

Research and Teaching Innovation @ BABSON

Fall 2015

Babson Faculty Research Fund Committee

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Research and Teaching
Innovation

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As we welcomed the new academic year of 2015-2016, BFRF has already sponsored 3 Faculty Research Chats with at least 3 more on the calendar. Thank you to our presenters and audiences who have enjoyed the insightful exchanges after each presentation. We are also sponsoring an information session for junior faculty entitled “Tenure and Promotion Process” on Thursday February 4, 2016 from 12-1:15pm in the Needham Room at Olin Hall.

The BFRF Grant Application deadline is Wednesday January 27, 2016. The BFRF website has all of the funding categories, eligibility, and forms. Mini-grant applications for up to \$2,500 are available on rolling basis and information is on our website. Please note that all BFRF grants including mini-grant applications require Department Chair approval with signature. Please contact your BFRF Committee members with any additional ideas how we can support faculty research at Babson.

BFRF Website:

<http://www.babson.edu/Academics/teaching-research/bfrf/Pages/proposals.aspx>

BFRF Faculty Chat Calendar

Here are the scheduled BFRF Faculty Research Chats for 2015 & 2016. 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

- **Thursday 11/19/15 Kankana Mukherjee, Economics & Mahdi Majbouri, Economics**
- **Thursday 2/4/16 BFRF Information Session “Tenure and Promotion Process”**
- **Tuesday 3/1/16 Anne Roggeveen, Marketing & BOW Faculty**
- **Monday 4/4/16 Brian Seitz, Arts and Humanities, and Mark Potter, Finance**



Diana International Research Conference 2016

University of Nordland, Bodø, Norway, June 12-14, 2016

Theme: Gender in family business & Gender and innovation

The Diana-project was established in 1999, by Professors Brush, Carter, Gatewood, Green and Hart – in partnership with ESBRI, Stockholm. The Diana Research Project has led the research agenda in women's entrepreneurship across continents, cultures and contexts. During these years, the Diana conferences have brought together more than 100 scholars from 16 different countries worldwide, providing an arena to share a global research agenda

dedicated to answering questions about women entrepreneurs and growth-oriented businesses. For the first time, the 9th Diana International Conference will be held in Norway, in Bodø. The conference will be hosted by Research Professor Elisabet Ljunggren (Nordland Research Institute) and Professor Gry Agnete Alsos (University of Nordland Business School).

We invite papers that broadly fit with the overarching themes of conference, and seek contributions based on rigorous research that explores how family businesses are gendered and how innovation could be understood and studied with gender perspectives. We also invite papers on other topics within the scope of the Diana International Research Conference related to gender and entrepreneurship. Submitted papers may be conceptually or empirically based, and employ quantitative or qualitative methods.

The 2016 Diana International Conference will take place just after the Babson College Entrepreneurship Research Conference (June 8-11, 2016). Submissions of abstracts are welcome from November 1st, 2015, and will close December 15, 2015. For further information, see the conference web page.

Conference website: <http://www.uin.no/diana2016>

Sponsored by:

The University of Nordland Business School, Bodø, Norway
Nordland Research Institute, Bodø, Norway
Babson College, Wellesley, MA

Faculty News

Carolyn Hotchkiss writes: Each year, the faculty members who make up the Babson Faculty Research Fund recognize faculty members for their outstanding scholarly work. This year's winners are a testament to the passion for scholarship across our faculty, and for the amazing and different kinds of work our faculty does. The honorees for the 2015 Faculty Scholarship Awards are:

- Professor of Marketing and Toyota Chair in Commerce and Electronic Business **Dhruv Grewal**, to recognize his extensive work both in the leading scholarly journals in Marketing and in the world of Marketing textbooks,
- Professor of Economics **Kent Jones**, to recognize his years of publications on international trade and international trade organizations,
- Associate Professor of Management **Miguel Rivera-Santos**, to recognize his work on institutional structures and strategies to address the problem of poverty alleviation around the world, and
- Assistant Profess of Mathematics **Nathan Karst**, to recognize his use of mathematics to address difficult and important problems in fields as diverse as biology and telecommunications.

