



Babson Faculty Research Fund 2010-2011 Annual Report

2010-2011 BFRF Members

Bala Iyer, Technology, Operations, and Information Management
Kandice Hauf, History and Society
Michael Levy, Marketing
Joel Shulman, Entrepreneurship, Chair
Joseph Weintraub, Management
Susan Chern, Coordinator

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Overview

BFRF Mission Statement

The Babson Faculty Research Fund's mandate is to encourage and support a variety of thought leadership and research activities, with the following objectives paramount:

- to sustain, enhance, and renew the intellectual vitality of faculty by supporting the building of intellectual capital through meritorious research; and
- to increase the public visibility and academic reputation of the College and its faculty, regionally, nationally, and internationally.

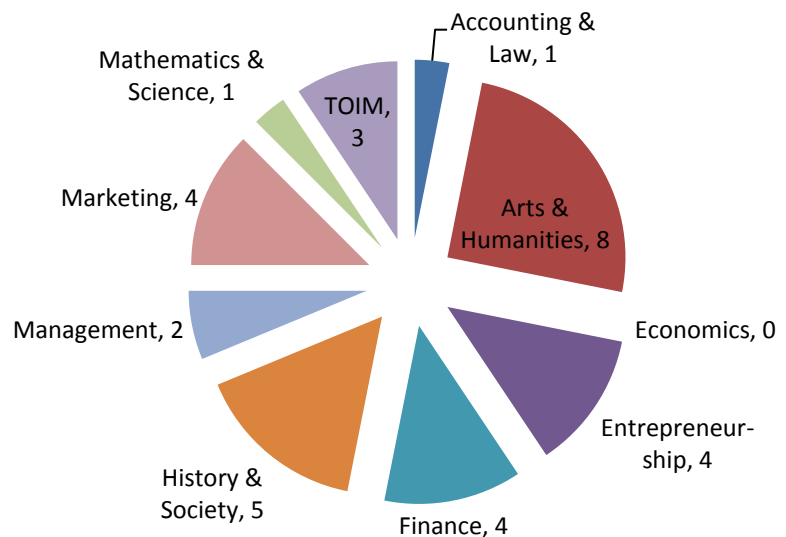
BFRF 2010-2011 Awards

Through a competitive process the BFRF provides financial support and course releases for research projects it deems to have the most promise of fulfilling the BFRF's mission. Although this was a transition year, the BFRF was able to provide support for all eligible requests for research funding and made a total of 32 awards:

- 5 course releases
- 10 summer stipends
- 17 Mini-Grants (awards of less than \$2500)
- \$30,000 for research-related expenses.

The BFRF also reviewed and recommended funding for 2 projects funded by the Glavin Council of Chairs.

Awards by Division



Other Activities

In addition to making awards, the BFRF sponsored 12 Research 'Chat' programs; reviewed and accepted 24 Final Product research submissions; published 8 newsletters. The BFRF Working Paper Series is published on Digital Knowledge at Babson (DKB), the College's institutional repository.

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Babson Faculty Research Fund 2010-2011 Awards

The Babson Faculty Research Fund (BFRF) provides support for meritorious projects, but cannot guarantee that all worthy projects are funded. Rather, through a competitive process, the BFRF makes awards to those faculty research projects that have the most promise of advancing the BFRF's mandate. The following BFRF Awards were made for the 2011-2012 academic year.

2011 Summer Stipends

Cristiano Busco, Accounting and Law, "Management Accounting Practices in SMEs: the Interplay between Formal and Informal Mechanisms in Two Comparative Case Studies"

Marjorie Feld, History and Society, "American Jews and the Struggle over Apartheid"

Mary Godwyn, History and Society, "Challenging Gender and Race Stereotypes: The Impact of Organizations in shaping Individual Responses to Prejudice"

Nan Langowitz, Management, "Early Career Outcomes and Attitudes: Does Gender Make a Difference"

Xinghua Li, History and Society, "Communicating the "Incommunicable Green": A Comparative Study of the Structures of Desire in Environmental Advertising in the U.S. and China"

Mary O'Donoghue, Arts and Humanities, "Beo-Gheit and the Buzzard Poet: Translations of Sean O Riordain and Tomas Transtromer"

