

# Teaching Innovation and Research



## October 2013

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### Upcoming Programs

**BFRF Research Chat**

Noon to 1:15 PM

Needham Room, Olin Hall

[Wednesday, November 6](#)

**Salvatore Parise, TOIM**

“Understanding the Impacts of Social Media Games in Organizations”

**Megan Way, Economics**

“Intergenerational Transfers During the Great Recession”

**Center for Engaged Learning & Teaching (CELT)**

**Global Film Series**

[Monday, November 18](#)

Julie Levinson and

Jenny Rademacher

Sorenson Center for the Arts – 7pm

The film is “NO”, released last year and directed by the Chilean Pablo Larraín.

*See page 3 for more details*

### BFRF Annual Report Summary 2012-2013

Through a competitive process the BFRF provides support for faculty research projects. The BFRF received forty-six applications and provided support for a total of forty-two projects: 14 course releases, 13 summer stipends, 15 Mini-Grants totaling over \$22,000.

An additional \$20,000 was allocated for research-related expenses relating to summer stipends and course releases. In coordination with ITSD, the BFRF purchased NVivo software licenses to facilitate the research efforts of nineteen faculty members.

The BFRF sponsored eight Research ‘Chat’ programs; facilitated a NVivo user presentation; published ten newsletters; and reviewed and accepted twenty-two Final Product research submissions. The BFRF Working Paper Series is published on Digital Knowledge at Babson (DKB), the College’s institutional repository.

The full report is posted on the [BFRF website](#).

### Faculty News

#### O'Donoghue wins 'Legends of the Fall' short story competition

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. Read the Irish Times [announcement here](#); read the winning [story here](#).



“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** taught a one-week PhD course in International Business at KTH Royal Institute of Technology in Stockholm, Sweden in September. Students in the class were from Canada, the Netherlands, Norway, Spain, Slovenia, South Africa, Sweden, and the United Kingdom.

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#### Share Your ‘Research News’

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

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## More Faculty News

**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 21<sup>st</sup> 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. (PMLA) 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.

## BFRF Final Products Accepted

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

**Mary Godwyn**, History and Society

*Around the World with Business Ethics:*

*A Sociological Examination of Management Education*

An integration of liberal arts and business, this book examines business management education around the world from the perspectives of the social sciences and humanities, specifically sociology and ethics. These disciplines provide alternatives to economic theory, which is primarily used as the foundation for business education. Sociology offers empirical and theoretical traditions that explore social change, diversity and inclusion. Ethics contributes structures to identify and evaluate moral underpinnings of applied systems. Together, these disciplines engage aspects that are often underdeveloped in business education. Through interviews with business faculty, students, and graduates, as well as attendance in business classes and examination of course materials, I will analyze how business school curricula and the experiences of business students affect normative business practices and the distribution of wealth, opportunity, and prestige in the global economy. My goal is to visit a wide range of geographical locations. In addition to US schools, I also plan to visit business schools in Canada, the UK, France, New Zealand, India and Ghana.

**Mary O'Donoghue**, Arts and Humanities, *Ogonnelloe: Short Stories*

*Ogonnelloe* is a collection of eight short stories of varying lengths, one of which precedes the period of this project and in fact inspired the collection. These stories share several formal and structural concerns: the story as an aural experience; the story as a soliloquy, whisper, rant or monologue; the story as a site for exploring trauma in non-linear ways. The stories are also abidingly interested in character and relationships and place, and they aim to merge these narrative preoccupations with innovative formal considerations.

**G. Shankar**, TOIM, “Justifying the role of data quality metadata in structured decision making”

Though cognizant of the negative impact of poor quality data on the decision process, organizations are still producing, processing, and storing large volumes of imperfect data every day. One effective way of addressing the data quality issue is to inform decision-makers of the quality of the data they are using. However, although data quality (DQ) metadata is expensive to collect and manage, not all decision-makers use it. Further, when DQ metadata is included, the resulting dataset may be different from and significantly larger than the dataset created when DQ metadata is excluded. This potentially creates an information overload and the decision maker is conflicted about the use of DQ metadata. This paper demonstrates that decision-makers will use DQ metadata, regardless of the task complexity and their domain or work experiences, when a guideline about how DQ metadata should be used, is provided. The paper also illustrates that variations in task complexity, work experience, and domain-specific experience interact. The impact of DQ metadata on consensus among decision-makers depends on such interactions when decision-makers are provided guidance on how to use the DQ metadata.

