

# Teaching Innovation and Research @



## September 2013

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### Center for Engaged Learning & Teaching Program

The 2013 Faculty Learn & Share program was held on August 29. The first faculty-wide event sponsored by the CELT's Faculty Development area generated great enthusiasm; more than 60 faculty representing all divisions attended the day-long event to participate in interactive teaching demos given by colleagues including the following interdisciplinary teaching materials and tools:

Ethics in Film across the Curriculum, *Julie Levinson and Jenny Rademacher*  
Scavenger Hunts: Using SCVNGR, a Mobile Phone, Location-Based Game, in the Classroom, *Sal Parise*  
Flipping the Classroom, *Ruth Gilleran and Steve Gordon*  
Clickers: Engaging Students with Classroom Response Systems, *Chuck Winrich*  
Building Blocks: Using Video Bricks to Create Multiple Lesson Plans, *Elizabeth Swanson Goldberg*

CELT acknowledges the 2013 Faculty Learn & Share Committee members and faculty demo leaders for the time and energy dedicated to making this valuable event for all faculty members: *Sinan Erzurumlu* – TOIM; *Yunwei Gai* – Economics; *Ruth Gilleran* – TOIM, TIF; *Xinghua Li* – History & Society; *Jenny Rademacher* - Arts & Humanities; *Vikki Rodgers* – Mathematics & Science, TIF.

### Faculty News

[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.



*Engineering for Sustainability*, the third in a series by **Dennis Mathaisel**, Mathematics and Science, and co-authors, Joel Manary and Ned Criscimagna, was published by CRC Press in spring 2013. The book provides common sense information for engineering, planning, and carrying out those tasks needed to sustain military products and services and, in turn, the entire enterprise. It lays out the principles that will help engineers design products and services to meet the needs of customers with minimal impact on the ecosystem, focuses on how an entire enterprise can be self-sustainable, and includes numerous examples and case studies.

"Ghost Estate," a short story by **Mary O'Donoghue**, Arts and Humanities, was published in *Literary Imagination* (Oxford Journals) in July 2013. The story takes place in an unfinished unoccupied housing development. These estates are emblematic of Ireland's spectacular property boom and its subsequent crash. The story concerns an elderly woman who buys into one such development.

#### Share Your 'Research News'

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

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### Upcoming Programs BFRF Research Chats Noon to 1:15 PM -- Needham Room, Olin Hall

#### Wednesday, October 9

**Bradley George** – Entrepreneurship  
"When is it Rational to Not Be Rational?  
The Effects of Experience on the  
Rationality-Performance Relationship"  
and

**Virginia Rademacher** –  
Arts & Humanities  
"Sex and the City: Detective Petra  
Delicado and Questions  
I Couldn't Help But Wonder"

#### Thursday, October 24

**Matt Allen**, Entrepreneurship  
and  
**Gang Hu**, Finance

#### Wednesday, November 6

**Salvatore Parise**, TOIM  
and  
**Megan Way**, Economics

## More Faculty News

### Marketing Division Hosts Conference

On August 7-9, 2013, over eighty scholars from around the globe gathered at Babson's Executive Education Center for the 13<sup>th</sup> Annual Pricing Conference. Dhruv Grewal (Babson College), Anne Roggeveen (Babson College), and Jens Nordfalt (Stockholm School of Economics) co-chaired this conference with support provided from the Babson Retail Supply Chain Institute, AMA Retailing & Pricing SIG, and Center for Retailing at the Stockholm School of Economics. The theme of this year's conference was "Pricing and Retailing". This conference included research papers related to various aspects of pricing and retailing from both academic and managerial perspectives. The conference served as a forum for practitioners and academics to come together and share ideas. In addition, the co-chairs are editing a special issue of *Journal of Product and Brand Management* dedicated to the themes of this conference.

### "The Songs of Sam Lucas"

Sam Lucas (c. 1840-1916) was one of the most celebrated entertainers of his generation. He entered the business in 1873 through blackface minstrelsy, which at the time was the largest employer of black musicians, comedians, comics, dancers, and novelty acts. Although almost none of these performers are remembered today, Lucas created a significant body of black popular song that serves as an important window into the post-Civil War era and deserves to be understood and remembered. At a time when most performers, white and black, retired once new trends in performance displaced the old, Sam Lucas was an extraordinary exception: his career traversed minstrelsy, musical theater, variety and vaudeville, and film.

**Sandra Graham**, Arts and Humanities, has published 12 recordings with background essay and liner notes, with vocalist Chad Runyon, streaming for free at Center for Popular Music, Middle Tennessee State University: <http://popmusic.mtsu.edu/lucas/lucas.html> This project was supported, in part, by the BFRF.

