

Research and Teaching Innovation @



November 2014

IN THIS ISSUE

[Faculty News](#)
[CELT Appreciation](#)
[Library News](#)
[TIF Fall Awards](#)
[Call for Papers](#)
[BFRF Deadline](#)
[BFRF Final Products](#)

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Faculty News

“Supply Shocks and Real Exchange Rate Volatility in a Small Open Economy” by **Nestor Azcona**, Economics, was published by the *Journal of Business and Economic Studies*.

Miguel Rivera-Santos, Management, has several publications to his credit this year. “Reviewing a Decade of Research on the ‘Base/Bottom of the Pyramid’ (BOP) Concept,” co-authored with Ans Kolk and Carlos Rufin, was published by *Business and Society*. *BAS*, the official journal of the International Association for Business and Society, focuses on original research relating to business ethics, business-government relations, corporate governance, corporate social performance, and environmental-management issues. **Rivera-Santos** and co-author V. Bitzer wrote “The ‘lack’ of relevance of researchers for practice stems from a misunderstanding of this role” which appeared in *Annual Review of Social Partnerships*. *Global Strategy Journal* published “The International Expansion of Emerging Economy Firms in Advanced Economies: The Influence of Path-Breaking Change;” this was co-authored with K. Kalasin and P. Dussauge. The journal focuses on international and global organizational strategic management.

Send your Research News to the [Babson Faculty Research Fund](#).

Appreciation for the CELT Faculty Collaborative Committee

The success of the CELT and its initiatives to date is shared with our faculty members, who have been strong collaborators and contributors. During this next stage of our Center’s growth, a four-member CELT Collaborative Faculty Committee has been formed. Members contribute to the strategy, offer insights, input, and perspectives, so that refinement can happen before programs are introduced to the faculty at large.

The CELT expresses appreciation to our 2014-2015 Faculty Collaborative Committee members for their time and continued support:

Vicky Crittenden, Professor of Marketing and Chair of Marketing Division

Nathan Karst, Assistant Professor of Mathematics

Mary Pinard, Professor of English

Ginny Soybel, Senior Lecturer of Accounting

Library News

Business Expert Press eBooks now Available

What do Professors Crittenden, Gentile, Polutnik, and Zacharakis have in common? They are authors or editors of **Business Expert Press** titles, and these are available to Babson as eBooks via a link on the Horn Library [A-Z List of Databases](#).

Business Expert Press publishes concise, practical treatments of the topics typically taught in MBA programs. The books are written by professors who translate real-life business experiences into teaching tools, and serve as curriculum-oriented, cost-effective alternatives to high-priced textbooks. Unlike other publishers, **BEP allows unrestricted downloading onto personal devices and uploading into Blackboard**, easily and without limitation for the academic community.

These are the specific titles or series with a Babson connection:

- Vicky Crittenden: Series Editor, Digital and Social Media Marketing and Advertising
- Mary Gentile: Author, Educating for Values-Driven Leadership: Giving Voice to Values Across the Curriculum, and Series Editor, Giving Voice to Values on Business Ethics and Corporate Social Responsibility
- Lidija Polutnik: Co-author, Value Creation in Management Accounting: Using Information to Capture Customer Value
- Andrew Zacharakis: Series Editor, BCERC collection (Babson College Entrepreneurship Research Conference)

The BEP link has all available BEP titles through January 2014; these titles can be used without restriction. The most current BEP titles, however, can be found through our Ebrary link, and these titles come with some usage limitations. For any questions about this, please contact [Patricia Berens](#) in Horn Library, or ext. 5486.

We welcome your feedback!

TIF Committee's Fall 2014 Awards

“Learning ATE, TOT, ITT, and Spillover Effects through an Online Experiment”

Mahdi Majbouri, Assistant Professor of Economics

Final Product: Cross-disciplinary internet app, instructor guide, and teaching note

For use in: Undergraduate programs

Mahdi is working with Blended Learning to design an internet app that will work with three already existing games for teaching quantitative analysis of Randomized Controlled Trials (RCTs). Mahdi's app will make teaching the concept less time consuming. He will work with various divisions on campus who also teach RCT - including but not limited to - Entrepreneurship, Marketing, and Mathematics, to create awareness of this app and ways it might be used in their own classes.

“Learning Science through Service”

Chuck Winrich, Director of Science

Final Product: Service learning trip outline with teaching note

For use in: Undergraduate programs

The core activity of this project is to organize a trip to a hurricane-affected area and contribute to the local Habitat for Humanity builds. For Natural Disasters, we will focus on how the houses are designed, and how the rebuilding since the hurricane incorporates features likely to reduce the impact of future hurricanes. However, the rebuilding of communities after any disaster involves issues of sustainability, public policy, finance, logistics, management, and social justice, among other issues. Therefore, I believe this model could be adapted to any course, with the faculty arranging the appropriate course-related content discussions.