Library News

New library database: Resources for Brokerage Reports and for VC and PR Data

Aftermarket Research, an S&P Capital IQ product, is our new source for equity analyst reports. Find reports by J.P. Morgan, Deutsche Bank, Wainwright, Jefferies, RBC, Raymond James, and many more, including local providers. Pitchbook is our new resource for information and data on venture capital and private equity deals and providers. Find these resources, along with all other research resources provided by Horn Library, on the library website, alphabetical list of databases page. For any questions, contact your library liaison or email research@babson.edu.

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Faculty News (Continue)

Four of **Mary O'Donoghue's** short stories are published this fall. "Samoan Parakeet" appears in the inaugural issue of Irish literary journal *Banshee*; this story is part of a 2013 BFRF-supported project. "Signs Your Heart is Quietly Failing" appears in *Short Fiction* (UK); this also comes from the 2013 project. "Hell Kettle" is published in *Guernica* (US), in a special "Boundaries of Nature" issue; this story is part of a 2014 BFRF-supported project. And "At the Super 7" will appear in *Dublin Review* (Ireland). This story comes from her most recent BFRF-supported project (2015).

Dessi Pachamanova, Math and Science Division, was an invited plenary speaker at the 3rd Industrial-Academic Workshop on Optimization in Finance and Risk Management sponsored by the Fields Institute for mathematical research and held at the University of Toronto in Canada in early October. In August, Dessi completed a book on portfolio analytics and risk management (Portfolio Construction and Analytics), coauthored with Frank J. Fabozzi (Professor of Finance, EDHEC and Princeton University). One chapter in the book was supported by a summer grant by the BFRF. The book is currently going through production at J. Wiley & Sons and will be in print in early 2016. Two other publications she completed over the last few months have also appeared in print: her article "From Predictive Uplift Modeling to Prescriptive Uplift Analytics: A Practical Approach to Treatment Optimization While Accounting for Estimation Risk" (with V. Lo, Fidelity Investments) appeared in *Journal of Marketing Analytics* and her article "Mapping Business Problems to Analytics Solutions" appeared in *INFORMS Transactions on Education*.

Julie Levinson, with co-editor Claudia Springer, edited *Acting*, part of a ten-volume film history being published by Rutgers University Press. Each volume is devoted to a particular aspect of film production; all ten are divided into the same six historical periods. Julie also wrote one of the book's six chapters which deals with social and cultural factors that influenced acting technique during the *auteur* renaissance in Hollywood from 1968 – 80. Here is a full description:

The chapters in *Acting* provide a fascinating, in-depth look at the history of film acting, from its inception in 1895 when spectators thrilled at the sight of vaudeville performers, wild-west stars, and athletes captured in motion to the present when audiences marvel at the seamless blend of human actors with CGI. Experts in the field take readers behind the silver screen to learn about the craft of film acting in six eras: the silent screen (1895-1928), classical Hollywood (1928-1946), post-war Hollywood (1947-1967), the *auteur* renaissance (1968-1980), the New Hollywood (1981-1999), and the modern entertainment marketplace (2000-present). Each chapter sheds light on how acting styles have been transformed by changes in the film industry as well as in American society.

Andrew Corbett, Chair of the Entrepreneurship Division, shares with us a published article by Phil Kim "*The Tortoise versus the Hare: Progress and Business Viability Differences between Conventional and Leisure-based Founder*". The article focuses on how and whether entrepreneurs achieved milestones impacts long term viability. It was published in the *Journal of Business Venturing* (JBV) which is widely recognized as the top scholarly journal in entrepreneurship.

