

Research and Teaching Innovation @



February 2014

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Research and Teaching Innovatin @ Babson
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Babson Faculty Research Fund

CELT Announces New Case Collections

Entrepreneurial Leader
Babson Classic
Babson Global

In 2013, three (3) Special Collections were created to enable faculty from colleges and universities around the globe to quickly and easily identify learning objectives for Babson's faculty-authored cases.

See page 2 for details and links.

Upcoming BFRF Research Chats

Wednesday, February 26

Richard Cleary, Mathematics and Science

“Some Non-Standard Applications of Mathematics and Statistics to Sports”

S. Sinan Erzurumlu, TOIM

“Sequential Innovations by Startups: Balancing Survival and Profitability”

Tuesday, March 25

Xinghua Li, History & Society

Anne Roggeveen, Marketing

CELT: Faculty Development

**** SAVE THE DATE ****

Friday, April 11, 2014



An Interactive Workshop on **Case Teaching**
Co-sponsored by The Case Centre and
The Center for Engaged Learning & Teaching

Faculty News

Kevin Bruyneel, History and Society, has two new publications to his credit. “The Trouble with Amnesia: Collective Memory and Colonial Injustice in the United States,” was published in *Political Creativity: The Mangle of Institutional Order, Agency and Change*, edited by Gerald Berk, Dennis Galvan, and Victoria Hattam. (University of Pennsylvania Press, 2013). “The King’s Body: The Martin Luther King Jr. Memorial and the Politics of Collective Memory,” is forthcoming in *History and Memory* Vol. 26, #1 (Spring/Summer 2014). Both projects were supported by the BFRF.

The hearty folks who made their way through the snow to the Glavin Chapel last Tuesday evening were rewarded with a wonderful performance of *On the Wing: A Celebration of Birds in Music and Spoken Word*. Inspired by his love of nature, composer and Berklee College of Music Professor Andrew List created the uniquely collaborative performance piece that marries music, song, poetry, and expert commentary on birds. *On the Wing* showcases 12 original songs by List, played by noted pianist George Lopez, Artist-in-Residence at Bowdoin College, and sung by renowned mezzo-soprano Krista River. Interspersed through the song cycle are poems written and recited by poet and Babson College English Professor **Mary Pinard** (who also wrote lyrics to the music), and commentary by Wayne Petersen, Mass Audubon’s Director of Important Bird Areas and an expert guide.



Living with Class: Philosophical Reflections on Identity and Material Culture, edited by **Brian Seitz**, Arts and Humanities, and **Ron Scapp**, College of Mount Saint Vincent, has been published by Palgrave Macmillan. Other Babson contributors include **Kevin Bruyneel**, History and Society, and **Jon Dietrick**, Arts and Humanities.

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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.

Elizabeth Goldberg, Arts and Humanities, “More Radical Than Thou: Politics and Posturing in Narratives of Sex Trafficking”*

This paper surveys academic critiques of anti-trafficking advocacy, asking how critiques of anti-trafficking advocates as “moral crusaders” impact human rights work in this area. What does it mean to call human trafficking, especially sex trafficking, a “myth?” What does it mean to privilege the rights of sex worker/migrants over the rights of trafficked persons? What implications do these postures have on global understandings of the realities of sexual slavery and exploitation? How does human rights law factor into such positions? How could we move these debates from the fatigued frames of human trafficking into the more promising contexts of human rights? And finally, what role do literary representations of sex trafficking play in this context?

*This project was supported by both BFRF and CWEL.

Salvatore Parise, TOIM, “Will Twitter Networks Make Us More Innovative?” Social network platforms, such as Twitter, are starting to influence a knowledge worker’s ability to access information and to develop innovative ideas. Once mainly used to build personal networks with friends and family, these social platforms now provide the capability for employees to connect with both subject matter experts and content that reside outside their company boundaries. The knowledge acquired on these platforms can help employees become aware of emerging trends, test their assumptions and propositions, and help formulate new ideas. This paper provides findings from an exploratory research study within one leading provider of IT storage hardware solutions. Using social network analysis methodologies, the relationship between the structure of 66 employees’ Twitter networks and these employees’ ideation submissions, both number and quality of submissions, is examined. Follow-up interviews with 50 Twitter users from both the research site and in other industries provide further behavioral insight in terms of how employees use the Twitter platform to be more innovative.

Yasuhiro Yamakawa, Entrepreneurship, “Is it worth planning for failure? When and how?” What impacts the extent to which entrepreneurs persist in pursuing a failing course of action? Drawing on the literature in escalation of commitment, we shed light on the factors that affect entrepreneurs’ *time to exit*. Using a survey database of new-venture founders with business failure experience, we investigate how various forms and degrees of resource investments (e.g., time, money, people) affect their escalation of commitment—delaying their decision to exit, devoting additional resources, and persisting to a failing course of action. Most importantly, we explore the moderating impact of business “planning for failure” (e.g., contingency planning) to examine the conditions under which entrepreneurs are able to de-bias their escalation of commitment, and quickly exit from unprofitable markets, thereby reducing the total cost of failure for future entrepreneurship.

CELT Case Collections

This [link](#) takes you to a list, which resides on the Faculty Portal, of CELT’s three new collections, [Entrepreneurial Leader](#), [Babson Classic](#), and [Babson Global](#), along with a description of requirements for inclusion into each collection.

CELT has also added a new Babson Collection of Video Abstracts; check out Sinan Erzurumlu’s [video abstract](#) for his Goldlake Eurocantera/Honduras Case.



Please make special note of what we believe to be the industry’s first video teaching note – a supplement to the Makerbot case by Ruth Gilleran (TOIM) and Erik Noyes (EPS), published under Babson’s Entrepreneurial Leader Collection.

Please consider some of these recently published cases by Babson colleagues as you plan your own Summer and Fall 2014 courses.

For additional information, contact [Kathy Esper](#), Manager, Center for Engaged Teaching and Learning.

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