

# Research and Teaching Innovation @



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Research and Teaching Innovation  
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## BFRF and Library Renew EndNote Subscription

Once again, the Library and BFRF have allocated funds to renew Babson's subscription to EndNote software. Produced by Thomson Reuters, EndNote is the industry standard software tool used to manage bibliographies and references when writing essays and articles. With EndNote you can:

- Search hundreds of online databases and import your existing PDF collection.
- Organize and store your research and related notes and files in any way that works for you.
- Use Cite While You Write (CWYW) to create and format your reports, manuscripts and proceedings.
- Share your research with colleagues and collaborate online.

You may download EndNote from the Library website.

Click [here](#) for the latest EndNote Newsletter.

## Faculty News

Mathematics and Science Chair **Richard Cleary** has had three recent invited speaking events. The first two, on Mathematics and Sports, were at the New Jersey section of the Mathematical Association of America and at Western New England University, a "Pi Mu Epsilon" (Math Honor Society) induction talk. The third talk, "Moving to Big Data: The Changing Practice of Statistics in the Analytics Era," was at the 12th Annual Northeastern Section/Mathematics Association of America Dinner Meeting at Framingham State University.

**Fatemeh Emdad**, Mathematics and Science, supervised a presentation by undergraduate students, **Jennifer Appel** and **Simon Shi** at the Hudson River Undergraduate Mathematics Conference which was held at Marist College. The students presented "Starbucks Revenue: Analyzing Consumer Purchases," research to identify relationships between different consumer purchasing behaviors and their implications on total revenue. The HRUMC is a one-day mathematics conference held annually and attended by students & faculty from various universities & colleges in New York & New England featuring short talks by students & faculty and an address by a noted mathematician. The goal is to provide undergraduates with the experience of attending and/or presenting at a professional mathematics meeting designed with the student in mind.

**Meghan MacLean**, Mathematics and Science, and co-author Russ Congalton, were the third place recipients of the 2014 ERDAS Award for Best Scientific Paper in Remote Sensing for "Applicability of Multi-date Land Cover Mapping using Landsat 5TM Imagery in the Northeastern US," at the 2014 American Society for Photogrammetry and Remote Sensing (ASPRS) Annual Conference. The paper tested the success of using multiple images from a single year to create a more accurate map of land cover for the purpose of monitoring land use change.

"A Strategy For Promoting Health Care Sustainability," which was presented by **Dennis Mathaisel**, Mathematics and Science, at the Clute Institute International Academic Conference held in San Antonio, Texas on March 15-18, 2014 received a "Best Paper Award Certificate."

Finance Professor and Division Chair, **Michael Goldstein**, served as the guest editor of *The Financial Review* Special Issue: Computerized and High-Frequency Trading, a new, emerging, and rapidly evolving area for the markets, regulators, and the public. Goldstein "put together a portfolio of papers, some introducing the topic, some discussing regulatory issues, some more traditional empirical papers, and some highly technical papers that examine some issues specific to this new world of high-speed trading in a unique and unusual way." The special issue is "like a buffet, with papers for all finance academics interested in this topic to sample, whether their background is in corporate finance, market microstructure, or physics." The twelve papers, grouped by topic, cover computerized trading, issues with speed, and high-frequency trading. An article, "Computerized and High-Frequency Trading," by Goldstein and co-authors Pavitra Kumar and Frank C. Graves of *The Brattle Group*, was also included in the Special Issue.

As a member of the Babson community, you can download any of these papers with your Babson log-in. You can see the special issue at this [link](#). For additional information on this topic, you may also want to read an [excerpt](#) of Michael Lewis's new book on High Frequency Trading, "Flash Boys."



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## TIF Awards Two New Faculty Cases through the Case Studies in Ethics & Finance Fund

### Socially Responsible Investing

Babson Faculty Author: **Wendy Jeffus**, Finance  
Case and Teaching Note. For use in Graduate programs.

Wendy is designing this case to find a natural home in any course with a sustainability theme. Specifically offering investor perspectives and preferences – which have become increasingly popular - it will teach students how to evaluate a portfolio company (including publicly traded companies) on a social/environmental mission and on traditional financial criteria. The triple bottom line: People, Planet and Profit will be introduced and learning objectives include: understanding the background/history of socially responsible investing (SRI), its challenges and opportunities, and the current status of the industry.

### Ethical Implications of Financial Reporting

Babson Faculty Authors: **Bob Turner**, Accounting & Law,  
and **Rosa Slegers**, Arts & Humanities

Case and Teaching Note. For use in all four programs  
at the Graduate School.

With the rollout of the new core at the Graduate School, Ethics was eliminated as a stand-alone course, and instead, was incorporated into streams throughout the core. Bob and Rosa jointly teach the Sunbeam case on financial reporting that was developed and has been used by Babson College faculty since 1996. A classic case of the subjectivity of financial reporting and the ethical and leadership characteristics that impact that reporting, Bob and Rosa will create a new and timelier case using two to three potential companies that have experienced questionable financial reporting. Their new case will bring to life the issues of corporate culture, financial reporting, and the ethical implications of decisions that are made.

## CELT News

### Engage Students through Interactive Learning Highlights from the Case Teaching Workshop April 11, 2014

The Case Centre brought Martin Kupp to Babson College to lead this customized workshop for our faculty because of his expertise in strategic innovation, competitive strategy and organizational creativity. Faculty feedback for the event was strong, and several who were not able to attend in person requested highlights from the event.

Martin's main reason to teach cases is to engage students. Cases are one tool in a teacher's toolbox (e.g. simulations, games), and through demonstration and discussion he highlighted some well-received information, including:

- ◆ Opening the case is a key place to engage students. Challenge and engage them right from the start.
- ◆ Cases are a great place for students to practice Self in Context skills. Rather than asking the class how they think the protagonist in the case should respond to the challenge, ask them how they would personally respond if placed in the situation. Bringing assumptions to the surface develops personal strengths and builds stronger decision makers. Challenge those assumptions.
- ◆ As the students discuss personal responses to the challenge presented in the case, a level of disagreement is created, and with it, a stronger level of engagement. While keeping the discussion focused on specific learning points, allow the discussion to happen, capture and organize student responses to the challenges in the case, and then have the class prioritize the responses in relationship to the challenge.
- ◆ Know the room and how you will use the boards. When a professor is in the center of the room, often the discussion becomes a ping-pong situation between individual students and teacher. Step to the side and capture their points, effectively creating the opportunity for them to discuss and challenge key points with their peers

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