

Research and Teaching Innovation @



December 2014

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BFRF and CWEL Proposal Deadline

Wednesday, January 28, 2015

The Babson Faculty Research Fund and Center for Women's Entrepreneurial Leadership are accepting applications for 2015-2016 academic year course releases and 2015 summer stipends. If you are currently working on a BFRF project (fall 2014 course release or older) and intend to apply for additional support in late January, you must submit your Final Product paper by January 15; if you submit your paper after January 15, you will not be eligible to submit a new proposal in January.

Additional information about BFRF and CWEL application guidelines, policies, and procedures is available on the BFRF website.

Application forms are attached to this email.

If you have any questions, please contact the BFRF office, or any of the BFRF members: Kandice Hauf, Chair, Danna Greenberg, Dhruv Grewal, Mark Potter, Brian Seitz. Please direct CWEL-related questions to [Susan Duffy](#) or [Marjorie Feld](#).

Library News

Cabell's Directories Renewed



You'll be pleased to know that BFRF and the Library have renewed Babson's subscription to Cabell's, the directories of publishing opportunities. We subscribe to the directories in the disciplines of accounting, economics & finance, management, and marketing. Cabell's helps you determine which journals typically publish manuscripts similar to yours or could be the best fit for your manuscript. The directories also provide information on the style and format of most journals to further assist you in organizing and preparing your manuscripts. Please note that sometime in January, Cabell's will be updating their interface.

Faculty News

Kevin Bruyneel, History and Society, recently made two conference presentations of "Race, Colonialism, and the Politics of Indian Sports Names and Mascots: The Washington Football Team Case;" the Comparative Colonialism workshop at Tufts University was held in October, and the American Studies Association Conference was held in Los Angeles, in November. This project was supported by a BFRF summer stipend.

"Factors Affecting the Use of Outside, Intermittent Resources during NPD" by **Sebastian Fixson**, TOIM, and Tucker Marion, was published in *International Journal of Innovation Science*, 2014. This research was supported by the BFRF.

United Nations Development Programme published *Barriers and Opportunities at the Base of the Pyramid*, Istanbul, Turkey; **Rivera-Santos** was the Project Senior Advisor. In addition, "From Value-Price-Cost to Thamani-Bei-Gharama: Three market contexts and a universal framework," by **Rivera-Santos** and A. Kriauciunas, is forthcoming in *2nd Biennial Africa Academy of Management (AFAM) Conference Proceedings*.

Share Your 'Research News'

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

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BFRF Final Products Accepted

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

Wendy Murphy, Management, “The Silicon Valley Start-up Common: Fostering Developmental Networks for Entrepreneurial Success”

In this study, we integrate the literatures on entrepreneurial resources and developmental networks to investigate the factors that support entrepreneurs’ success in Silicon Valley. Qualitative data was collected from 40 participants, who are founders and CEOs of entrepreneurial firms in Silicon Valley. Findings indicate a combination of resources make the “Silicon Valley Start-up Common” unique in supporting entrepreneurial ventures. In particular, participants identified mentoring and shared values as critical components of this start-up common. We discuss the importance of a developmental network approach for increasing the career success of individuals and the growth of their firms.

Tina Opie, Management, “The impact of minority group member norm violation on perceived professionalism”
European-Americans give African-American women, as compared to European-American women and African-American men, greater license to display dominance. However, psychological research has given less attention to how African-American people evaluate African-American women’s dominance displays and how these evaluations influence perceptions of professionalism. The type of dominance display that we investigate is African-American women’s choices about hair display, that is, whether these women choose to wear their hair in a Eurocentric (i.e., straight) or Afrocentric (i.e., kinky) manner. We reason that, because of ingroup heterogeneity, historical context and stereotypes about African-American women and dominance, African-American people should be particularly harsh when evaluating African-American women with Afrocentric hair.

In Study 1, we discovered a divergence between how African-American and European-American individuals respond to Afrocentric hair display. We observed that Afrocentric hair caused African-American, more so than European-American, individuals to rate the employment candidate as less professional. Further, for African-American, but not European-American, respondents the relationship between Afrocentric hair and professionalism was mediated by dominance perceptions. Study 2 illustrates that African-American women, as compared to their European-American counterparts, more harshly rate Afrocentric hairstyles. Further, African-American women with chemically processed hair rated Afrocentric hairstyles most harshly. African-American natural-haired women and European-American women had statistically equivalent ratings of Afrocentric hair. Additionally, qualitative analyses revealed that African-Americans more frequently mentioned Afrocentric hair as a disadvantage and more frequently advised the employment candidate to change her Afrocentric hair than did European-Americans. The results suggest that Afrocentric hair display in the workplace is particularly salient and negative to African-American people.

Vikki Rodgers, Mathematics and Science, “Susceptibility to invasion in the context of resource supply and uptake: Linking environmental factors and plant demography”

The invasion of non-native species can result in serious harm to ecosystem stability and function, resulting in a loss of biodiversity and the degradation of vital ecosystem services. However, it remains unclear why some habitats are more susceptible to successful invasion than others. One theory proposed in the literature is the theory of fluctuating resource availability, which states that a community’s susceptibility to invasion increases as resources become more readily available and that the availability of resources is dependent upon both supply to the ecosystem and uptake by neighboring plants. We performed an extensive field research experiment manipulating soil moisture availability, plant competition and herbivory at the Boston Area Climate Experiment, using the weedy plant *Persicaria. lapathifolia*. Our results agree with the theory of fluctuating resource availability: *P. lapathifolia* population growth was highest when resource uptake was decreased and/or resource supply was increased. This study provides a comprehensive experimental field test of the ecological theory.

Brian Seitz, Arts and Humanities, “Philosophy on Fire: Flame Glow Device Burn”

The paper opens with some stories about the origin of fire, then relates stories about and discusses actual fires before touching on the sense in which we doubly constituted ourselves—constituted human identity—literally in relation to fire: Drawn to the fire, we on the one hand developed a preference for cooked food that transformed our bodies (most prominently our brains), while, on the other hand, we told the stories around the fire that established culture, then were passed down. Then I turn to the sense in which we made ourselves (or imagined ourselves) masters of fire—in control of fire—which in the modern period contributed decisively to the conditions of industrialization in the form of the steam engine and then the internal combustion engine, i.e. contributed to the conditions of global warming. In the end, and as an experimental gesture, I make reference to the Stoic concept of *ekpyrosis*, of the world ending in a conflagration.

Call for Papers



Diana International Research Conference
“Women Entrepreneurs in Ecosystems”

When: June 8-9, 2015

Where: Babson College

Deadline for submission of abstracts

Extended to December 31, 2014:

Information on the submission process is available on the [Diana Project website](#).

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