Another article from Entrepreneurship faculty is "*Causal Ascriptions and Perceived Learning from Entrepreneurial Failure*" by Yasu Yamakawa, published in *Small Business Economics* (SBE, another top journal). The article examines how entrepreneurs perceive and process failure and learning.

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. Avril 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, “Spirituals and the Birth of a Black Entertainment Industry”

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”

Ganesan 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.”

Vikki Rodgers, Math and Science, “Botanical Art in the Classroom: Using Nature to Bridge the Boundaries of Arts, Science, and Business”

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 and Law, “Are Contract Morals Clauses Being Applied Fairly to Black Male Celebrities?”

Jason Mohagheh, 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

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CELT News

Evolving Entrepreneurial Education: Affecting Teachers and Students

Professors from University of Calgary, Columbia University, and University of Texas at Austin were just a few anticipating the release of *Evolving Entrepreneurial Education: Innovation in the Babson Classroom*. CELT could not be more pleased to have created this amazing opportunity for Babson's teachers, because this book was written for teachers. The more teachers who know about your work, the more students can benefit. So this book ultimately is about evolving students – both your own, and the ones that you are not able to reach directly.

Help more teachers become aware of this book by sharing the links below with colleagues at other Colleges and Universities.

Emerald Publishing held a live Q&A with authors Vicky Crittenden, Carolyn Hotchkiss, and Nan Langowitz. http://www.emeraldgrouppublishing.com/promo/babson_info.htm

Babson Marketing has set up a page for the book, which includes tweets from Vicky, Carolyn and Nan's event, as well as a link to the #AskBabson Q&A. They are also promoting on Twitter, Facebook and LinkedIn. <http://www.babson.edu/News-Events/babson-news/Pages/2015-babson-faculty-author-book-on-entrepreneurial-education.aspx>

Many thanks to all the authors who contributed to the birth of this important publication, and especially to our faculty editors, Vicky, Nathan, and Rosa.

Teach & Talk: Crossing Disciplines. Connecting Lessons.

Teaching at Babson is different. One of the College's greatest strengths – its exceptional ability in both business and liberal arts – is the direct result of your desire to actively seek out collaborative teaching opportunities.

CELT's new Teach & Talk program opens the space for you to ask a colleague to sit in on his or her class. Invite them to sit in on one of yours. Have lunch and discuss teaching strategies and techniques that can be shared across disciplines to help students connect the Babson curriculum. Lunch is on CELT.

Learn how Teach & Talk works at CELT's Faculty Development page.

Congratulations Babson Collection

School year 2014-15 marks the best-selling year on record for The Babson Collection: Cases and Teaching Materials (earliest records are 2007). This year also marked strongest sales for current cases (i.e. published in 2012 or later). Strong sales mean that more educators are seeing your materials, and selecting them for use in their classrooms. Gratitude and appreciation to authors, editors, and immediate past Editor-in-Chief, Cheryl Kirschner. This milestone could not have been reached without you and your contributions.

Teaching Innovation Fund Receives Record Number of Applications

Nineteen faculty members representing eight divisions submitted ten applications to the TIF this October. This marks the highest number of submissions in one application period. TIF applications continue to make an impression as they continuously get better. The Committee appreciates all faculties who submitted; decisions are expected in mid-November.

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Final Products Accepted

Marjorie N. Feld

History and Society, “‘A Straight and Not Very Long Road’: American Jews, Apartheid, and the Holocaust,” an essay in Dr. Shirli Gilbert and Dr. Avril Alba, editors, *Holocaust Memory, Race and Racism in the Postwar World*

Five years after the end of World War II, the left-leaning editors of *Labor Israel* lamented that some South African Jews supported one of the architects of the emerging system of apartheid. Drawing from the lessons of the Holocaust, they called it an “elementary truth” that “there is a straight and not very long road between sneering at ‘n*ggers’ and gassing Jews.” Part of an edited collection on race and the Holocaust, this chapter will examine for the first time the explicit connections drawn by activists between apartheid and the legacies of the Holocaust. For though some drew on that legacy in fighting apartheid, others worried that critiques of South African apartheid would threaten the urgent pursuit of global Jewish unity, diminishing Zionist loyalties and placing Jewish communities in harm’s way. Utilizing archival material just made available in January 2015, and building on the material of my book, *Nations Divided: American Jews and the Struggle over Apartheid*, this chapter traces this debate forward into our own times, to analogies between South African apartheid and the relationship between Israel and the Occupied Palestinian territories.

