

2010 Faculty Scholarship Awards

The Faculty Scholarship Awards Committee reviewed numerous nomination proposals. It is exciting to see so many faculty members actively engaged in important and top quality scholarship. Some key aspects of the review process included:

- Review of 2007-2009 publications considering impact, quality and overall contributions.
- The impact of the articles was also assessed using SSCI scores for journals and web-based software for all publications.

The winners of the 2010 Faculty Scholarship Awards are:

Dhruv Grewal

Dhruv is a Professor of Marketing and the Toyota Chair in Commerce and Electronic Business. He is an amazingly proficient thought-leader. The evidence for this statement during 2007-2009 includes twenty-one journal articles, four text books, multiple research awards, invitations to and attendance at multiple thought leadership events, mentoring of doctoral students, and serving on six journal's editorial review boards.

During 2007-2009, twenty-one of Dhruv's articles were published. However, beyond the quantity of work he has published, it is important to note the quality of the work. Based on "Publish or Perish software" his 2007-2009 publications have received over 400 citations; demonstrating that his research is widely read and cited. In addition the caliber of the Journals he publishes is outstanding. Between 2007-2009 ten of his articles were published in the *Journal of Retailing* (ranked 4th in Business Journals), seven were in the *Journal of the Academy of Marketing Science* (ranked in the top 50 in Business Journals), and one was in the *Journal of Marketing* (ranked 9th in Business Journals). His research has received numerous awards including the William R. Davidson Journal of Retailing best paper award and an honorable mention award; The Stanley Hollander Award for Best Retailing Paper, the Wayne DeLozier Award for the Best Overall Conference Paper, and the Technology and e-Business Track Best Paper Award.

In addition to publishing, Dhruv is extremely active in thought leadership. He has been invited to multiple Thought Leadership conferences including the AMA Knowledge Coalitions Evidence-Based Marketing Conference of Chief Marketing Officers and Academic Thought Leaders (2008) and the Multi-Channel Marketing Thought Leaders Conference (2009). He also arranged a Thought Leadership conference (2008) on Customer Experience Management in Retailing.

Dhruv has also been active in thought leadership both by mentoring doctoral students and serving on editorial review boards. More specifically, in terms of doctoral students, Dhruv has been invited to serve as a Faculty Fellow for the 2007, 2008, and 2009 AMA Sheth Foundation Doctoral Consortiums. He also has served on the dissertation committee of a PhD student from the University of Connecticut. In terms of editorial review boards, during 2007-2009 he served on the boards of *Journal of Retailing*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Interactive Marketing*, *Journal of Business Research* and *Journal of Public Policy & Marketing*. He has also earned a Best Reviewer Award from the *Journal of Retailing* in 2008.

His record during 2007-2009 continues a long tradition of excellent scholarship which has marked Dhruv's career. This scholarship (along with teaching and service) has earned him two Lifetime Achievement Awards in the Marketing Field in 2010 (the Academy of Marketing Science Cutco/Vector Distinguished Educator Award, and the American Marketing Association Retailing Special Interest Group 2010 Lifetime Achievement Award).

Bob Halsey

Bob is an Associate Professor of Accounting and the Chair of the Accounting and Law Division. His Financial Accounting for MBAs text book was selected under the notable contribution category and was co-authored with Peter Easton, J.J. Wild and M.L. McAnally. This text represents a unique approach to the teaching of financial accounting to MBAs. The following are among the text's most notable features:

The operating version of the DuPont ratio analysis approach was introduced and was developed in a series of academic papers in the accounting literature. This text is the only in print to build its analysis of financial statements around this approach, and its introduction was a radical departure from existing norms. This approach reflects the current state of the art.

The text was written in a non-academic, conversational and succinct writing style that values the MBA student's time and eliminates the tangential material that often bogs down most text books. When compared with the previous market leader, the text covers more material (and at a deeper level) in two-thirds of the pages. Real-world material was used extensively, including both financial statements and footnotes, both in the text and in the end-of chapter problem assignments. All examples are updated for each edition to keep the material fresh and to incorporate new standards and analysis information. This approach is much more time intensive than the static-example approach used in other texts.

