrepreneurship, “The rise of the B-Corp and its impact on our theories and measures of performance”

Kandice Hauf, History and Society, “The Treatise on Painful Debates by Nie Bao: A Translation and Commentary”

Nathan Karst, Math and Science, “Spiral wave formation in fairy ring fungi”

Laurie Krigman, Finance, “Down Market IPOs: Trash or Treasure”

Toni Lester, Accounting/law, “Are Contract Morals Clauses Being Applied Fairly to Black Male Celebrities?”

Jason Mohaghegh, Arts and Humanities, “*Born Upon the Dark Spear: Selected Poems of Ahmad Shamlu*”

Yasuhiro Yamakawa, Entrepreneurship, “Destruction Of Cognitive Legitimacy and Failure of Industry Emergence”

Share Your ‘Research News’

Send the details of your activities and publications to the BFRF

TIF Committee’s Spring 2015 Awards

TIF Now Accepting Applications for the October 15 Deadline

Twice each year, the Teaching Innovation Fund (TIF) reviews applications for cases and non-traditional teaching materials that express creativity interwoven with solid teaching. Because more and more are cross-disciplinary, the work being published into the Babson Collection continuously improves to reflect the deep value of what and how Babson faculty teach.

TIF accepts applications from all Babson faculty, - including adjuncts. The application period for the Oct 15 deadline is now open. [Download your TIF application](#), learn about what kinds of work TIF funds, access examples of strong funding applications, and more, at [TIF’s site on the Faculty Hub](#).

Contact [Kathy Esper](#) – CELT, or [Melissa Manwaring](#) - Teaching Innovation Fund Chair, if you have any questions regarding the preparation of application. If your project is not a case, and involves the use of technology, please contact [Eric Palson](#) -Director of Instructional Technologies.

TIF Welcomes New 2015-2016 Committee Members

As TIF welcomes in new Committee members, appreciation goes to most recent past TIF Chair, Anne Donnellon, and past TIF Committee members Jon Dietrick, Ruth Gilleran, Cheryl Kirschner and Denise Troxell for their wisdom, expertise, and generosity of time and service.

TIF welcomes new 2015-2016 Committee members:

[Melissa Manwaring](#), Lecturer of Negotiations, Management Division, Director of Institutional Assessment, TIF Chair

[Jon Hodge](#), Lecturer of Rhetoric, Arts & Humanities Division

[Donna Kelley](#), Professor of Entrepreneurship, Entrepreneurship Division

[Xinghua Li](#), Assistant Professor of Media Studies, History & Society Division

[Brigitte Muehlmann](#), Associate Professor of Accounting, Accounting & Law Division

Continue Creating and Evolving Your Babson Network

2015 Faculty Learn & Share – the annual day-long event co-created by faculty, for faculty - continued the tradition of offering a program that is a good use of faculty time and energy. Many thanks to go 2015 Faculty Learn & Share Committee members

David Blodgett	Wendy Murphy
Sandra Castaldini	Mary Pinard
Brigitte Muehlmann	Jonathan Sims

and the Babson faculty and staff who participated in the delivery of this year's program.

Sandra Castaldini	Toni Lester	Donna Sosnowski
Vicky Crittenden	Wendy Murphy	Ginny Soybel
Danna Greenberg	Blake Patridge	Larry Ward
Carolyn Hotchkiss	Tracey Reza	
Philip Kim	Jonathan Sims	

2015 SAVE-THE-DATE:

CELT offers opportunities throughout the year to continue *Creating or Evolving Your Babson Network* with Teach and Talk, Research Circles (sponsored by the BFRF), and Teacher's Toolbox resources.

Teach and Talk

Would you love to sit in on a colleague's class? CELT is delighted to sponsor the Teach and Talk program this school year. Ask your colleague if you can sit in on his or her class, have them sit in on one of yours. CELT will provide lunch so that you can discuss teaching strategies and techniques that can be used across disciplines to help students connect the Babson curriculum.

Contact [Kathy Esper](#) for information.

Teacher's Toolbox

Offers both Reflective and Active opportunities to support the development of your Babson Network.

The Teacher Within with Professor Mary Pinard

Wednesday, October 7 12n-1:15p

Information and Registration Coming Soon!

