

Research and Teaching Innovation @



December 2013

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Library News from Jack Cahill

WHAT IF all of the available literature on Entrepreneurship – including academic, international and practical cases – **WHAT IF** all of that was in one simple to search database?

Well, guess what – **IT IS!**

The **Proquest Entrepreneurship Database** has it all and I mean ALL the journals, proceedings, reports, government studies, academic papers, foundation reports available internationally.

And since it is all about entrepreneurship in some form, it makes every search simple and most search results productive and germane. When your research calls for keeping up with the current progress of integrating Entrepreneurial Thought and Action in business education, this is a fast simple means for doing that.

Not only is the Entrepreneurship Database simple to use, it is also:

- Multilingual (over 20 languages)
- Multi-disciplinary in scope
- Multi-media (videos, audio interviews, photos)
- Historical (back to 1990)
- Multi-sourced (includes SSRN working papers and books in E-ship topics)

I have begun using this source regularly when I need to search e-ship related topics and find it to be the absolutely fastest way to find relevant content. How can you find it? Go to this [link](#) or under Databases A-Z on the library homepage.

Proposal Deadlines Faculty Research Fund and CWEL

Wednesday, January 29, 2014

The Babson Faculty Research Fund will be accepting applications for the 2014-2015 academic year course releases and 2014 summer stipends to support faculty research projects. Application guidelines and forms are on the [BFRF website](#). If you have any questions, please contact [Susan Chern](#) (x5339) or any of the BFRF members.

The BFRF will also be vetting applications for CWEL support. Specific CWEL guidelines may be found on the [CWEL website](#). Please direct CWEL-related questions to [Susan Duffy](#) or [Marjorie Feld](#).

Teaching Innovation Fund

February 15, 2014

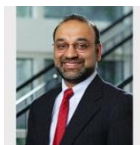
Faculty News

S. Sinan Erzurumlu, TOIM, presented “The Power of ‘20 Questions’: *Increasing Student Interest and Engagement with Business Cases by Turning Them into Consulting Exercises*,” a novel case teaching method, at the 2013 Decision Sciences Institute (DSI) Instructional Innovation competition. The method promotes critical problem solving of seeking information through asking insightful questions. Sinan received the *2013 DSI Instructional Innovation Award* at the 44th DSI International Conference in November.

Marketing Division on ‘Top 50 List’

One initiative of the American Marketing Association Doctoral Student Special Interest Group (AMA DocSIG) is to track publications in the premier marketing journals according to authorship and university affiliation. Victoria Crittenden, Marketing Division Chair, was recently informed that Babson College made the list(s) this year. The “Top 50 Lists” are published on the DocSIG [website](#) as a resource to current and prospective Ph.D. students. You may access the lists [here](#).

Congratulations, in particular, to **Professor Dhruv Grewal**, Toyota Chair in Commerce and Electronic Business, who truly made this recognition possible for Babson. In addition, Grewal has been selected into the preliminary list of Highly Cited Researchers published by Thomson Reuters.



Share Your ‘Research News’

Please forward the details of your activities and publications to the [Babson Faculty Research Fund](#).

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Teaching Innovation Fund Makes Three Fall Awards

Cases in Time Series Forecasting

Three to Four caselets, Data Sets, and Teaching Note

Faculty Author: Davit Khachatryan, Mathematics & Science

For use in Undergraduate courses. Time series are observations which are sorted based on the times of their observance. In this era of Big Data, many business enterprises are being inundated with an avalanche of time series data, the accurate analysis of which is essential for the bottom line. The caselets will require effective teamwork and collaboration from all participants. Davit will write a complementary companion journal article to educate teachers of higher education the benefit of using caselets when teaching Time Series Forecasting.

Cryptography in Context

Book, course notes, teaching note, and in-class activities

Faculty Author: Nathan Karst, Mathematics & Science

For use in Undergraduate courses. Cryptographic technologies (cryptography is the creation and deployment of codes and ciphers, and cryptanalysis, the breaking or exploitation of weaknesses in these codes) underlie nearly every aspect of our digital lives from e-mail to e-commerce. The modern world could not function in its current state without them. These teaching materials will include the following: Comparisons of cryptographic techniques from the business perspective, discussions of ethical issues surrounding cryptology and the interplay between cryptography and the global and political environment.

Rent-a-Text

Case, Data Sets, Teaching Note

Faculty Authors: George Recck, Mathematics & Science and G. Shankar, TOIM

For use in Undergraduate and Graduate courses, this case will incorporate data sets to explore the recent trend in college bookstores of “renting” college textbooks, including student questions, strategic decision points.

BFRF Final Products Accepted

The BFRF committee has reviewed and accepted these papers from faculty members who have completed their BFRF sponsored research projects.

Xinghua Li, History and Society, “‘Wild Flavors’ or Wild Animals? The Discursive Warfare Surrounding China’s Endangered Wildlife Trade in the (Looming) Age of Green Consumerism”

The Chinese are notorious for their consumption of wild animals. As the Western notion of green consumerism enters China, the ancient tradition is slowly falling out of favor. International environmental NGOs launched advertising campaigns to dissuade the public from eating endangered wildlife. Curiously, advocates for exotic meat consumption also jumped onto the “green wagon” and marketed wild meats as an “ecological diet.” The opposing rhetoric demonstrates the plasticity of “green consumerism”: If you love animals, should you eat them, or protect them? The ambivalence gives birth to two types of desire, which are manifested in advertisements. This paper compares the pro-wildlife-eating ads by restaurants and tonic manufacturers and the environmental NGO-sponsored ads that support the opposite, and analyze the different cultural, ideological, and psychic functions they perform. Questioning the popular fetishization of the “local” or the “indigenous” over the “global” or the “Western” in the (looming) age of green consumerism, I argue that non-Western and indigenous values could also contribute to environmental degradation when coupled with the greed of consumerism.

Anne Roggeveen, Marketing, “Should Prices Be Placed in the Left-Visual Field or the Right-Visual Field?”

This research demonstrates that where a product’s price is placed in an advertisement can impact consumer perceptions and purchase intentions. Using hemispheric lateralization research as a theoretical backdrop, the research demonstrates that when consumers have less motivation, they process a price more quickly if it is in left visual field (LVF) as opposed to the right visual field (RVF). In contrast, if consumers are motivated, they process a price more quickly if it is in the RVF as opposed to the LVF. This in turn impacts value perceptions such that under low motivation, the product is viewed to offer less value than if the price is in the LVF than when it is in the RVF. Under high motivation, the product is viewed to offer less value than if the price is in the RVF than when it is in the LVF. These results are tested in three experimental studies, and the implications are then demonstrated in a field study showing that for a low motivation product, there is a greater increase in purchase when the promoted price is shown in the RVF than the LVF.

Call for Papers

Academy of Management Learning & Education 2015 Special Issue

Learning Patterns and Approaches to Family-Business
Education Around the World

Initial submissions should be received by **July 15, 2014** and should be designated for either the Research & Reviews section or the Essays, Dialogues, & Interviews section. Authors are encouraged to visit *AMLE*’s website (<http://aom.org/AMLE>) for more detailed guidance.

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