External Funding	Grant Opportunity
Corporate, Foundation, and Government Relations Office (CFG)R	<p><b>Marion and Jasper Whiting Foundation "Fellowships for Higher Education"</b></p> <p>If you are planning a sabbatical and wish to travel abroad, you might want to consider this fellowship opportunity.</p> <p>The primary purpose of the Foundation is to award fellowships to teachers, with an emphasis on teachers at the college or university level, to enable them to study abroad. The aim is to stimulate and broaden the minds of teachers so as to improve and enhance the quality of their instruction. Grants are primarily for travel and related expenses. <b>Submission Deadline: January 15, 2014</b></p> <p>If you are interested in applying for this grant or other external funding, please contact <a href="#">Wendy Silverman, Director, Corporations, Foundations, and Government Relations.</a></p>
Library News	Call for Papers
<p><b>Web of Science</b></p> <p>Do you know some of the cool things you can do with Web of Science (the Social Sciences Citation Index)? (This resource is available from the Library's website, <a href="#">Databases A-Z page.</a>)</p> <p>Besides using it for identifying scholarly content in your area of research, you can</p> <ul style="list-style-type: none"> <li>• Track how an idea evolved over time by looking at cited references</li> <li>• View articles that share common references</li> <li>• Sign up for alerts as to when any of your (or anyone else's) articles are cited</li> <li>• Check which journals have the highest impact</li> </ul> <p>For help with using Web of Science, take a look at the <a href="#">database guide</a> or email <a href="mailto:research@babson.edu">research@babson.edu</a>.</p>	<p><b>Diana International Research Conference</b></p> <p><b>"The impact of women's entrepreneurship and innovation"</b></p> <p>When: June 15-17, 2014 Where: Stockholm, Sweden To receive updates send an email to: <a href="mailto:diana@esbri.se">diana@esbri.se</a></p> <p><b>Important dates:</b>  <b>Online Call for abstracts opens</b>  <b>September 1, 2013</b>  <b>Deadline for submission of abstracts</b>  <b>January 31, 2014</b>  <b>Notification of acceptance of abstracts</b>  <b>February 28, 2014</b></p>

## Center for Engaged Learning & Teaching (CELT)

### Global Film Series

Julie Levinson and Jenny Rademacher

Monday, November 18, 2013 -- 7PM -- Sorenson Center for the Arts

CELT is delighted that Julie Levinson and Jenny Rademacher's powerful pedagogical initiative, **Film Across the Curriculum**, is the launch project for Faculty Development's third and newest program. **Cross Disciplinary Teaching Materials** will provide cross-disciplinary collaborative forums and a platform for tools that are engaging our students while standing on a solid pedagogical foundation.

This semester's **Film Across the Curriculum** screening is open to all faculty interested in learning more about how this work complements your pedagogy and its potential value for your classrooms. Students and faculty from a number of disciplines are invited to the screening so we can have a lively, informed discussion of the film from varying perspectives. Faculty with any questions regarding the screening, should feel free to contact Julie Levinson or Jenny Rademacher.

The film, NO, released last year and directed by the Chilean [Pablo Larraín](#), will be introduced by scholar Peter Kornbluh, Director of the National Security Archives Chile Documentation Project. Based on a historical incident in which a young marketing executive was hired to come up with a campaign to defeat Augusto Pinochet in Chile's 1988 referendum, it's a lively, smart, thought-provoking film that raises all sorts of interesting questions about advertising, the slippage between politics and marketing, business ethics, ethics in politics, and other topics.

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