Virginia Rademacher, Arts and Humanities, "Revisions of two chapters of a book manuscript -- Biographical Questioning and the Quest for the Real in contemporary Spanish Narrative"

Brian Seitz, Arts and Humanities, "Freud's Dream of the Double"

Rosa Slegers, Arts and Humanities, "Regret, Empathy, and the Role of Emotions in Moral Decision Making"

Janice Yellin, Arts and Humanities, "A Topology for Meroitic Offering Tables as a Tool for Dating/Establishing Meroitic Chronology"

2011-2012 Course Releases

Kandice Hauf, History and Society, "The Geographical and Cultural Context For the Rise of Charismatic Masters and Devoted Disciples and Chapter 6 "Conclusion" in the book *Disciples: Followers of Charismatic Masters*"

Steven Gordon, TOIM, "Trends and Gaps in the Use of Case-Based Research in Information Systems and Technology"

Gang Hu, Finance, "Small Negative Earnings Surprises and Transient Institutions' Trading Behavior"

Kenichi Matsuno, Marketing, "Corporate Entrepreneurship, Marketing -R&D Integration, and Market Performance: A Japanese Study"

Joel Shulman, Entrepreneurship, "Are Entrepreneur-Led Companies Better? Evidence from Publicly Traded US companies 1998-2009"

Glavin Council of Chairs Awards

2011 Summer Stipend

Mehdi Majbouri, Economics, "Towards a Solution to the Puzzle of Female Labor Force Participation in the Middle East: Are subsidies on the consumer goods the culprit?"

Summer 2011 Research Expenses

Cristiano Busco, Accounting and Law, "Management Accounting Practices in SMEs: the Interplay between Formal and Informal Mechanisms in Two Comparative Case Studies"

Xinghua Li, History and Society, "Communicating the "Incommunicable Green": A Comparative Study of the Structures of Desire in Environmental Advertising in the U.S. and China"

2011 Mini-Grant

Sydel Sokovitz, Management, "Public Statements of Corporate Identity: Clues to Culturally-Defined Values in the Global Marketplace"

GCC awarded funds for a translator.

2011-2012 Research Expenses

James Hoopes, History and Society, "Ethics in Asia: Lessons on Leadership, Values and Virtue from Societies that Are Old and New at the Same Time"

GCC awarded funds for research travel.

Anne Roggeveen, Marketing, "In Which Type of Retail Establishments Are Digital Signs Most Effective?"

GCC awarded funds for a research assistant, supplier, and travel.

Other Funding

The BFRF provides funding for research-related expenses.
Seventeen Mini-Grant requests (\$2500 max) were funded this year.

Elaine Allen	Math/Science/Entrepreneurship	Travel and research assistant
Jon Dietrick	Arts and Humanities	Harvard Library card
Mary Godwyn	History and Society	Travel and research texts
Elizabeth Goldberg	Arts and Humanities	Travel and book index
Gang Hu	Finance	Data and research assistant
James Hunt	Management	Atlas TI software
Bala Iyer	TOIM	Tape transcribing
Erik Noyes	Entrepreneurship	Travel
Mary Pinard	Arts and Humanities	Travel
Vikki Rodgers	Mathematics and Science	Research assistant
Anne Roggeveen	Marketing	Video photography
Joel Shulman	Entrepreneurship	Software
Mark Potter	Finance	Research assistant
Donna Stoddard	TOIM	Research texts
Keith Wilcox	Marketing	Qualtrics survey and lab administrator

