

# Research and Teaching Innovation @



January 2015

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Research and Teaching Innovation  
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## Upcoming Proposal Deadlines

### **BFRF and CWEL Applications Due Wed, Jan 28, 2015**

The Babson Faculty Research Fund and Center for Women's Entrepreneurial Leadership are accepting applications for 2015-2016 academic year. 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. Please direct CWEL-related questions to [Susan Duffy](#) or [Marjorie Feld](#).

### **TIF Applications Due Feb 15, 2015**

The Teaching Innovative Fund Committee is now accepting applications for the Spring Semester deadline. To learn about what kinds of work TIF funds, access examples of strong funding applications, apply for funding, and more, visit the [TIF site](#) on the Faculty Hub.

## Library News

**NYTimes.com**

### **Access Now Available!**

Horn Library is pleased to announce full complimentary access to NYTimes.com and NYTimes mobile apps\* for Babson College students, faculty, and staff.

NYTimes.com covers a variety of topics with high quality and depth through breaking news articles, blogs, videos, and interactive features. In addition, you will be able to share content on social networks and Blackboard, save articles of interest, subscribe to email newsletters, and set up personalized alerts. Each article or video has sharing tools - just be sure to use the permalink they provide if posting to Blackboard.

***How easy is it to sign up?**  
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## Davis Foundation Award

### **Economics Faculty Granted Prestigious Davis Education Foundation Award**

Economics faculty members, **Lidija Polutnik**, **Jessica Simon**, and **Megan Way**, were awarded a grant for "Containing Costs While Advancing the Educational Mission: A Study of Best Practices for Small Private Colleges." **John McGrath**, Budget Analyst in Babson's Budget Office, will support and contribute to the project as a research assistant. The research project will focus on innovation and improvements on the 'academic side' of the business model which might yield cost containment while preserving or enhancing a college's mission. The team will conduct a literature review and survey administrators at small private colleges regarding their schools' initiatives and experiments to better manage capacity in ways that lead to cost containment. The goal is to be able to identify best practices and innovations in order to recommend policies and programs that may help college administrators cut costs. Additionally, Babson College will be employed as a case study to examine improvements in plant utilization. The goal is to study these innovations systematically and to develop an understanding of how sensitive the financial outcomes are to changes in various drivers of capacity utilization in the context of existing student demand.

The grant was received from the **Davis Education Foundation** established by Stanton and Elisabeth Davis after Mr. Davis's retirement as chairman of Shaw's Supermarkets, Inc. The Davis Educational Foundation, established as a public charitable foundation in 1985, supports the undergraduate programs of public and private, regionally accredited, baccalaureate degree granting colleges and universities throughout the six New England states. The foundation is an expression of the couple's shared support and value for higher education and has provided close to \$98 million in grants to more than 157 institutions.

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## Research News

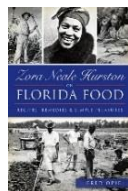
Two members of the Mathematics and Science Division made presentations at the Joint Mathematics Meetings in San Antonio, in January. **Richard Cleary**, Division Chair, presented “Teaching the Background for Data Science and Analytics,” and adjunct **Howard Troughton** presented “Simulation in the classroom using Excel.”

“Calculating the Income Counterfactuals for Oil Producing Countries of the MENA Region,” by **Mahdi Majbouri**, Economics, was published in *Journal of Resources Policy*. This project was supported by the BFRF.

Based on publications in the top marketing journals during the past 5 years (2010-2104), **Dhruv Grewal**, Marketing, was ranked 6<sup>th</sup> in the marketing field in terms of publications in the premier AMA marketing journals (JM and JMR) and 19<sup>th</sup> in the marketing field in terms of publications in the top-four marketing journals (JM, JMR, JCR and MS).

**Mary O'Donoghue's** short story “Jules Verne Seeks Dreamers for Long-Distance Travel in Time” has been nominated for a Pushcart Prize. The story appeared in the spring 2014 issue of *The Georgia Review*. The Pushcart Prize Series honors the best fiction, poetry and essays published in literary journals in the course of a year. The series has published an annual anthology since 1976. The series prizewinners will be announced in spring 2015.

**Frederick Douglass Opie**, History and Society, has a new book just out. The History Press published *Zora Neale Hurston on Florida Food: Recipes, Remedies and Simple Pleasures* this month.



Zora Neal Hurston is one of the most notable authors of the Harlem Renaissance. Her extensive ethnographic research on African American foodways throughout the state of Florida remains a critical historic resource to this day. Her work provides insight into meals such as pickled pig's feet and their rise in the southern African American community as a staple, as well as many home remedies like parched rice and bay leaves for an upset stomach and recipes to cure “loss of mind.” From Floridian fried turtle to chicken pancakes, author Frederick Douglass Opie explores the lingering impact of Hurston's work and Florida food while incorporating recipes that remain essential today.

**Share Your ‘Research News’**  
Send the details of your activities  
and publications to the [BFRF](#)

### Undergraduate Research

In September we published a note about two of our undergraduate students, **Jennifer Appel** and **Simon Shi**, who wrote a research paper for a course taught by **Fatemeh Emdad**; the paper was presented at a regional conference for undergraduate mathematics at Marist College. Since then, an upgraded version of their work passed a triple-blind review and was presented at *2014 3rd International Conference on Business, Management and Governance* in December 2014 in Las Vegas.

