
Faculty Publications

2014

- **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.
- "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.
- "Factors Affecting the Use of Outside, Intermittent Resources during NPD" by **Sebastian Fixson**, TOIM, and Tucker Marion, was published in *International Journal of Innovation Science*, 2014. This research was supported by the BFRF.
- United Nations Development Programme published *Barriers and Opportunities at the Base of the Pyramid*, Istanbul, Turkey; **Rivera-Santos** was the Project Senior Advisor. In addition, "From Value-Price-Cost to Thamani-Bei-Gharama: Three market contexts and a universal framework," by Rivera-Santos and A.Kriauciunas, is forthcoming in 2nd Biennial Africa Academy of Management (AFAM) Conference Proceedings.

- “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.
- Finance Professor and Division Chair, **Michael Goldstein**, served as the guest editor of *The Financial Review* Special Issue: Computerized and High Frequency Trading, a new, emerging, and rapidly evolving area for the markets, regulators and the public. Goldstein “put together a portfolio of papers, some introducing the topic, some discussing regulatory issues, some more traditional empirical papers, and some highly technical papers that examine some issues specific to this new world of high speed trading in a unique and unusual way.” The special issue is “like a buffet, with papers for all the finance academics interested in this topic to sample, whether their background is in corporate finance, market microstructure, or physics.” The twelve papers, grouped by topic, cover computerized trading, issues with speed and high frequency trading. An article “computerized and High Frequency Trading,” by Goldstein and co-authors Pavitra Kumar and Frank C Graves of *The Brattle Group*, was also included in the Special Issue.
- “The World’s Most Influential Scientific Minds,” published by Thomson Reuters, identifies the most influential scholars across 21 broad fields (e.g., agricultural sciences, economics & business, mathematics, etc.). **Dhruv Grewal**, Marketing, made the 2014 list of the 3200 world’s most influential scientific minds. Grewal is one of just eight marketing experts worldwide included in Thomson Reuters' report. Analysts from Thomson Reuters used

the company's Web of Science and InCites scientific evaluation and benchmarking platforms to identify highly cited researchers on the number of papers produced over an 11-year period, 2002-2012.

- **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.
- 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.
- **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.
- **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."
- The Arts & Humanities and History & Society Divisions have published their 7th Annual Publications Celebration booklet. Twenty-three faculty members published a total of forty-four works: nineteen articles and essays, thirteen books and book chapters, eight poems and stories, and four special categories. In addition, the group has another sixteen works slated for publication later this year.
 - "Learning Emergent Strategies Through Design Thinking" by **Sebastian Fixson** and **Jay Rao**, TOIM, appears in *Design Management Review* 25 (1):46-53.
 - **Yunwei Gai**, Economics, has several new publications to his credit. The April 2014, Volume 39, issue of *Economics of Education Review*, includes "Family learning environment and early literacy: A comparison of bilingual and monolingual children" by Gai and co-authors Li Feng and Xiaoning Chen. "External Financing and the Survival of Black-Owned Start-Ups in the US," by Gai and Maria Minniti, is in the advance online publication of *Eastern Economic Journal*, May 2014. And "Relationship between local family physician supply and influenza vaccination after controlling for individual and neighborhood effects," by Gai and Ning Yan Gu, has been published in *American journal of infection control*, Volume 42, May 2014. The last two were supported by the BFRF.
 - *Investing in the Power of Women: Progress Report on the Goldman Sachs 10,000 Women Initiative*, written by **Candida Brush**, **Patti Greene**, **Lakshmi Balachandra**, and **Amy Davis** is live on the Goldman Sachs website. The report "found that training and education for women entrepreneurs positively affect emerging economies by increasing revenues and creating jobs, expanding women's contributions to their communities, and informing their leadership styles".
 - **Yunwei Gai**, Economics, has two new publications to his credit. "Patterns of Representation in WTO Committee Chairs, 1995-2012," co-authored with Kent Jones, Economics, has been accepted for publication in the *World Trade*

- Review. A BFRF sponsored project, "Relationship between local family physician supply and influenza vaccination after controlling for individual and neighborhood effects" was published in the American Journal of Infection Control in May 2014.
- "Irreversible k-threshold and majority conversion processes: minimum k-conversion sets and dynamic monopolies of graph products and complete multipartite graphs," by **Denise Troxell**, Mathematics and Science, and co-authors, S. Adams, Z. Brass, and C. Stokes, was published in Australasian Journal of Combinatorics, 56 (2013).