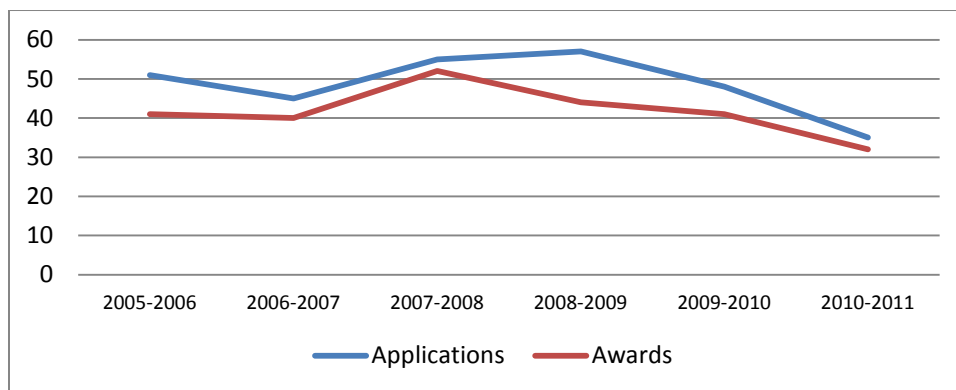
BFRF Award History

Awards by Funding Type

TYPE of AWARD	2010-2011		2009-2010		2008-2009		2007-2008		2006-2007		2005-2006	
	Applications	Awards	Applications	Awards	Applications	Awards	Applications	Awards	Applications	Awards	Applications	Awards
Major Awards	2	0	5	3	8	4	6	4	13	7	7	2
Course Releases	6	5	19	15	18	17	18	17	13	15*	17	15
Summer Stipends	11	10	7	6	16	8	12	10	6	6	14	13
Other full Proposals	0	0	0	0	1	1	0	2		0	1	1
Mini-Grants	17	17	17	17	14	14	19	19	13	12	12	10
Total	36	32	48	41	57	44	55	52	45	40	51	41
% of Applications Funded	89%		85%		77%		95%		89%		80%	

*some Major award applicants received a single course release

BFRF Application/Award Trends



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BFRF Final Products Accepted

The Babson Faculty Research Fund has accepted 24 BFRF Final Products from the following faculty members who have completed their sponsored research projects.

Kevin Bruyneel, History and Society

Two book chapters for *Making Space Tell Time: Race, Colonialism, and Collective Memory in the United States*
The chapter entitled “Statism, Temporality, and Collective Memory: The Politics of the Calendar” sets out my theoretical approach to analyzing the politics of time, colonialism and race in white settler nations. The chapter looks the politics of the calendar as a way to demonstrate the value of my theoretical approach. The chapter entitled “Shouldn’t we love him not that he loves us?” examines the U.S. collective memory of Martin Luther King Jr. as expressed and debated in relation to the planning and development of the MLK National Memorial presently being constructed on the National Mall in Washington, D.C.

Ryan Davies, Finance

“Intraday Portfolio Return Autocorrelation Dynamics”
We calculate intraday-to-intraday 24-hour portfolio returns at different intervals throughout the trading day (for example, 10am to 10am; 11am to 11am; and so on). Using these 24-hour returns, we document correlation patterns across portfolios divided into quintiles according to market capitalization and trade volume. We show a large rise in cross- and own- autocorrelations as returns are computed later and later in the trading day. We show that these patterns, while reduced, remain after accounting for the impact of stale limit orders. Theoretical derivations show that delayed information and/or systematic momentum trading alone cannot explain the observed intraday pattern. Finally, simulation results show that allowing for time-varying information arrival may cast doubt on some of the empirical findings previously reported in the literature.

Sinan Erzurumlu, TOIM, “Operational Hedging Strategies to Overcome Financial Constraints for Clean Technology Startups”

Clean technology startups face multiple sources of uncertainty, and require specialized knowhow and longer periods for revenue growth than their counterparts in other industries. These startups require large investments and have been hit hard during the current credit squeeze. On the other hand, clean technologies create important positive externalities for the economy. Hence, loan guarantees and other incentive schemes are being developed that are conditioned upon operational benchmarks. We offer a framework to establish the extent wherein operational hedging can reduce risk and increase the probability of obtaining financing. We examine a variety of evidence, ranging from production outsourcing to creation of joint ventures, to posit that operational hedging may affect both the marginal cost of capital and the marginal return on investment through mitigating the informational problems in the market. However, operational hedging may not be an effective strategy in all settings: the decision for creation of such hedges ought to weigh the benefits of reduced marginal cost of capital and the opportunity cost of reduced future growth potential against a status quo.

Jon Dietrick, Arts and Humanities, *Bad Pennies and Dead Presidents: Money in American Drama since the Great Depression*

This is a book-length study of money in American drama from the Great Depression to the present day. While many plays and productions are discussed, particular attention is given to works by five authors: Sidney Kingsley, Arthur Miller, David Mamet, August Wilson, and Suzan-Lori Parks. Through close readings of specific plays and broader discussion of each author’s oeuvre, the study traces an evolution in the treatment of money and economic life from the highly naturalistic American theatre of the thirties to what critic William Demastes calls the “new realism” of playwrights like Mamet and Parks. The book draws new connections between American theatre’s demonstrable preoccupation with economic life and the highly idiosyncratic formal tradition of American drama since the Depression.

