

Research and Teaching Innovation @



August 2014

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Welcome to the new academic year!

Dear Colleagues,
As your elected representatives on the BFRF our goal is to encourage and facilitate your scholarship. If you have questions or suggestions for the BFRF please contact me, other members, or our administrator.

Best wishes for a fulfilling year.

Kandice Hauf, History & Society, BFRF Chair

Babson Faculty Research Fund 2014-15 Committee Members

Danna Greenberg, Management

Dhruv Grewal, Marketing

Mark Potter, Finance

Brian Seitz, Arts & Humanities

Susan Chern, Coordinator

Upcoming BFRF Research Chat Programs

Wednesday, September 17

Mary Godwyn – History and Society
“Around the World with Business Ethics: A Sociological Examination of Management Education”

Kenichi Matsuno – Marketing
“Firms’ (Non-)Responses to Obvious but not-so-Controllable External Forces: the cases of Aging Population”

Tuesday, September 30

Kevin Bruyneel, History & Society
“Project Geronimo: Settler Memory and the Production of American Statism”

Ryan Davies, Finance
“Financial Intermediaries in the Midst of Market Manipulation: Did They Protect the Fool or Help the Knave?”

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

Faculty News

This fall **Yunwei Gai**, Economics, will be traveling to the Beijing International Convention Center, Beijing, China where he will be presenting “*Assessing the Impact of Pharmacist Mal-distribution On Self-Reported Health In Rural And Urban Counties In the U.S.*” at the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) 6th Asia-Pacific Conference.



“[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.

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*.

Last spring, **Tina Opie**, Management, was invited to apply her research to current events on Emily Rooney’s “Greater Boston.” You can view a [video of her interview here](#) and check out her website and blog at [Hair As Identity](#).



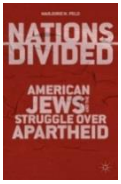
Faculty Books – see page 2

Share Your ‘Research News’

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

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New Books by Babson Faculty



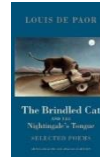
Nations Divided: American Jews and the Struggle over Apartheid by **Marjorie Feld**, History and Society, was published by Palgrave Macmillan in July.

Palgrave says: “This pioneering history chronicles American Jewish involvement in the battle against racial injustice in South Africa, and more broadly the long historical encounter between American Jews and apartheid ... As author Marjorie N. Feld shows, the confrontation with apartheid tested American Jews' commitments to principles of global justice and reflected conflicting definitions of Jewishness itself.”



Babson Entrepreneurship faculty members, **Heidi Neck**, **Patricia Greene**, and **Candida Brush**, have a new book to their credit, *Teaching Entrepreneurship: A*

Practice-Based Approach. **Edward Elgar Publishing**, notes that the book “advocates teaching entrepreneurship using a portfolio of practices, including play, empathy, creation, experimentation, and reflection. Together these practices help students develop the competency to think and act entrepreneurially in order to create, find, and exploit opportunities of all kinds in a continuously changing and uncertain world.”



In addition to writing poems, short stories, and novels, **Mary O'Donoghue**, Arts and Humanities, also translates the work of Irish-language poet Louis de Paor. Her latest

translations of de Paor feature in a new bilingual volume, *The Brindled Cat and the Nightingale's Tongue*. “Keenly aware of the more destructive aspects of translation, he (de Paor) and his trio of translators, Kevin Anderson, Biddy Jenkinson and Mary O'Donoghue, have eschewed the modern fashion for so-called "versions", producing English translations which are as close as possible to the original Irish poems without sacrificing their tone, energy, clarity and lightness of touch.” says UK publisher **Bloodaxe Books**.

CELT News

Teaching Innovation Fund (TIF) 2014-2015 Members

Voting Members:

Anne Donnellon, Management, Chair

Ruth Gilleran, TOIM

Donna Kelley, Entrepreneurship

Xinghua Li, History & Society

Denise Troxell, Mathematics & Science

Non-Voting Members:

Kathy Esper, CELT

Martha Lanning, Research Associate

Eric Palson, Blended Learning Group

BFRF Fall 2014 Course Releases

The following faculty members have been awarded BFRF fall 2014 course releases to work on research projects.

Ryan Davies, Finance,

“Trading costs and priced illiquidity in high frequency trading markets”

Toni Lester, Accounting and Law, “Gender in Copyright Law - Is it an Asset or a Liability”

Xinghua Li, History and Society, “Environmental Advertising in China and the USA: Structures of Desire”

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Library News

Both Power Search and research guides got a facelift this summer!

Better functionality, ease of use, and an updated look and feel characterize the upgrades to Power Search as well as the library's database, course, and topical research guides. Power Search is the one-stop search across article and e-book databases, government documents, and the library catalog. Access it right on the [Library's home page](#). And see our new interface for research guides at <http://libguides.babson.edu/>.

