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# Faculty Awards

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## 2014

- 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.

- Based on publications in the top marketing journals during the past 5 years (2010-2104), **Dhruv Grewal**, Marketing, was ranked 6th in the marketing field in terms of publications in the premier AMA marketing journals (JM and JMR) and 19th in the marketing field in terms of publications in the top-four marketing journals (JM, JMR, JCR and MS). (Results of Study to be posted on DocSig website, 2015).
- **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.
- **Meghan MacLean**, Mathematics and Science, and co-author Russ Congalton, were the third place recipients of the 2014 ERDAS Award for Best Scientific Paper in Remote Sensing for "Applicability of Multi-date Land Cover Mapping using Landsat 5TM Imagery in the Northeastern US," at the 2014 American Society for Photogrammetry and Remote Sensing(ASPRS) Annual Conference. The paper tested the success of using multiple images from a single year to create a more accurate map of land cover for the purpose of monitoring land use change.
- "A Strategy For Promoting Health Care Sustainability," which was presented by **Dennis Mathaisel**, Mathematics and Science, at the Clute Institute International Academic Conference held in San Antonio, Texas on March 15-18, 2014 received a "Best Paper Award Certificate."
- In 2013, the BFRF granted **Mary O'Donoghue**, Arts and Humanities, a summer stipend to write a group of short stories. One of the short stories, "During the Russian Blizzard" appeared this summer in the tri-quarterly Irish literary journal Stinging Fly.
- "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.

## 2013

- Marketing Division Chair and Professor **Victoria Crittenden** has received the 2013 Pearson Prentice Hall's Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education (American Marketing Association Teaching and Learning SIG). This award serves to identify full-time marketing educators who have designed an innovative method of teaching marketing students or who have designed classroom innovations(s). Crittenden is recognized both for her contributions to the field of marketing and for the impact she has made in the lives of her students and others. She accepted the award August 10, 2013 at the American Marketing Association Summer Educator's Conference.
- A new short story "The Sweet Forbearance in the Streets," written as part of **Mary O'Donoghue's** BFRF-supported summer 2013 manuscript, has won an Irish Times short story contest for fiction responding to the consequences of the Irish economic crisis. The story was submitted during an open submission period to choose the final story in a series including Colum McCann, Anne Enright and Colm Tóibín. On Saturday 28 September the story was published in the Irish Times, alongside an illustration by the Irish artist Sean Hillen. Mary will receive the original print shown here in recognition of her award.
- **Bala Iyer**, TOIM and **Wendy Murphy**, Management, were awarded a grant from the SHRM (Society for Human Resource Management) Foundation for their research project "Connecting at Work: The Relationship of Social Media to Learning and Work Engagement." The foundation has a highly selective and rigorous grant process, including peer reviews by experts in the field.
- Congratulations to **Mary Godwyn**, History and Society. She was the recipient of the "Women Leadership Award" at World CSR Congress meeting in February. The theme of the summit, which brings together Global CSR leaders, was "Possible to Do Well by Doing Good."
- Each year Emerald invites each journal's Editorial Team to nominate what they believe has been that journal's Outstanding Paper and up to three Highly Commended Papers from the previous year (2012). An article by **Candida Brush**, Entrepreneurship, and her Ph.D. student, Cristina Diaz Garacis, entitled "Gender and business ownership: questioning "what" and "why"" published in International Journal of Entrepreneurial Behaviour & Research has been chosen as a Highly Commended Award Winner at the Literati Network Awards for Excellence 2013. The award winning papers are chosen following consultation amongst the journal's Editorial Team, many of whom are eminent academics or practitioners.

- Jeff Seaman and **Elaine Allen**, of the Babson Survey Research Group, have had support from the Sloan Foundation for their research on online education for 9 years. To recognize exemplary activities that demonstrate the potential of online learning, as well as those activities that have a significant impact on the field of online learning, the Sloan Foundation 2013 Board of Directors Award was given to Seaman and Allen for their work with the annual survey of online learning. The citation reads: "For accurate, exemplary survey methodology and impartial evaluation of the growth and general status of online education." The award was presented at the 19<sup>th</sup> Annual Sloan Consortium International Conference on Online Learning in Orlando, FL, in November.