Yunwei Gai, Economics, “Will Universal Health Insurance Enhance Entrepreneurial Activity?”

While over 70% of U.S. wage earners and their families are covered by employer-provided health insurance, self-employed individuals have limited access to it and face higher participation costs. As a result, social commentators and policy makers have long argued that many people are “locked” into their current jobs because of fear of losing their health coverage even though they could be more productive in self-employment. Using data from the Medical Expenditure Panel Survey for the period 2000-2008, we investigate whether employer-provided health insurance influences employment choices in the long term. Our results suggest that, under certain conditions, the ability to retain health insurance is, in fact, important for employment choices even after the passage of COBRA and HIPAA. In particular, we find the relationship between demand for health-insurance and employment choice to be significantly mediated by risk tolerance and individual and family health status.

Elizabeth Goldberg, Arts and Humanities, “Old Questions in New Boxes: Mia Kirschner’s *I Live Here* and the Problematics of Transnational Witnessing”

“Old Questions in New Boxes” is situated within theoretical frameworks of transnational witness literature and offers a case study of the multi-media project *I Live Here* (Pantheon 2008), “produced” by actor Mia Kirschner and graphic designers J.B. MacKinnon, Paul Shoebrieger, and Michael Simons, in order to discuss some aspects of genre, authorship, and transnational feminism in the context of contemporary literature that purports to bear witness to human rights violations. The essay outlines problems and possibilities raised by the text’s generic indeterminacy, focusing on the potential for and limits to transnational feminist witnessing of human rights violations in the context of global capitalism. It considers the use of first person narration in this multi-authored text to provide meta-narrative commentary on gender as a bridge between “first” and “third” world experience, and provides a comparative perspective on the literary and multi-media works produced by the authors and artists represented in *I Live Here*, considering their own work in comparison with their contributions to this project.

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Elizabeth Goldberg, Arts and Humanities

“American Literary Cultures: From Ethics to Rights to Justice”

This essay begins by tracking the contemporary history of ethics in literary criticism from its vaunted return in the late 80s with the fall of de Man to its post 2001 dissolution. The essay claims that the language and theory of ethics, which had been recuperated as a response to the putative nihilism of poststructuralist and postmodernist theory, has been replaced by the language and theory of human rights, a burgeoning new subfield in US literary studies. We begin by surveying the contemporary “ethical turn” in American literary studies as they mirrored and helped to shape the multicultural and minority literatures movements of the 1960s – 1990s. Turning next to the interdiscipline of human rights and literature, we examine the embrace of comparativism and then transnationalism by American literary studies as they informed the development of human rights as an approach to literature, concluding with an analysis of the social justice critique of the limits of human rights discourse embedded in Percival Everett’s *The Water Cure* (2007).

Elizabeth Goldberg, Arts and Humanities

“‘Accorded a Place in the Design’: Torture in Post-Apartheid Cinema”

‘Accorded a Place in the Design’ studies films made in South Africa and in the U.S. after the end of apartheid that address the legacies of torture by the apartheid state. Exploring the films’ representations of apartheid-era torture in the context of the South African Truth and Reconciliation Commission, I argue that it is precisely the nature of the TRC as part of a state apparatus—‘new’ as it may have been—which potentially compromises its standing as a forum for healing and restoring the dignity of those most harmed by the apartheid system. Further, I argue that this understanding of the TRC sheds light upon the differential treatment it receives in post-apartheid films made in South Africa and in the U.S., respectively, specifically illuminating why U.S. films consistently focus upon the TRC as vehicle par excellence for redemption, forgiveness, and (re)conciliation, while South African films often tell their stories of post-apartheid working through in the shadows of the TRC, outside the circle of light cast by international media attention and inside other individual or communal spaces: the home, the workplace, schools, burial grounds or other sacred memorial spaces.