If you'd like a library research guide for one of your courses or need a refresher or introduction to using Power Search, contact the librarian who's the liaison to your division (as found in the [Services for Faculty guide](#)):

<u>Division/Area of Responsibility</u>	<u>Name</u>	<u>Extension 781-239-</u>	<u>E-mail</u>
Accounting & Law	Mary Gavett-Orsi	x5605	gavettorsi@babson.edu
Arts & Humanities	Daryl Bullis	x6482	dbullis@babson.edu
Economics	Patricia Berens	x5486	pberens@babson.edu
Entrepreneurship	Jack Cahill	x4578	jcahill@babson.edu
Finance	Jack Cahill	x4578	jcahill@babson.edu
History & Society	Daryl Bullis	x6482	dbullis@babson.edu
Management	Samantha Harvey	x4471	sharvey@babson.edu
Marketing	Nancy Dlott	x4987	dlott@babson.edu
Math & Science	Jack Cahill	x4578	jcahill@babson.edu
TOIM	Nancy Dlott	x4987	dlott@babson.edu

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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.

Kevin Bruyneel, History and Society, “Project Geronimo: Settler Memory and the Production of American Statism”
American state practices and institutions function and are legitimated, especially in their most warlike functioning, through settler memory. When one accounts for the history and present of American violence toward Indigenous people and dispossession of Indigenous lands it is fair to say that the United States has always been in a warlike state; that this is not a new phenomenon of the post-World War II era, what is often called the modern National Security state. I define settler memory as an active practice, not a reference to dislocated past. Just as an individual cannot act ably without the active function of memory, neither can institutions and communities such as the American settler state and nation. States and nations are embodied structures that function, develop, and transform through the expression of individual and collective agency over time. They do not have a life on their own without people maintaining them, developing and adapting them, and articulating their power. In this regard, the American effort to legitimate settlement requires persistent articulation, especially as it concerns statist power that enforces and naturalizes Indigenous territorial dispossession and Indigenous people’s disempowerment. This chapter offers a way to imagine decolonization and unsettlement through a critique of statism, as I see anti-statism as a necessary component of a decolonizing, unsettling politics. This critique reveals and explores the intersection of statism as a practice of memory and as a practice of settlement. I explain why memory is important here, in particular in its relationship to statism. Building upon this discussion, the chapter then expands upon the narrative by focusing on the example of the use of Geronimo as the code-name that the U.S. Defence Department gave to Osama Bin Laden in their successful mission to assassinate him. I move back and forth between historical and contemporary events concerned with Geronimo case so as to unearth the mnemonic practices central to the persistence of U.S. liberal colonialism and settler state governmentality.

Yunwei Gai, Economics, “Impacts of Community Pharmacists and Pharmacies on Provision of Immunization Services in the United States”

Named as one of the ten greatest public health achievements by CDC, immunization has prevented many diseases and saved billions of dollars. Despite its effectiveness, immunization rates for many diseases remain below the *Healthy People 2020* objective. Access and awareness are two major barriers, which community pharmacists and pharmacies are well positioned to address because of their flexible hours, convenient locations, and deep connections with local residents. There are limited studies to quantify their impacts on immunization services at the national level. This is the first study using nationally representative databases to quantify their impacts after adjusting both individual- and community-level characteristics.

Probit models and marginal effects post estimation were used to analyze six immunization services for the entire sample as well as sub-samples by racial/ethnic groups, urban/rural areas, and employment status. The immunizations include (1) seasonal flu shots for adults aged 18 and above, (2) seasonal flu shots for children less than 18 years old, (3) human papilloma virus (HPV) for female adults, (4) human papilloma virus (HPV) for female children, (5) pneumococcal vaccinations for adults aged 18 and above, and (6) shingles vaccination for adults aged 60 years and older. With a few exceptions, the density of community pharmacists and pharmacies are positively and significantly associated with these services. The association is also positive and significant for the subsamples by urban/rural types, and employment status.

With the introduction of free immunization services under the 2010 Patient Protection and Affordable Care Act, this study has important public health implications on using community pharmacists and pharmacies as non-traditional settings to expand access to vaccines.

Kandice Hauf, History and Society, “Biography of Wang Yangming (1472-1529)”

This biography of Wang Yangming (1472-1529) analyzes his thought and action as seeker of truth, often controversial re-interpreter of Confucian doctrine, leader of an intellectual fellowship, innovative state official and community reformer, and successful military strategist. In addition to presenting Wang in these public roles, it considers his private life as son, husband, and father. This places Wang within the national and local contexts of his time and will enable readers to gain an understanding of this important personage in world history, and of the broader themes and developments of China’s Ming dynasty (1368-1644).

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”

The authors extend the question of organizations’ responses to the external environment, specifically motivated by their apparent low- or non-responses. Why do many organizations not seem to heed the advice to be attentive and responsive to the events and forces in the external environment? Based on a sample of 545 Japanese corporations, we investigate the magnitude and extent of organizations’ responses to one of the obvious, apparently important factors in the external environment, viz. the aging society. We find that perceived response certainty has a strong positive impact on the organizational responses of the informant companies. This relationship is moderated by organization’s cognitive ambivalence, such that a high level of ambivalence decreases the positive effect of response certainty at both corporate and marketing strategy levels. Thus, this study contributes new insights into the role of ambivalence in the low- or non-responses to the apparently important external environmental forces. Future research and managerial implications are also offered.

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