

# Research and Teaching Innovation @



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## Research in the Classroom

When research makes its way into the classroom, everyone benefits – students, faculty and the College. At the recent CELT/BFRF program, **Anjali Ball**, Marketing, and **Wendy Murphy**, Management, talked about how they have bridged the scholarly-classroom gap from two different directions. In a social marketing project, Bal had her students conduct extensive research on high-risk groups and then develop a marketing plan to help suicide prevention; now she is writing an article for publication. Murphy, going in the opposite direction, explained how she has translated mentoring scholarship to practice with a developmental network map exercise.

*Watch for more information on joining the conversation about integrating scholarship with teaching in the classroom.*

## BFRF Sets

### 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.

## Mini-Grants Available

### Looking for Research Support?

The BFRF has funds (\$2,500 max) available to support your research. Use the one-page mini-grant form if you need research assistants, indexers, editors, and the like. Send your application to the BFRF and we usually have a decision within the week. If you just need contacts, not funds, contact the BFRF office; we have some names on file.

## Faculty News



**Janice Yellin**, Arts and Humanities, presented “Meroitic Chronology in the late I century BC – AD mid II century: evidence from the royal pyramids of Meroe and Barkal” at the 13th International Conference for Nubian Studies, held in September, at the University of Neuchâtel, Switzerland. This quadrennial conference of the International Society for Nubian Studies draws together art

historians, archaeologists, historians, anthropologists and others working on the cultural heritage of ancient Nubia and Sudan.



University Press of Mississippi, has published a new book, *Alexander Payne Interviews*, edited by **Julie Levinson**, Arts and Humanities. In this first collection of interviews with Alexander Payne, the director, screenwriter and avid film buff reveals himself to be a captivating conversation-alist as well. Over the years of his career, he muses on a wide range of topics including his own creative processes, his commitment to telling character-centered stories, and his deep knowledge of and admiration for movies from several decades of film history.



**Ryan Davies**, Finance, presented “Financial Intermediaries in the Midst of Market Manipulation: Did They Protect the Fool or Help the Knave?” at the Financial Management Association Annual meetings in Nashville in October. The Meeting brings together academicians and practitioners with interests in financial decision-making and provides a forum for presenting new research and discussing current issues in financial management and related topics.

## Share Your ‘Research News

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

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## More Faculty News

*Discrete Applied Mathematics* has published “Labeling amalgamations of cartesian products of complete graphs with a condition at distance two,” by **Nathaniel Karst** and **Denise Troxell**, Mathematics and Science, and co-authors J. Oehrlein, and J. Zhu.

“Sustaining the flow of external ideas: The role of dual social identity across communities and organizations” by Bendikt Langner and **Victor Seidel**, TOIM, was published in *Journal of Product Innovation Management*, Articles in Advance.

## Call for Papers

### 8<sup>th</sup> 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](#).

## Grant Opportunity

### Marion and Jasper Whiting Foundation Fellowships for Higher Education

If you are planning a sabbatical and wish to travel abroad, you should consider this fellowship opportunity. The primary purpose of the Foundation is to award fellowships to teachers to enable them to study abroad. The aim is to stimulate and broaden the minds of teachers so as to improve and enhance the quality of their instruction. Grants are primarily for travel and related expenses. Please contact the BFRF office for application information.

**Submission Deadline: January 12, 2015**

## BFRF Final Products Accepted

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

**S. Sinan Erzurumlu**, TOIM, “Design thinking with multi-criteria decision analysis for sustainable artisanal and small scale gold mining”

This research recognizes the conflicting economic and social objectives of an organization and in return, suggests an interdisciplinary method that recognizes the complex nature of social systems in which each business exists. Such methods are needed for sustainable development in high impact industries such as gold mining. In particular, the goal of this research is to provide a decision making framework to support sustainable development by proposing an integrated method of design thinking and multi-criteria decision analysis (MCDA). The method identifies the alternative strategies with design thinking and introduces metrics for the assessment of mining operations with MCDA. The results show that when effective decision-making is coupled with a method like MCDA to identify indicators and metrics by all stakeholders, the rigorous impact assessment on a regular basis gives value to the social impact of operations and motivates long-term community involvement with the business. A case of artisanal and small scale gold mining in Honduras is presented to demonstrate the application of the method.

**Yunwei Gai**, Economics, “Local Labor Market Condition and Seasonal Flu Vaccination”

Previous studies examined the impact of labor market conditions on health outcomes and behavior such as physical exercises, smoking, hospital visits, obesity, heart attack, depression, suicide, and general health status. Recently, two studies found significant relationship between economic recessions and the spread of seasonal flu. Despite this large volume of studies on macroeconomic conditions and health, there is limited research on the mechanism behind these relationships.