Michael Goldstein, Finance, “Corporate Bond Initial Public Offerings: Liquidity, Price Dispersion, Spreads, and Dealer Inventory”

We find significant price dispersion in the trading of new issues of 4,122 newly issued corporate bonds from July 2002 to May 2008, which is reduced by transparency, but is worse during the credit crisis of 2007 and 2008 for investment grade bonds. New issue underpricing averages 45 BP for investment grade and 124 BP for high yield offerings for institutional size trades and 1% higher for non-institutional size trades. There is no evidence that dealers in newly issued bonds accumulate significant inventory positions, even when issues subsequently trade below the offering price.

Kandice Hauf, History and Society, “Disciples: Followers of Charismatic Masters”

This article sets out a comparative and theoretical framework to contextualize the spiritual quest for self-knowledge and a moral political order of first generation disciples of the Confucian thinker and man of action, Wang Yangming (1472-1529). It begins with an analysis of discipleship as it developed under three paradigmatic masters: Confucius, Buddha, and Jesus. It demonstrates how the 16th century disciples of master Wang conformed to eight steps that disciples in these three major spiritual traditions followed. All of these disciples exhibited seriousness in their commitment to embodying their master’s transformative knowledge. A necessary condition for this process was time spent in disciplined self-cultivation with like-minded disciples. Each of the Wang disciples withdraws from family and society for certain periods, but unlike Buddhism and Christianity, Confucianism did not develop a monastic tradition. The final section analyzes how the 16th century Wang disciples address this lacuna by developing a method to withdraw which did not have to be physical, although meetings and lecture-discussions in tranquil mountain locations might be part of their program. Through the methods of withdrawal they developed these Wang disciples were able to spiritually revitalize the self without losing sight of their obligations in Confucianism to live in this world and attempt to solve the problems of this world.

Gang Hu, Finance, “OLIVE: A Simple Method for Estimating Betas When Factors Are Measured with Error”

We propose a simple and intuitive method for estimating betas when factors are measured with error: ordinary least squares instrumental variable estimator (OLIVE). OLIVE performs well when the number of instruments becomes large, while the performance of conventional instrumental variable methods becomes poor or even infeasible. In an empirical application, OLIVE beta estimates improve R-squared significantly. More importantly, our results help resolve two puzzling findings in the prior literature: first, the sign of average risk premium on the beta for market return changes from negative to positive; second, the estimated value of average zero-beta rate is no longer too high.

Donna Kelley, Entrepreneurship, “Growth Aspirations as a Function of Entrepreneurial Motivations and Perceptions”

This research studies the growth-seeking ambitions of entrepreneurs. Drawing on expectancy theory, we develop and test a motivation perspective to determine if the desire to improve one’s life through greater income or independence is associated with an entrepreneur’s aspirations for growth. We also develop an opportunity perspective to test whether characteristics of the opportunity can impact an entrepreneur’s judgment about the growth potential for the venture. We find that growth entrepreneurs are more likely to have higher improvement motivations, and perceive they have more innovative opportunities with few competitors. The implications for theory and literature on entrepreneurial growth lies with our finding that human motivation as well as perceptions about an opportunity can play an important role in expectancy models.

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Kathleen McKone-Sweet, Technology, Operations and Information Technology

The New Entrepreneurial Leader: Developing Leaders Who Will Shape Social and Economic Opportunity

We believe in the potential for global innovations that can yield both social and economic opportunity and that management education can, and should, play a transformational role in this movement. Management educators can do this by developing a generation of *entrepreneurial leaders* who engage a different *logic* of business decision making based on a fundamentally different *rationale* for the existence of business. In this book, we introduce the three principles that form the basis for entrepreneurial leadership and provide examples of how faculty members from different disciplines are modifying their pedagogy in order to develop entrepreneurial leaders.

Mary O'Donoghue, Arts and Humanities, *In October: Twelve Chapters of a Novel*

These twelve chapters open a novel entitled *In October*. The novel is set in the west of Ireland and Paris. These early chapters rotate amongst four voices: a father, who is a farmer dealing with the decline of his farm and a wife who has left him; a daughter who has lived in Paris for five years and is now returning home after she has been diagnosed with serious illness; a son who has decided not to go to college because he believes he can help his father with the farm; and an outlying character, Parisian, whose fugitive journey is steadily stealthily taking him toward this family.