Final Products Accepted

Elizabeth Goldberg

Arts & Humanities, "Intersecting Genealogies: From Postcolonialism to Human Rights"

This paper investigates how debates within postcolonial studies between poststructuralist discourse analysis, on the one hand, and anticolonial approaches to materiality, on the other, shape current approaches to the growing field of human rights in the humanities. I will pay particular attention to the anticolonial antecedents of today's "white industrial savior complex," the potential of "decentered humanism" to bring the insights of postcolonial critique to bear on human rights discourse, and the genealogy of that discourse in relation to major theorists of the postcolonial from the mid-1970s to the present.

Kandice Hauf

History and Society Division, "The Courtesan's Daughter Chunhyang: A Transnational Symbol of Koreanness"

The Courtesan's Daughter Chunhyang: A Transnational Symbol of Koreanness," makes the case for Chunhyang as a Korean national legend beginning in the mid Choson dynasty (1392-1910) which has risen to transnational significance through the global popularity of Korean media adaptations retelling the legend in 2000, 2005, and 2010. Why is this young woman of a low class so useful to think of in terms of Korean identity? At the risk of death, she refuses the sexual advances of a powerful official, insisting on remaining loyal to her secret noble husband. I argue that meanings shift over time. Early oral versions support the imported Chinese teachings of Confucianism in 14th century Korea emphasizing loyalty and chastity for women. The latest versions have a nationalist interpretation after independence from Japan in 1945, then developing its economy and national myths to support an identity as a strong and independent culture. Because of the advanced production values and the creativity of Korean popular culture, these media adaptations of the story of Chunhyang have attained status as a transnational symbol of Koreanness in Western capitals and throughout Asia.

Xinghua Li, History and Society Division, "*The "Useless" Sustainability: Eco-Fashion Advertising in China and the US*"

This BFRF final product includes the last chapter of my completed book manuscript *Environmental Advertising in China and the USA: Structures of Desire* (Routledge-Earthscan, November 27, 2015). This chapter compares the discourse of eco-fashion from China and the US and explores how Chinese designers and their imagination of the "ecological" teach us new ways to think about the ethics of consumption. Designed for quick expiration, fashion is notorious for its intense resource use, environmental pollution, and waste generation. My analysis shows that American eco-fashion advertising focuses on the themes of garment recycling and eco-footprint measurement, which reflect an ideology of utilitarianism to maximize resource usage and minimize waste. By contrast, the Chinese eco-fashion designers, as represented by Ma Ke (the designated designer for China's first lady Peng Liyuan), voices a critique of utilitarianism and suggests that we conceive the meaning of the "ecological" not in terms of utility, but in terms of memory and history. Her work portrays textile as a humble medium that records the past and holds that the traces left from past uses constitutes the most seductive part of our clothes. Based on Ma Ke, I theorize an ethics of consumption by articulating the ecological and the historical and argue that truly "green" consumption derives enjoyment from our time-tested interaction between our bodies and the material environment.

Denis F X Mathaisel

Math & Science Division, "Entrepreneurial Sustainability: How to Sustain New Ventures and New Product Development"

For any enterprise or entity, sustainability is the ability to remain productive long term while minimizing waste and creating value. To be sustainable, the entity or enterprise, whether it is an ecological, environmental, human, or service enterprise, must possess five "abilities": availability; dependability; capability; affordability; and marketability. This project proposes to write two chapters, each of approximately 80 pages, in a newly proposed six-plus chapter book by the author on the sustainability of entrepreneurial ventures. The intent is to address the question of how a new enterprise or product development becomes sustainable. The chapters present a prescription or strategy based on the five abilities for the sustainability of an entrepreneurial venture.

Salvatore Parise, TOIM, “Do or Die: How Exceptional IT Professionals Innovate” with Patricia Guinan.

The shift to a more innovation-driven economy is clear, and one of the single largest differentiators for our economy today is the link between technology applications and business opportunity. Paradoxically, a group within many organizations, who has substantial expertise in technology applications of all types but has not been an active part of the innovation discussion, is the Information Technology (IT) professional. This research study looks at the relationship among IT knowledge worker innovation traits, such as risk taking, IT transformational leadership, IT innovative culture, including methods and values embracing experimentation and openness, and IT performance. Based on survey research with 105 IT professionals across several industries, we find that IT innovative culture mediates the relationships between both IT professional innovation traits and performance, and IT transformational leadership and performance. Implications for both the IT researcher and practitioner are also discussed.

[Back to Top](#)