This study explores the effect of macroeconomic environments measured by local labor market conditions on seasonal flu vaccination, thus not only contributing to the literature on the impact of economic factors on individual health behavior, but also providing insights on its influence over individual decisions on seeking preventive care. The 2008-2012 individual-level data from the Behavioral Risk Factor Surveillance System (BRFSS) were merged with the Area Health Resources Files (AHRF), and the Bureau of Labor Statistics Local Area Unemployment Statistics (LAUS).

To examine the relationship between local unemployment rates and individual flu vaccination, multivariate probit models were estimated for the entire sample, and for sub-samples of different racial/ethnic groups, employment status and county types. After controlling for individual socioeconomic and demographic factors and contextual characteristics, a one percentage point increase in a county’s unemployment rate during the month of interview was associated with 1.11, 1.01, 0.99, 1.59, and 1.08 percentage points decrease of a person’s vaccination probability for the entire sample, and the samples for non-Hispanic white, non-Hispanic black, non-Hispanic Asian and Hispanic respectively. The decrease was 1.10%, 0.85%, and 0.78% in metropolitan counties, urban but non-metropolitan counties, and rural counties respectively. For every one percentage point rise in unemployment rates, vaccination probability decreased by 1.28, 0.77, 1.00, 0.94, 0.68, 1.01 and 0.77 points for the subsamples of wage employment, self-employment, out-of-work, home maker, students, retired and unable-to-work respectively. Results remained robust when different unemployment rate measures and different models were used. In conclusion, local economic conditions measured by county-level unemployment rates were associated individual seasonal flu vaccination, especially for people who were employed or living in metropolitan counties. Public health interventions may be used to improve flu vaccination during economic recessions.

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## BFRF Final Products Accepted

**Nathaniel Karst**, Mathematics and Science, “Oscillations and spontaneous flow reversal in a simple fluid network”

Cyclic variation is a common feature of biologic systems. One of the surprising conclusions of dynamical systems theory is that these oscillations can organize spontaneously rather than as a result of periodic forcing. In our work here we investigate the existence of multiple steady state flow rates and oscillatory dynamics in a simple in vivo microvascular network. Unlike most previous studies, we employ the most biologically relevant models of the physical properties of whole blood. Through a combination of analytic and numeric techniques, we demonstrate the existence of multiple steady state flow configurations and catalogue a range of dynamical behaviors, including simple oscillations and multiple coexistent limit cycles at physically realizable parameters.

**Anne Roggeveen**, Marketing, “The Choice is Close at Hand: How Hand Proximity Impacts Consumer Responses to a Persuasive Communication”

This research examines the impact of hand proximity (i.e., proximal or distal) on how consumers process the information contained in an advertisement or on a product website. Five studies demonstrate that when hands are proximal to that information (e.g., when using a mobile device to view the information), there is more detail-oriented processing which results in greater attribute recall and a greater amount of attribute-related thoughts. When hands are distal to that information (e.g., when using a desktop to view the ad or product website), there is more holistic, conceptually-oriented processing which results in greater thematic recall and more thoughts about the theme. Cue incongruity is found to moderate these effects. We also demonstrate that hand proximity can differentially impact choice and product evaluations. Specifically, when hands are proximal consumers prefer ads communicating detailed product information; when hands are distal consumers prefer ads which focus on a theme. Product-type description (i.e., “high-touch” versus “low-touch”) can also moderate hand proximity effects. The research has important practical implications, given the ubiquity of both hand-held devices and computers.

**Mary O’Donoghue**, Arts and Humanities, “*The Prefecture: Short Stories*”

This project, entitled *The Prefecture*, is a collection of six short stories set in the close future: close not because it is near, but because it is comfortingly like the present and also uncannily not. In the Irish language, the same word is used for “weather” and “tense”: “aimsir.” These stories make interventions into ongoing atmospheric instability, by which I mean exceptional weather that is already the norm. In this project, turbulence, tumult and freak events set in motion the work of characterization and conflict, and these strange conditions most often do not recede. The title story, for example, takes drought both as its setting and main stimulus to character development and crisis. The stories make formal experiments in perspective, sentence properties, and story structure.

**Rosa Slegers**, Arts and Humanities, “Critique of Business School Narratives and Protagonists With Help From Henri Bergson and Friedrich Nietzsche”

This article engages several philosophical writers to critically evaluate the narrative of the entrepreneur-adventurer common in US business schools today. False idols are exposed by lightly tapping them with a hammer, as Nietzsche explains in *Twilight of the Idols*, and carefully listening whether they ring hollow. I suggest that the narrative of the risk-seeking, opportunity-creating, disruptive innovator (the “entrepreneur-adventurer”) is an unhelpful fiction because it stands in the way of ethics integration in business education. It “rings hollow” because it fails to do justice to the generation of students who want to be not just intellectually but also emotionally engaged in their business education and the jobs they will go on to occupy after they graduate. Of course there are other common narratives besides the one I discuss here, and not all MBA programs in the United States focus on the kind of protagonist at the heart of my argument. However, given the increasing interest in entrepreneurship in US business schools, this narrative needs to be critically evaluated and this paper aims to do just that.

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