Ross Petty, Accounting and Law, "The World Wide Web vs. National Trademark Laws – Protecting the Brand in Global E-Commerce"

The internet allows brands to readily obtain a global selling presence but they also may suffer internet branding risks such as cybersquatting, the unauthorized use of trademarks by third parties as metatags to attract search interest or as advertising triggers for rival ads, and the sale of brand counterfeits in both the real world and virtual worlds. In addition, the growth of social media on the web creates risks that brands may be disparaged or may mislead consumers through social media participation. This paper analyzes these legal issues and examines tactics for brand marketers to minimize these legal risks.

Srinivasa Rangan, Management, *Capital Rising: How Capital Flows Are Changing Business Systems All Over the World*

This book looks at the phenomenon of rising private capital flows such as private equity and venture capital to firms in countries such as India and China and the implications for capital providers, managers, entrepreneurs, and policy makers. It identifies the key factors that shape the entrepreneurial ecosystem in different countries and traces their impact on capital flows. It then looks at the ways capital providers have sought to deal with different ecosystems. They both influence local ecosystems as well as are influenced by them. The book, based on interviews with managers, capital providers, and entrepreneurs, draws broad lessons for players involved.

Vikki Rodgers, Mathematics and Science, "Herbaceous plant shifts in photosynthesis and transpiration rates in response to experimentally altered climate regimes in an old-field of New England"

Climate change is predicted to alter regional air temperature, humidity, solar radiation, and soil moisture, all of which directly impact the stomatal activity of plants. The opening and closing of stomata are responsible for the physiological controls of plant carbon and water dynamics. We are investigating shifts in photosynthesis and transpiration rates for four species of plants under twelve different temperature and precipitation regimes at the Boston Area Climate Experiment. Measuring the impacts future climate change scenarios may have to plant communities is critical to understanding the potential feedback processes between plants, soil and climate change.

Anne Roggeveen, Marketing, "A Meta-Analytic Review of Regulatory Fit Effects"

A meta-analytic review of regulatory fit research enables the assessment of the systematic variation and strength of the regulatory fit effect. Regulatory fit enhances processing, feeling right, feeling confident, evaluation, and behavior. It also enhances affect, though this effect size is weaker than that for the other dependent variables. This review also attempts to explain heterogeneity in the results by considering seven potential moderators: fit type (process or outcome), culture, chronic versus momentary regulatory focus, self- or situation-generated regulatory focus, framing, involvement, and category (product vs. service). Overall, the evidence indicates robust regulatory fit effects that may be driven by internal, developmental origins.

Brian Seitz, Arts and Humanities, "The Uncanny Double: Dostoevsky"

In many of his novels and short stories, Dostoevsky deploys and experiments with the motif of the double, which contributes a powerful and determinative force to the dynamics of the story. Typically, the double is embodied and plays out in sets of linked characters, although he sometimes introduces doubles of other sorts, as well. Frequently, characters are paired in uncanny ways and serve as surrogates for or as different versions or extensions of each other, extensions often tinged with destruction. To varying degrees of depth, I track the ontological iconography (stills) and choreography (ballet) of the double in four pieces of Dostoevsky's fiction, *The Double*, *Crime and Punishment*, *Notes from Underground*, and *Dream of Ridiculous Man*.

Joel Shulman, Entrepreneurship, "Investing in Troubled Times: Bet on Entrepreneurs"

In these troubled times, with investors unsure of when or where to place their funds for maximum benefit, one investment tenet should be clear: bet on entrepreneurs. Our research of 27,000 publicly traded global companies, employing more than 12 years worth of data, demonstrates that entrepreneurial companies consistently outperform peer nonentrepreneurial companies by a wide margin. Following the tumultuous market collapse in 2008–2009, it appears that entrepreneurial companies are now poised to perform better than ever.

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Rosa Slegers, Arts and Humanities, “Uncanny Ethics: Moral Implications of Contemporary *Unheimlichkeit*”

This paper looks at the phenomenon of the uncanny (*das Unheimliche*) as a starting point for ethical reflection. Famously described by Ernst Jentsch and Sigmund Freud as a kind of fear experienced in the face of what is usually most comfortable and familiar, the uncanny is of particular interest now that scientific developments force us to question heretofore self-evident truths about “human nature.” The paper focuses on moral issues springing from contemporary experiences of the uncanny, specifically technological advances in robotics and recent discoveries in evolutionary biology and primatology.