Focus companies are used to provide background and context for the issues addressed in each chapter and include comparisons of the focus companies with their primary competitors for benchmarking. Focus on the application of the topics is used in the analysis of financial statements and elimination of unnecessary theoretical and tangential discussion allows students to focus their attention on the reasons why the topic is important and shows how to use the information to address business issues.

Over 65,000 students have been educated with the texts through 2009 and is now in 210 schools, ranging from the top business schools in the country to community colleges, evenly distributed throughout the US. In just three editions, the text has become the market leader and was nominated for the Wildman Medal Award for outstanding achievement by a text at the 2008 American Accounting Association national convention.

Gang Hu

Gang is an Assistant Professor of Finance and, since joining Babson College in 2005, has been pursuing a very active research agenda. Over the last several years, his effort has started to come to fruition, showing very promising results. During 2007-2009, Professor Hu published 9 papers, 5 of which are in peer-reviewed research journals, including *Journal of Financial Economics* (one of the top 3 "A" journals in Finance), *Journal of Financial Markets*, *Journal of Corporate Finance*, *Financial Analyst Journal*, and *Journal of Business Finance and Accounting*. These 5 journals are all of high quality and included in the SSCI (Social Science Citation Index). He also published two book chapters and two articles in practitioner journals.

Professor Hu is a great colleague, for example, 2 out of the 5 journal publications and both of the book chapters above are co-authored with Babson colleagues. During 2007-2009, Professor Hu presented his research at numerous conferences and seminars, including top academic conferences such as AFA (American Finance Association), WFA (Western Finance Association), and NBER (National Bureau of Economic Research) meetings. He also won several research awards and grants, such as the WFA NASDAQ Best Paper Award, 1st Prize at the Chicago Quantitative Alliance Academic Competition, and a research grant from the Yale School of Management.

In addition, Professor Hu has a very active research pipeline, with numerous working papers (including those under revise-and-resubmits) and work-in-progresses; not to mention his 4 papers forthcoming in peer-reviewed research journals, including *Review of Financial Studies* (another one of the top 3 “A” journals in Finance), *Journal of Financial Intermediation*, *Journal of Financial Research*, and *Journal of Corporate Finance*.

Dennis Mathaisel

Dennis is a Professor of Management Science and the Michael L. Fetters Term Chair in Math and Science. He is very active in a stream of research on sustainability. This stream was initially targeted to assist the military sustainment community in its War on Terrorism, but it has also been applied to commercial business enterprises and the higher education sectors. It entails the development of strategies, principles, approaches, and technologies necessary to effectively and efficiently sustain an enterprise and its products. His focus has been on how an enterprise becomes sustainable.

Dennis has published more than 10 peer-reviewed journal papers that are related to this topic for the commercial, military, and higher education communities. In addition, Dennis published 2 related books. *Sustaining the Military Enterprise* was published in December 2007 by Taylor & Francis. The second book, *Enterprise Sustainability*, written in 2008-2009, was published by CRC Press in early 2010. Dennis is now writing his third book, *Engineering for Sustainability*, for which he has just received a contract (May 2010) from CRC Press. *Engineering for Sustainability* focuses on how an entire enterprise can be engineered to sustain itself, not just how certain products can be engineered to be environmentally friendly or environmentally sustainable.

In addition to the sustainability stream of research, Dennis continues to contribute to the theoretical operations research domain. His latest efforts involve a revolutionary approach to scheduling real-time on-demand services, such as travel on business jets. The approach, based on Complexity theory, is at the cutting edge of the scholarly research in the field. It is so progressive that Dennis received a Sloan Foundation award in 2008 to present his research in Montreal. Complexity Science is a set of insights drawn from biology, physics, and economics. At its core is the belief that any seemingly complex and utterly random system or phenomenon (e.g., natural selection, stock market behavior) emerges from the behavior of thousands of individuals/agents. Dennis’ work in this domain clearly demonstrates his desire to remain active in theoretical research as well as applying this theory to real problems.

Throughout his career at Babson, Dennis has continued to contribute to the college and the scholarly community with a stream of research that includes 33 refereed journal papers, 62 other publications (proceedings, reports, cases), and 77 presentations at scholarly meetings. This outstanding stream of research by Dennis has received international recognition, through references to his papers and through best paper awards at conferences (another Best Paper Award in 2008).