Faculty Research Chat
Sponsored by the Babson Faculty Research Fund

Wednesday, October 14th, 2015
Noon - 1:15 PM
Needham Room, Olin Hall

“How Have Black Female Cultural Producers Gained Ground in the Intellectual Property Regime?”
Toni Lester- Professor of Law and Kelly Lynch Term Chair

Oprah Winfrey and Beyoncé Knowles have been ranked by Forbes magazine as two of the wealthiest women in the world. A great deal of that wealth can be attributed to how successfully they cultivate and manage the intellectual property connected to their brand. Given their success, one wonders if race, gender and class still limit the success of America’s black female cultural producers as they did in the past. This talk will take a look at two recent cases in which both women were defendants in intellectual property disputes and compare the outcomes with the experiences of their predecessors in order to see if today’s black female cultural producers have really gained ground, as a group, in the intellectual property regime.

“How Twitter Users Can Generate Better Ideas”
Sal Parise Associate Professor of TOIM

Innovations never happen without good ideas. But what prompts people to come up with their best ideas? It’s hard to beat good old-fashioned face-to-face networking. But in today’s digitally connected world, many relationships are formed and maintained online through public social media platforms like Twitter, Facebook and LinkedIn. Increasingly, employees are using such platforms for work-related purposes. Can Twitter make employees more innovative? In particular, does having a greater diversity of virtual Twitter connections mean that good ideas are more likely to surface, as in the face-to-face world? To answer this question, we used organizational network analysis (ONA) to create ‘sociograms’ of employee Twitter networks across 10 groups. We analyzed the hundreds of ideas submitted by EMC Corp. employees, one group in our sample, as part of their internal idea management system and correlated that behavior with Twitter usage. We found:

- Employees who used Twitter were found to have better ideas than those who didn’t.
- There was a link between the amount of diversity in an employee’s Twitter network and the quality of their ideas.
- Twitter users who combined idea scouting and idea connecting were the most innovative.

We look forward to your participation. Refreshments will be paid for by the BFRF - Pick up your lunch in Olin Pandini’s (before noon), sign the Chat list at the checkout period. Please join your colleagues in the Needham Room. For additional information,

contact Sandra Castaldini, x5339.