Denise Troxell, Mathematics and Science, “Irreversible k-threshold and majority conversion processes on complete multipartite graphs and graph products”

In graph theoretical models of the spread of disease through populations, the spread of opinion through social networks, and the spread of faults through distributed computer networks, vertices are in two states, either black or white, and these states are dynamically updated at discrete time steps according to the rules of the particular conversion process used in the model. This paper considers the irreversible k-threshold and majority conversion processes. In an irreversible k-threshold (resp., majority) conversion process, a vertex is permanently colored black in a certain time period if at least k (resp., at least half) of its neighbors were black in the previous time period. A k-conversion set (resp., dynamic monopoly) is a set of vertices which, if initially colored black, will result in all vertices eventually being colored black under a k-threshold (resp., majority) conversion process. We answer several open problems by presenting bounds and some exact values of the minimum number of vertices in k-conversion sets and dynamic monopolies of complete multipartite graphs, as well as of Cartesian and tensor products of two graphs.

Keith Wilcox, Marketing, “Far Away or So Close: The Influence of Counterfeits on Genuine Brand Preference”

This research demonstrates that counterfeit brands can increase or decrease consumers desire for genuine luxury brands. We demonstrate that consumers’ processing mindset (concrete vs. abstract) moderates the influence of counterfeits on genuine brand preference. When consumers process at a concrete level, they contrast the genuine brand with the counterfeit version, which increases their desire for the genuine version. When consumers process at an abstract level, they assimilate the genuine brand toward the counterfeit version, which reduces their desire for the genuine version. The assimilation process that reduces the desire for a genuine brand can be interrupted by active self-expression goals, such that consumers prefer the genuine brand more when a counterfeit version is available even when they process abstractly.

Janice Yellin, Arts and Humanities, Book Sections

Final product consists of 42 multi-part, individual tomb entries for each burial in the Western Royal Cemetery (650 BC – AD 350) with a decorated chapel and/or decorated funerary object (B.IV, VI, VII); a section for summary chapter on chronology (C.V.2), & creation of appendices of archival materials (D.III, E.I). This is the core of the catalogue section of the publication (Ch. B) as well as predominantly unpublished appendices of archival documents and drawing (D.III, E.) presenting all known information for tombs in the Western Cemetery. This information is the basis for investigations into religion, social organization, and chronology of the entire history of Meroe. These will be published in *Necropolises of Kush II.1, 2: Meroe. The Western Royal Cemetery*.

Center for Women’s Leadership (CWL)

CWL accepted one Final Product paper:

Kandice Hauf, History and Society, “Female Agency in a Patriarchal Society: The Chinese Case”

My aim in this article is to counter the stereotype of unrelieved oppression of women in Chinese history by making available materials and analysis of female agency to encourage a more nuanced interpretation. There is no denying that China was (and I would argue is) a male-dominated society. However, there were ways in which women gained authority, and certain cultural resources that could be looked to as exemplars of female authority, power, and action. I use examples from Chinese thought, and from the writings and actions of actual and mythical women from the 6th century B.C. to the end of imperial China in 1912, in order to analyze them as examples of and resources for female agency in imperial China.

Glavin Council of Chairs (GCC)

GCC accepted one Final Product paper:

Kankana Mukherjee, Economics, “Capacity Utilization in Indian Manufacturing: A Non-Parametric Analysis of State Level Data”

In this paper, I use the non-parametric method of Data Envelopment Analysis to obtain primal measures of capacity utilization in the overall manufacturing sector across states in India for the period 1998-99 through 2007-02. Capacity utilization is measured using two models – one in which capital is the only fixed input while other inputs are variable and another in which labor is also treated as a quasi-fixed input in addition to capital. A second stage regression analysis examines the main determinants of variation in capacity utilization across states. The relationship between capacity utilization and energy efficiency is also examined.

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Programs

Throughout the academic year, the BFRF sponsors programs to support its mission. The Research Chats offer a venue for faculty to share their research activities, serve as a forum for the exchange of research ideas, and, in general, promote research within the Babson community. The twelve programs this year featured twenty-one different faculty members.

