

Teaching Innovation and Research @



August 2013

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Babson Faculty Research Fund

Upcoming Programs

2013 Faculty Learn & Share

Thursday, August 29 – 9:30am-3:00pm – Reynolds 241

BFRF Research Chats

Noon to 1:15 PM -- Needham Room, Olin Hall

Wednesday, September 11

Sandra Graham – Arts and Humanities, “The Forgotten Songs of Sam Lucas”
Kankana Mukherjee – Economics, “Energy Efficiency in India’s Energy Intensive Industries: A Directional Distance Function Analysis”

Tuesday, September 24

Ryan Davies, Finance
Yunwei Gai, Economics

Faculty News

Faculty Support Contact Information 2013-14 Committee Members

Babson Faculty Research Fund

Danna Greenberg, Management
Dhruv Grewal, Marketing
Kandice Hauf, Chair, History & Society
Brian Seitz, Arts & Humanities
Joel Shulman, Entrepreneurship
Susan Chern, Coordinator

Teaching Innovation Fund (TIF)

Voting Members:

Jon Dietrick, Arts & Humanities
Ruth Gilleran, TOIM (TIF Chair)
Caroline Daniels, Entrepreneurship
Vikki Rodgers, Mathematics & Science

Ex-officio Members:

Kathy Esper, Center for
Engaged Learning & Teaching
Cheryl Kirschner, Accounting & Law,
Babson Editor-in-Chief
Martha Lanning, Babson Editor
Matthew McGuire, CITG

Yunwei Gai, Economics, presented his BFRF-sponsored project, “Supply of Family Physicians and the Influenza Vaccination in the United States: Individual and Neighborhood Effects,” at the International Health Economics Association Congress in Sydney, Australia on July 10 2013. The Congress is the most prestigious international organization for health economists with over 2,000 members from 70+ countries; the review process for podium presentations is highly competitive and extremely selective.

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.

Share Your ‘Research News’

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

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BFRF Final Products Accepted

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

Abdul Ali, Management

“Growth Ambition as a Function of Entrepreneurial Perceptions and Motivation “

This paper examines whether entrepreneurs seeking growth for their ventures have different expectancies relative to other entrepreneurs. More specifically, this research explores the relationship of entrepreneurs’ opportunity motivations and their perceptions about developing innovative products and market reach to entrepreneurial growth ambitions. We hypothesized that entrepreneurs with opportunity motivation to increase income, or independence are more likely to have high job growth ambitions than those who either want to maintain income or started out of necessity. Similarly, entrepreneurs who perceived they have innovative products or services that display market newness or competitive uniqueness, and those perceiving their opportunities have international intensity are more likely to have higher growth ambitions. We used data from entrepreneurs participating in the 2011-2012 Global Entrepreneurship Monitor survey in the United States to test our hypotheses and found all our hypothesized relationships were positive and statistically significant. These results, except one, were also upheld for the 2009-2010 under very different economic conditions and thus suggest the robustness of our results. Previous research has examined the relationship of human or social capital and institutional factors to growth. Our research shows that part of this story needs to include how motivations and perceptions about opportunities matter in the willingness of entrepreneurs to grow their businesses. Our results also have implications for policy makers. Simply encouraging people to start business is not good enough, resources should be directed toward identifying individuals that believe they have a high potential opportunity to start business and are motivated to achieve that potential.

Matt Allen, Entrepreneurship

“Competitive Advantage in Family Business Governance: The Role of Relational Contracting”

Family business researchers present conflicting viewpoints regarding the performance implications of family business governance. One view takes a “stewardship” perspective arguing that increased interest alignment within family businesses decreases agency issues resulting in lower costs and higher performance. Recent research, however, has demonstrated that while unique, family businesses do experience significant “agency” issues. This manuscript addresses these conflicting views by examining the role of “relational governance” in family businesses. The application of relational governance can both address agency issues, and at the same time, explain the competitive advantage experienced by family businesses in relation to their governance structures.