## BFRF Final Products Accepted

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

**Ryan Davies**, Finance, "Stock price manipulation on option expiration dates"

Pinning is the tendency for stocks to close exactly at, or near, a strike price on equity option expiration dates. Pinning and other unusual stock price patterns on option expiration dates have become much more pronounced as option trading volume has soared in recent years. Until now, an unresolved question is whether pinning is caused by deliberate manipulation by option writers, or is caused as a natural by-product of market maker delta hedging. In this project, we plan to identify the relative importance of these two competing effects using an innovative identification strategy based on the uneven expiration pattern created by recent introduction of weekly options.

**Bradley George**, Entrepreneurship, "When is it Rational to Not Be Rational? The Effects on Experience on the Rationality-Performance Relationship"

This study examines the effects of different types of experience on the relationship between strategic decision comprehensiveness. Using a sample of 130 U.S. based non-diversified manufacturing firms we find that prior start-up experience negatively moderates the relationship between strategic decision comprehensiveness and new venture growth in the alternative generation and alternative evaluation phases of the process. We find no significant moderating effect for start-up experience on the relationship between comprehensiveness in the situation diagnosis and decision integration phases. Furthermore, we find no direct effect between comprehensiveness and growth or any direct or moderating effect of previous industry experience.

**Virginia Rademacher**, Arts and Humanities, "Sex and the City: Detective Petra Delicado and Questions I Couldn't Help But Wonder"

Alicia Giménez Barlett's Petra Delicado detective series (1996-2013) and the popular American television series *Sex and the City* (1998-2004) inform each other in interesting ways. In both cases, the questions and cultural commentary of the female protagonists function as subtexts which play off and stretch the conventions of the traditional detective fiction and romantic comedy formulas, challenging perceived boundaries of genre, gendered roles and social realities. In turn, I consider how the character of Petra Delicado reflects and reconsiders the representation of the hardboiled detective to comment critically on contemporary Spanish society with a postmodern, female twist.

**Rosa Slegers**, Arts and Humanities, "Revaluating Vanity: Adam Smith as Moral Exemplar for Business Education"

In *The Theory of Moral Sentiments*, Adam Smith explores the influence of commercial society on the moral character of individuals. Industry builds character, he argues, but it can also corrupt it. It is therefore very important to educate the "moral sentiments" and encourage sympathy especially in young people whose characters are still malleable. Vanity, Smith argues, is closely linked to the sentiment of sympathy and can be used as a stepping stone to virtue. This paper uses Smith's remarks on vanity as a perspective on contemporary business ethics education. In properly engaging and redirecting vanity, education can help students become impartial spectators. Seeing a promise in a character trait most people consider a vice, Smith offers a refreshing view relevant to business ethics education today.

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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.

## Library News

### The Library has subscribed to some new research databases

**Statista:** Global statistical portal covering over 60,000 topics, including data on over 600 international industries. Sources include market research firms, trade organizations, scientific journals, and government databases. Topical "dossiers" pull together relevant data into presentations.

**Import Genius:** Tracks imports to and exports from the United States, many Latin American countries, and India. Information is based on shipping manifests and custom records. Great tool for identifying buyers and suppliers and for tracking the movement of goods. First-time users need to create an account.

## Babson Welcomes New Faculty

*Babson College welcomes eleven new teaching faculty members this fall.*

Jennifer Bailey	TOIM	Assistant Professor of Technology and Operations Management
Richard J. Cleary	Mathematics & Science	Professor of Mathematics, Chair of the Math & Science Division
Victoria Lynn Crittenden	Marketing	Professor of Marketing, Chair of the MKT Division
Wiljeana Jackson Glover	TOIM	Assistant Professor of Technology and Operations Management
Davit Khachatryan	Mathematics & Science	Assistant Professor of Statistics
Benjamin L. Luippold	Accounting & Law	Assistant Professor of Accounting
Jason B. Mohaghegh	Arts & Humanities	Assistant Professor of Comparative Literature
Scott A. Moore		Dean, Undergraduate School, Associate Professor of TOIM
Victor P. Seidel	TOIM	Assistant Professor of Technology and Operations Management (beginning January 1, 2014)
Jonathan Sims	Management	Assistant Professor of Management
Rajendra S. Sisodia	Marketing	Professor of Marketing, F. W. Olin Distinguished Professor in Global Business, and the Whole Foods Market Research Scholar in Conscious Capitalism

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