Fall 2010	Spring 2011
<p>Wednesday, September 8 Robert Halsey, Accounting and Law, “Reversion of RNOA and its Components” Shari Laprise, Mathematics and Science, “Analysis of DNA barcodes to identify and distinguish between two groups of native and invasive plant species”</p>	<p>Wednesday, January 26 Steven Gordon, TOIM, “Where do Breakthroughs Come From? Characteristics of High Potential Inventions” Keith Wilcox, Marketing, “The Ironic Effects of Credit Card Balances and Available Credit on Consumer Spending”</p>
<p>Wednesday, September 29 Yunwei Gai, Economics, “Minority Business Start-Up, Survival and Financing in the U.S.” Ruth Gilleran, TOIM, “Be a Corporate Entrepreneur: Lessons Learned From the IT Industry”</p>	<p>Wednesday, February 23 Sebastian Fixson, TOIM, “Back-loading: A Potential Side Effect of Employing Digital Design Tools in New Product Development” Elizabeth Goldberg, Arts and Humanities, “‘Accorded a Place in the Design’: Torture in Post-Apartheid Cinema”</p>
<p>Tuesday, October 5 Bradley George, Entrepreneurship, “Measuring Strategic Decision Comprehensiveness: A Scale Development and Validation Study” Kandice Hauf, History and Society, “Disciples: Followers of Charismatic Mast”</p>	<p>Tuesday, March 1 Yunwei Gai, Economics, “Will Universal Health Insurance Enhance Entrepreneurial Activity?” Vikki Rodgers, Mathematics and Science, “Plants in New England shift their photosynthetic rates in response to future climate change conditions”</p>
<p>Tuesday, October 19 Gang Hu, Finance, “Do Stock Splits Increase Information Production? Evidence from Institutional Trading” Ross Petty, Accounting and Law, “The AMAZING ADVENTURES® of SUPER HERO®”</p>	<p>Wednesday, March 23 Kandice Hauf, History and Society, “Female Agency in a Patriarchal Society: The Chinese Case” Kankana Mukherjee, Economics, “Capacity Utilization in Indian Manufacturing: A Non-Parametric Analysis of State Level Data”</p>
<p>Wednesday, November 3 Miguel Rivera-Santos, Management, “Myth or reality? Understanding the impact of BOP initiatives on poverty” Brian Seitz, Arts and Humanities, “The Uncanny Double: Dostoevsky”</p>	<p>Tuesday, April 5 Ryan Davies, Finance, “Pink Pills for Pale People: A Snapshot of Entrepreneurship, Patent Medicine & Finance in 1905” Melissa Leonard, Arts and Humanities, “The Gratification of Her Curiosity: <i>The Mysteries of Udolpho</i> and Detective Fiction”</p>
<p>Tuesday, November 30 Ryan Davies, Finance, “Intraday Portfolio Return Autocorrelation Dynamics” Rosa Slegers, Arts and Humanities, “Uncanny Ethics: Moral Implications of Contemporary <i>Unheimlichkeit</i>”</p>	<p>Wednesday, April 20 Joel Shulman, Entrepreneurship, “Beating the Market the Babson Way: Investing in Entrepreneurs” Erik Noyes, Entrepreneurship, “Exploiting Information Visualization to Reveal the Dynamism of Entrepreneurial Processes”</p>

Publications

During the academic year, the Babson Faculty Research Fund published eight newsletters. The newsletters keep the Babson community informed about BFRF sponsored projects and initiatives, external funding and publishing opportunities, and the latest research accomplishments of faculty members. BFRF Working Papers are published on [Digital Knowledge at Babson](#) (DKB), the College’s institutional repository; it is designed to promote Babson based research, creative activity and other output and enable their discovery via the Web.

External Funding

The BFRF works closely with the Office of Corporations, Foundations, and Government Relations (CFGR), within Development and Alumni Relations, to coordinate efforts for external funding. All requests for external funds must be approved by CFGR. Contact [Wendy Silverman](#), Director, CFGR.

The BFRF Mini-Grant funds may support faculty who are developing and preparing grant proposals for external funding. Grants up to \$1000 each may be allocated to defer proposal preparation expenses such as travel to visit granting agencies, proposal preparation and edits, copying and mailing proposals, and other necessary expenses.

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