

# Research and Teaching Innovation @



March 2014

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## Upcoming Programs

### [Research Chat](#) [Thursday, April 24](#)

**Julie Levinson**, Arts & Humanities  
“Acting: The *Auteur Renaissance*,  
1968-1980”

**Mahdi Majbouri**, Economics  
“Estimating the Income Counterfactual  
for Oil Producing Countries  
of the Middle East”

## CELT: Faculty Development [Friday, April 11, 2014](#)



An Interactive Workshop on [Case Teaching](#) Co-sponsored by The Case Centre and The Center for Engaged Learning & Teaching

The case teaching workshop filled up in just 2 days, so we decided to open up a few more seats for this program. Three seats are available; if anyone is still interested contact [Kathy Esper](#). When they are gone -- gone, they are really gone.

## CELT News

In March, the Babson Collection published a case by **Donna Kelley**, *Entrepreneurship*, and co-author Professor Hengyuan Zhu of Tsinghua University. “**The Journey West: Expanding a Chinese Business to the U.S.**,” a case and teaching note with embedded videos is now part of the Babson Global Collection. See the [Video Case Abstract](#) and read the [Keywords, Abstract and Learning Objectives](#) at the CELT’s site on the Faculty Portal.

The 2014 Faculty Learn & Share Committee

**Vicky Crittenden** – Marketing Division

**Nathan Karst** – Mathematics & Science Division

**Rosa Slegers** – Arts & Humanities Division

has begun planning an interactive and collaborative day focused on Educational Scholarship. You will receive more info soon, though come prepared to collaborate, roll your sleeves up, and have fun as you learn!

## Faculty News

**S. Sinan Erzurumlu**, TOIM, has a research paper, “Managing Highly Innovative Projects: The Influence of Design Characteristics on Project Valuation,” co-authored with Jane Davies and Nitin Joglekar, forthcoming at *IEEE Transactions on Engineering Management*. The paper looks into how managers of a clean technology project can reduce perceived risk exposure of development and deployment plans through operations design.

“Adopting Design Thinking in Novice Multidisciplinary Teams: The Application and Limits of Design Methods and Reflexive Practices,” by **Sebastian Fixson** and **Victor Seidel**, TOIM, appeared in the *Journal of Product Innovation Management*, 30(S1): 19-33.

**Mary O’Donoghue**, Arts and Humanities, has a number of new publications and presentations to her credit. Her short story “The Bellingshausen Sea” (part of her BFRF-supported collection *The Sweet Forbearance in the Streets*) appears in the spring 2014 issue of *The South Circular*, a quarterly e-journal of four short stories published in Dublin. Another short story, “Jules Verne Seeks Dreamers for Long-Distance Travel in Time,” appears in the spring 2014 issue of *The Georgia Review* (University of Georgia.)



Her translations of the Irish-language poet Seán Ó Ríordáin have just been published in a major bilingual edition of his *Selected Poems* (Yale University Press); these translations are part of a larger manuscript supported by the BFRF.

Also in March, O’Donoghue presented both her short fiction and translations at the Center for Humanities at Tufts. CHAT’s speaker series “promotes critical reflection on and exploration of the significance of the humanities and the arts for Tufts and its surrounding communities, encouraging discourse between humanists and artists, on the one hand, and other Tufts academics, on the other.”

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## TIF Spring 2014 Awards

### Analyze Big Data Using SAS: An Interactive Goal-Oriented Approach

Babson Faculty Author: **Yunwei Gai, Economics**  
Case, Classroom Exercise, PowerPoint, Teaching Note, SAS programs and datasets. For use in Ugrad and Grad courses.

Big data is the catchphrase nowadays among business professionals, policy makers and academic researchers. It is regarded as one of the most important solutions for many business problems and social challenges. While there are numerous software solutions in the market today, SAS is considered the Swiss knife equivalent of all statistics and data related solutions. The ability to use SAS is in high demand, and opens many job opportunities. Most teaching materials are complicated and time consuming; content is scattered rather than integrated. Strongly incorporating all three Entrepreneurial Leadership principles plus global issues, this material will be designed using an application-oriented approach, with solving questions as the key takeaway. Leveraging Babson's unique advantage of combining consulting skills, analytics, and business acumen will make our students more attractive to potential employers and support them in becoming successful entrepreneurs.

### David vs. Goliaths: Euro-Pro's Innovative Market Entry & Growth

Babson Faculty Author: **Jay Rao, Professor, TOIM**  
Case and Teaching Note. For use in Grad and Exec Ed courses.

Focused on start-ups and entrepreneurs, this case is a strong teaching material for ET&A. Euro-Pro (maker of Shark brand vacuum cleaners and Ninja brand kitchen appliances) is the subject for this field case study. Growing from \$300 million to 1.2 billion in less than three years, the case study will describe in detail the various innovative practices the company had to employ to break into two markets dominated by formidable competitors - and grow. Some of these innovations are now being copied by the competition – a tribute to Euro-Pro's contribution to the industry. Among the project's learning goals, Jay's concept of "Gorillas vs. Chimps vs. Monkeys" (about large firms vs. small firms) will be covered.

## Big Data

On March 12, more than 20 faculty members and staff from ITSD, Library, and BFRF joined Dean of Faculty, Carolyn Hotchkiss, for a Trim luncheon discussion on "Big Data." The lively discussion among all of the participants helped to define four broad areas that will facilitate planning the next steps:

- Data sets for teaching and research
- Analytical software for both faculty and students
- Hardware -- storage and computational power
- Knowledge – training/sharing information

As a concluding question, Carolyn asked faculty to share their 'wish lists' in these areas, assuming funds were not an issue. The resulting list showed that there is no shortage of ideas about how to spend the College's resources; the difficult task of how to allocate our limited resources remains.

## Call for Papers

### INTERNATIONAL EDUCATIONAL TECHNOLOGY CONFERENCE IETC 2014, CHICAGO - USA

September 3-5, 2014

IETC 2014 seeks a diverse and comprehensive program covering all areas of educational technology. The program includes a wide range of activities designed to facilitate the exchange of expertise, experience, and resources with colleagues. These include keynote and invited talks, full and brief paper presentations, panels and round table discussion sessions.

#### Deadlines

Abstract Deadline : Until July 5, 2014  
Full Article Deadline : Until July 20, 2014  
Registration Fee Deadline : Until August 5, 2014

For more details see the [ITCE website](#).

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