“UTURN: Disrupting Business Models of the Media Industry in Saudi Arabia”

Note: Reviewed by the Teaching Innovation Fund Committee; funded by Babson Global

PJ Guinan, Associate Professor of Information Systems and Sal Parise, Associate Professor of Information Systems

Final Product: Case with video component and video teaching note

For use in: Babson College Undergraduate, Graduate programs, and Babson Global programs

The media industry has seen a radical shift in business models as more and more original content is created by users, online, and for significantly less cost. Saudi Arabia is now “the biggest user of YouTube per capita in the world,” as well as the home of the world's most active Twitter users (Fast Company, 2013). One forum, which leverages YouTube's regional popularity, is UTURN, - an entrepreneurial start-up, which has over 286 million views on the site. While the government monitors social media outlets such as Twitter and Facebook, it has not yet censored or limited YouTube content stemming from within the country. This freedom is precious to entertainment agencies such as UTURN and increasingly more youth in the country are looking for ways to express their interests. In an effort to tell the exciting story of what is currently taking place in Saudi Arabia, this case study covers the success as well as the growing pains of UTURN Entertainment.

[Back to Top](#)

Call for Papers

8th Diana International Research Conference “Women Entrepreneurs in Ecosystems”

When: June 8-9, 2015

Where: Babson College

**Deadline for submission of abstracts:
December 15, 2014**

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

BFRF Proposal Deadline

Wednesday, January 28, 2015

The Babson Faculty Research Fund is accepting applications for 2015-2016 academic year course releases and 2015 summer stipends. Additional information is forthcoming. 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.

[Back to Top](#)

BFRF Final Products Accepted

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

Kevin Bruyneel, History and Society, “Race, Colonialism, and the Politics of Indian Sports Names and Mascots: The Washington Football Team Case

In this essay, I turn first to the history of the issue Indian sports names and mascots at the professional spots level, seeing the emergence and development of these names and mascots as coterminous with and reflective of U.S. Indian policy and settler colonial practices of late 19th century and first half of the 20th century. In so doing, I set out the notion of settler memory as important for understanding both the identificatory value of names and mascots for the U.S. settler population and as a vehicle for sustaining this practice to our time. Upon this basis, I then examine the role of race in the contemporary debate over this issue, revealing the prevalence of this discourse and its popularity in mainstream American political culture, especially to the degree that it relies upon and reproduces the presumptions of racial liberalism. The predominance of this discourse of race makes invisible the practices of colonialism, where Indigenous people are seen, if they are seen, as another minority group within the United States, rather than as Indigenous nations that have a history of a nation-to-nation treaty-based relationship with the U.S. federal government, not one of assimilation within the American settler polity. Here we find an opportunity for better centering the concept of settler colonialism. To do so is not to then marginalize race for the sake of colonialism but rather to approach our analyses with an appreciation of their co-constitutive relationship and distinctive dynamics. In that regard, rather than playing to the discourse and politics of racial liberalism, what I see at work here are the dynamics of what I

call colonial racism, that which racially categorizes and generates hierarchies in the name of preserving settler colonial relations and white supremacy. Finally, after setting out a corrective that centers settler colonialism, I analyze and critique two popular claims made in defense of these team names and mascots; the claim that it is a tradition of the team and its fans and that it is meant as an honor to Indigenous people. Throughout the essay, while I focus on the example of the Washington team name I see the dynamics at work in that case to be representative of the wider politics and discourse around this issue.

Jon Dietrick, Arts and Humanities, “Maps, Titles, Legends: Literary Economies in *The House of the Seven Gables*”

As Frederick Crews has noted, the ostensible psychological theme of *House of the Seven Gables* is the notion of “the sins of the father” visited on later generations. Crews’s more classically Freudian investigation considers this theme in terms of guilt and sexual repression and Hawthorne’s internal debate “between fantasy and inhibition” (173). This chapter of a longer book, the first of two chapters on this novel, proceeds in the spirit of New Economic critics like Jean-Joseph Goux, Marc Shell, Walter Benn Michaels, and others, who explore homologies between psychoanalytic and economic thinking. Considered in this light, the “Fall” that haunts *The House of the Seven Gables* is not just a “loss of innocence” in the traditional sense. It is a perceived fall from a fantasy of wholeness, of immediate and unmediated access to the real; it is a fall into economies of value and meaning.

Citation: Crews, Frederick. *The Sins of the Fathers: Hawthorne’s Psychological Themes*. 1966. Berkeley: U of California P, 1989.

[Back to Top](#)