Steven Gordon

TOIM, “Fostering Social Movements with Social Media”

Social movements are activities in which groups of individuals or organizations try to implement or reverse social or political change or reform. The creation of a community of people who share a movement’s objectives is central to its success. It requires a means of communication through which the movement’s proponents can discuss and refine their objectives, share stories of personal grievances, build organizations, and design and implement strategy and tactics. Media are traditionally among the most important means of communication for building such communities. Social media are a relatively new form media whose power to foster social movements first became obvious during the Arab Spring of 2011. The purpose of this research is to address how social media can best be used to advance the goals of social movement proponents. Eight recent social movements that have used social media to various degrees are analyzed resulting in a model that attempts to answer this question.

Sandra Graham

Arts and Humanities, “Spirituals and the Birth of a Black Entertainment Industry”

This book that traces the routes by which black spirituals were disseminated at multiple levels of popular culture in the last quarter of the nineteenth century, resulting in the birth of a large-scale black entertainment industry. Spirituals were virtually unknown among whites in the U.S. until 1871, when the Jubilee Singers, a student group from Fisk University (Nashville),

introduced spirituals (or “jubilees”) to the concert stage, igniting a mania that extended through the 1880s and then subsided, only to resurface among folklorists, white performers, and quartets. Until the turn of the century, spirituals underwent a continual metamorphosis in musical style and social function as they were appropriated by blackface minstrels, circus performers, the legitimate theater, white churches, folklore societies, and educators. I document the myriad factors responsible for these radical transformations in performance and reception, and analyze the new cultural values that were attached to spirituals as a result.

Nathaniel Karst

Math and Science, “Spiral Wave Formation in Fairy Ring Fungi”

A broad class of soil fungi form the annular patterns known as ‘fairy rings’ and provide one of the only means to observe spatio-temporal dynamics of otherwise cryptic fungal growth processes in natural environments. We present observations of novel spiral and rotor patterns produced by fairy ring fungi and explain these behaviors mathematically by first showing that a well-known model of fairy ring fungal growth and the Gray-Scott reaction- diffusion model are mathematically equivalent. We then use bifurcation analysis and numerical simulations to identify the conditions under which spiral waves and rotors can arise. We demonstrate that the region of dimensionless parameter space supporting these more complex dynamics is adjacent to that which produces the more familiar fairy rings, and identify experimental manipulations to test the transitions between these spatial modes. These same manipulations could also feasibly induce fungal colonies to transition from rotor/spiral formation to a set of richer, as yet unobserved, spatial patterns.

Mary O’Donoghue

Arts and Humanities, “*Empennage*: Short Fiction”

This project comprises three fictions: novella-form “*Empennage*” and short stories “At the Super 7” and “Kiddio at the Wedding.” Each is situated in the American south. The titular “*empennage*” refers to the tail apparatus of an airplane (in French the verb “*empenner*” means to fletch—put feathers on—an arrow) and one of my narrators is a former aeronautics engineer. All three fictions explore of new fictional territory, in terms of both voice and region. All pieces of work make formal experiments in sentence properties and narrative structure.