Yunwei Gai, Economics

“Supply of Family Physicians and the Influenza Vaccination in the United States: Individual and Neighborhood Effects”

Influenza vaccination is ranked as one of the most cost-effective preventive services in health care by the Advisory Committee on Immunization Practices (ACIP). Despite its effectiveness and low costs, influenza vaccination rates remain far below the *Healthy People 2020* objective. Previous studies have mainly focused on individual and family factors but ignored neighbourhood factors, which can be important determinants of individual health behaviour. Among various neighbourhood factors, family physicians (FP) play a key role in influenza vaccination. However, few studies have quantified the impact of local FP supply. This is the first study to use nationally representative databases including the 2008-2010 Behavioral Risk Factor Surveillance System (BRFSS) and the 2011-2012 Area Resource File (ARF) to examine the effect of neighbourhood characteristics, particularly the supply of FPs, on individual vaccination outcomes after controlling individual and family-level demographic, socioeconomic, health information, as well as county-level racial compositions and income levels. Multivariate logistic analyses were performed for the entire sample as well as sub-samples across racial/ethnic groups, urban/suburban areas, and employment status. Sample weights were used to account for the survey design. Every one FP increase per 1000 population was associated with higher odds of influenza vaccination and it varied across racial/ethnicity groups, employment status, and county of residence. The importance of local FP supply was confirmed in robustness checks including the probit models and using instrumental variable method to control endogeneity.

Shortage of family physicians was associated with decreased influenza vaccination. The impact was the largest among those who were Hispanics, residing in rural areas, or out of work. The findings support initiatives and policies to increase FP supply, particularly among disadvantaged populations in the U.S.

Dessislava Pachamano, Mathematics and Science

“Recent Trends in Equity Portfolio Construction Analytics”

Portfolio analytics is critical for identifying investment opportunities, keeping portfolios aligned with investment objectives, and monitoring portfolio risk and performance. Analytics-based portfolio management enables investment managers to filter information quickly, take advantage of statistical arbitrage opportunities, and smoothen out inefficiencies such as transaction costs incurred during trading and tax consequences of investment decisions. This article reviews widely used approaches to portfolio analytics, and discusses new trends in metrics, modeling approaches, and portfolio analytics system design.

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External Funding

Corporate, Foundation, and Government Relations Office (CFGR)

The Office of Corporate, Foundation and Government Relations (CFGR) within Development and Alumni Relations at Babson College provides guidance and assistance to faculty and staff seeking funding from corporations, foundations, and government agencies to support their research and curricular development initiatives. Among the services provided are pre-award activities such as identifying and researching possible funding sources, assisting with cultivation of funding prospects and with proposal development and writing, particularly in the final draft stage, and ultimately with the submission of proposals. Post-award assistance is provided by both the CFGR and the Business Office.

If you would like to explore the possibility of applying for external funding please contact [Wendy Silverman](#), Director, Corporations, Foundations, and Government Relations.

BFRF Fall 2013 Course Releases

The following faculty members have been awarded BFRF fall 2013 course releases to work on research projects.

S. Sinan Erzurumlu, TOIM, “Sequential Introduction of Innovations by Startup Firms”

Bradley George, Entrepreneurship, “Preventing Dysfunctional Conflict: Examining the Relationship between Different Types of Managerial Conflict in VC Backed Firms”

Kenichi Matsuno, Marketing, “Firms’ (non-)responses to obvious but not-so-controllable external forces: the cases of aging population, rising environmental consciousness, and significant natural disaster.”

Kankana Mukherjee, Economics, “Labor Productivity in Indian Manufacturing: A Temporal and Regional Analysis”

Joel Shulman, Entrepreneurship, Large Cap Entrepreneurial Companies: Can Investors Generate Alpha?”

Yasuhiro Yamakawa, Entrepreneurship, “Is it worth planning for failure? When and How?”

Grant Opportunity

National Endowment for the Humanities Grant Opportunity -- Enduring Questions

Supports faculty members in developing and teaching a new course that will foster intellectual community.

Eligible: Nonprofit colleges & universities.

Range: \$22K to \$38K for an 18-36 month project

Deadline 9/12/13 for projects beginning May 2014

For details see

<http://www.neh.gov/grants/education/enduring-questions>

If you are interested in pursuing this grant, contact Wendy Silverman, Director, CFGR

Call for Papers

Oxford Women’s Leadership Symposium December 5-6, 2013

You are invited to present a paper on an aspect of Women’s Studies. The Symposium is interdisciplinary in nature and seeks to cover a broad reach of women’s leadership issues in both the public and private sectors. For more information, please see

[Oxford Women’s Leadership Symposium](#)

Abstract Submissions Deadline - October 4, 2013

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