### B-O-W Partnership Research

Olin College student **Jessica Oehrlein** presented a research paper, “Distance Labelings of Amalgamations and Injective Labelings of General Graphs” at the Joint Mathematics Meetings in San Antonio, in January. Her research was supervised by Babson Mathematics faculty members, **Nathan Karst** and **Denise Troxell**. Olin graduate **Jason Zhu**, now a graduate student at Stanford, was the fourth co-author; Jason took a graph theory course at Wellesley so all three schools have some connection -- a triumph for the B-O-W partnership.

## CELT News

### Faculty Appreciation for Contributions to CELT and Blended Learning Group Partner Projects

In November and December 2014, the CELT and the Blended Learning Group partnered to host two Faculty Round Tables for two distinct strategic projects that are currently being developed to bring new support or improve existing support for faculty. So naturally we wanted your input. Thank you to the cross-disciplinary faculty and Blended Learning Group members who generously contributed their time and feedback. Both projects are in early stages of development, and we will share updates as significant progress occurs this calendar year.

**Curriculum Connections Faculty Round Table:** Caroline Daniels, Entrepreneurship; Akshat Gupta, Babson MBA Candidate, 2015; Eric Palson, Director, Blended Learning Group; Levi Patruz, Information Technology; Jonathan Sims, Management; Vikki Rodgers, Mathematics and Science; Janice Yellin, Arts and Humanities.

**Faculty Hub Round Table:** Nestor Azcona, Economics; Lauren Belmont, Sr. Instructional and Curriculum Designer; Dawna Dewire, TOIM; Cheryl Gray, QA Production Specialist, Blended Learning Group; Philipp Kim, Entrepreneurship; Nan Langowitz, Associate Graduate Dean; Brigitte Muehlmann, Accounting and Law; Fred Opie, History and Society; Gary Ottley, Marketing; Eric Palson, Director, Blended Learning Group; Maureen Paquette, Presidents Office; Rosa Slegers, Arts and Humanities.

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## Final Products Accepted

**Matt Allen**, Entrepreneurship, “A model for the role of trust in firm level performance: The case of family businesses”

Based on theories of trust, we explore the process through which trust within family firm leadership contributes to firm level performance. Specifically, we develop a model describing the underlying process through which trust influences commitment and in turn organizational level performance. The effect of trust on the performance of family businesses is further understood by addressing the role of family member status and generation in moderating the relationship between trust and behaviors of top managers. We test this model using longitudinal responses from top managers in family businesses. Results indicate that the effect of trust on firm level performance takes place through commitment with family member status moderating the relationship. Implications and future research directions are discussed.

**Toni Lester**, Accounting and Law, “Gender and Copyright Law”

This article examines the extent to which U.S. black female cultural producers who achieve a certain level of fame fair in the current intellectual property law regime by looking at copyright litigation brought against leading cultural icons, Oprah Winfrey, Beyonce Knowles and Alice Randall. It contrasts the experiences of these current black female cultural producers with those in historical past.

**Ryan Davies**, Finance, “Trading costs and priced illiquidity in high frequency trading markets”

Traditional measures of liquidity are less informative in modern equity markets. In response to tiny bid-ask spreads and trivial inside quoted depth, institutional investors employ order-splitting algorithms that execute a sequence of smaller trades over time. As such, this paper proposes a stock-specific measure of trading activity based on the time to execute a sequence of trades worth a fixed dollar value. Using this measure, we show that much of the variation in trading activity reflects endogenous variation in liquidity provision and consumption, rather than information arrival. Using the dollar-weighted price impact of our trade sequences as a measure of liquidity risk in an augmented CAPM, we find that liquidity premia have risen in recent years, despite corresponding increases in trading volume.

**Sandra Graham**, Arts and Humanities, “The Popularization of Spirituals”

This book addresses the metamorphosis in musical style and social function of spirituals as they traveled from the private sphere of exclusively black performance to the public sphere of concert halls and white churches from 1870 to 1900. Graham traces the routes by which spirituals were disseminated at all levels of popular culture: concerts by black jubilee groups, performance in white Sunday Schools, parodies in minstrel shows and legitimate theater, role in black religious worship, and the educational and political agendas of academic institutions such as the American Folklore Society and historical black colleges and universities.

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3. Click on Create an Account.
4. Enter your Babson email address and type in a new password (twice). (Note: your password may only contain letters [a-z], numbers [0-9], underscores or hyphens.)
5. Click Create Account and you're ready to go. You can access NYTimes.com from anywhere!

**Note that your Babson Group Pass will remain valid for a period of 180 days.** When it expires, all current students, faculty and staff may activate a new pass by visiting the registration URL available on the [Horn Library website](#). Questions or concerns? Contact Horn Library at [library@babson.edu](mailto:library@babson.edu).

## Thank You and Farewell

Dear Colleagues and Friends,

This is my last newsletter, as I will be retiring in February. During my tenure with the Alumni Office, Board of Research, and Babson Faculty Research Fund, I have had the pleasure of working with many staff and faculty members across campus.

I have enjoyed strategizing with faculty about research funding options and proposal details, reading research papers, celebrating publications and promotions (some from 1st year PhDs to full professors), and engaging in conversations ranging from Wall Street dysfunction to poetry and theater to travel destinations. I extend special thanks to BoR/BFRF chairs and members and Deans of Faculty/Provosts; your dedication to and support of research have been a major factor in the rise of research at Babson.

While I will miss the camaraderie at Babson, I have lined up some interesting new projects. And my travel calendar will be full! Again, thank you all for your support and for making my years at Babson pleasant ones.

*Susan Chern*

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