2013

- Engineering for Sustainability, the third in a series by **Dennis Mathaisel**, Mathematics and Science, and co-authors, Joel Manary and Ned Criscimagna, was published by CRC Press in spring 2013. The book provides common sense information for engineering, planning, and carrying out those tasks needed to sustain military products and services and, in turn, the entire enterprise. It lays out the principles that will help engineers design products and services to meet the needs of customers with minimal impact on the ecosystem, focuses on how an entire enterprise can be self-sustainable, and includes numerous examples and case studies.
- "Ghost Estate," a short story by **Mary O'Donoghue**, Arts and Humanities, was published in Literary Imagination (Oxford Journals) in July 2013. The story takes place in an unfinished unoccupied housing development. These estates are emblematic of Ireland's spectacular property boom and its subsequent crash. The story concerns an elderly woman who buys into one such development.
- **Sandra Graham**, Arts and Humanities, has published 12 recordings with background essay and liner notes, with vocalist Chad Runyon, streaming for free at Center for Popular Music, Middle Tennessee State University: <http://popmusic.mtsu.edu/lucas/lucas.html> This project was supported, in part, by the BFRF.
- "Development and deployment drivers of clean technology innovations" by **Sinan Erzurumlu** was published in *Journal of High Technology Management*

- Research*, 2013, 24(2), 100-108. The article identifies key drivers –operational, market and regulatory-facing clean technology projects and covers the entire innovation management process, including supply and demand aspects of a clean technology project.
- **Vicky Crittenden** is co-editing a special issue of the *International Marketing Review*. The issue will focus on “Strategic Marketing in an International Marketplace” and, thus, any international marketing topic of relevance in today’s ever-changing marketplace from strategic (e.g., emerging markets, sustainability, buyer behavior) to tactical (e.g., 4 Ps, supply chain) is of importance. Thus, submissions with a clear international marketing focus on how the reality of the 21st century operating environment can be predicted and modeled to aid in our understanding and knowledge of consumer and firm behavior are encouraged.
 - *Sex and the City: Detective Petra Delicado and Questions I Couldn't Help But Wonder* by **Virginia Rademacher**, Arts and Humanities, is published in *Monographic Review/Revista Monográfica* 18: 175-191; Rademacher will be presenting the paper at the Pacific Modern Language Assoc. (PAMLA) Conference Nov 1-3, 2013, in San Diego CA.
 - **Anne Roggeveen** has had a very exciting summer involving writing, leading and speaking at conferences. Anne’s paper, “Price Number Relationships and Deal Processing Fluency: The Effects of Approximation Sequences and Number Multiples,” has been accepted into the *Journal of Marketing Research*. Anne has also been able to work as a co-editor on special issues of the *Journal of Business Research*, *Journal of Product and Brand Management*, *Psychology & Marketing* and *Review of Marketing Research*.
 - “A Revaluation of Vanity: Adam Smith and the Secret of Business Ethics Education,” by **Rosa Slegers**, Arts and Humanities, is published in *Research in Ethical Issues in Organizations*, Volume 10, special issue: “Moral Saints and Moral Exemplars” 2013.
 - *The Review of Financial Studies*, one of the top three journals in Finance, will publish “The Year-End Trading Activities of Institutional Investors: Evidence from Daily Trades” by **Gang Hu**, Finance, and co-authors R. D. McLean, J. Pontiff, and Q. Wang.

- “Innovation Process and Outcomes for Large Japanese Firms: Roles of Entrepreneurial Proclivity and Customer Equity,” by **Kenichi Matsuno**, Marketing, and co-authors Zhen Zhu and Mark Rice, will be published in Journal of Product Innovation Management.
- “Employee reactions to job insecurity in a declining economy: A longitudinal study of the mediating role of job embeddedness,” by **Wendy Murphy**, Management, and co-authors J.P. Burton, S.C. Henagan, and J.P. Briscoe, was published in Group and Organization Management, 2013, 38: 512-537. At the request of her publisher, Murphy has a blog, “Don’t let your best employees get away,” in Management INK, a SAGE blog.
- “Research on Women Entrepreneurs: Challenges to (and from) the Broader Entrepreneurship Literature?” by **Candida Brush**, Entrepreneurship, and Jennifer Jennings, University of Alberta, has been published in The Academy of Management Annals.
- **S. Sinan Erzurumlu**, TOIM, and **Keith Rollag**, Management, have published a paper on improving the case-based teaching method, “Increasing student interest and engagement with business cases by turning them into consulting exercises”, at *Decision Sciences Journal of Innovative Education* 11(\$), 359-381. The article asks: How can you get undergraduate students more interested and engaged with business cases? IT explains a method that transforms case-based learning from a passive analysis of case detail to an active process of discovery through smart questioning. This article has been judged to be the winner of the award for 2013 DSJIE Best Teaching Brief.