Vikki Rodgers

Math and Science, “Botanical Art in the Classroom: Using Nature to Bridge the Boundaries of Arts, Science, and Business

Engaging students not majoring in environmental studies both in learning the science and shifting their 2 attitudes and behavior toward nature often requires a multi-perspective approach and presents unique challenges. 3 We asked our business students to view, create (through drawing) and conceptualize (in writing)

works of botanical art as a multi-perspectival process of engaging with relevant scientific processes and sustainability concerns connected to botany. We surveyed the students at the end of the course and required them to write a reflection detailing a piece of botanical artwork they would like to create and why. A large majority (84%) of the students felt that the botanical workshop helped them to see plants differently now and roughly 63% thought that the botanical art workshop had altered their understanding of possible points of view or interpretation of the plants. Roughly 75% of the class thought that they had overall gained a better understanding of botanical concepts/scientific processes by learning about the art & artistic perspectives. Interestingly an even larger number of students agreed that as a student not majoring in either science or art, they found blending science with art made the science more interesting. In their written reflections students proposed artworks that spoke to their sense of connection to the environment or a desire for environmental stewardship.

Anne Roggeveen

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

This research examines choice-supportive distortions and demonstrates that when choosing between two non-comparable alternatives people change the importance assigned to attributes after making a choice. Experiment 1 shows that after choosing a product, consumers revise attribute importance weights in the product’s category in a choice-supportive fashion such that the weight assigned to positive features of the chosen option increases, and the weights associated with negative features of the chosen option decreases. Having an external justification for making that choice reduces the change in importance weights. Experiment 2 demonstrates that at least part of the reweighting of the attributes occurs after the choice is made.

G. Shankaranarayanan

TOIM, “Framing Data Quality Research”

Data and information quality research has made significant strides over the last twenty years. It has become a unified body of knowledge incorporating techniques, methods, and applications from a variety of disciplines including information systems, computer science, operations management, organizational behavior, psychology, and statistics. With “Big Data”, social media data, data-driven decision-making, and analytics viewed as critical by organizations, data quality has never been more important. We believe that data quality research is reaching the threshold of significant growth and a metamorphosis from focusing on measuring and assessing data quality – content – towards a focus on usage and context. We also believe that, particularly at this stage, it is vital to define the identity of this research area in order to recognize its current state and to be effective in pursuing an increasing number of opportunities. Using Latent Semantic Analysis (LSA) to analyze the abstracts of 972 peer-reviewed journal and conference articles published over the past 20 years, this research contributes by finding the core topics and themes that define the identity of data quality research, exploring their trends over time, pointing to the data quality dimensions that have and have not been well-

studied, and offering insights into topics providing significant opportunities for researchers in this area.

Rosa Slegers

Arts and Humanities, “James and Bergson: Fighting the Intellectual Beast with Metaphors”

This chapter in *Understanding James, Understanding Modernism* focuses on the philosophical affinity between William James and Henri Bergson. In one of his more surprising metaphors from *A Pluralistic Universe*, James writes about Bergson’s “flexibility of verbal resources that follows the thought without a crease or wrinkle, as elastic silk underclothing follows the movements of one’s body.” Fluidity, flexibility, change, and suppleness are at the heart of both James’s and Bergson’s philosophies. In Bergson’s words, both seek to dive into “mobile reality... to attain to fluid concepts, capable of following reality in all its sinuosities and of adopting the very movement of the inward life of things. This chapter tries to evoke the *élan vital* of their friendship through “living sympathy,” using Jamesian and Bergsonian metaphors that place the reader at the center of the philosophers’ shared visions. Allowing these metaphors to set the tone and indicate the direction, we avoid the intellectualist pitfall of becoming “myopic ants,” crawling over James’ and Bergson’s philosophies as over a building, “tumbling into every microscopic crack or fissure, finding nothing but inconsistencies, and never suspecting that a centre exists.” James and Bergson both invite us to dive into their works rather than “crawl over” them like myopic ants. This means that we have to resist another intellectualist temptation to clean up “the litter with which the world apparently is filled.” In fancying ourselves architects with a vision of things from above, we miss out on the “euphony” of the flux of experience and, if James’s response to Bergson’s *Creative Evolution* is any indication, the chance to be “rejuvenated”.

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