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## Research at Babson - 06/2009

Babson Faculty Research Fund

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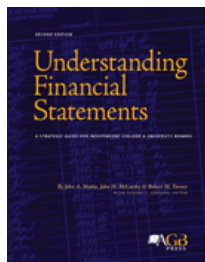
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## Faculty News

"Start-Up Motivations and Growth of Minority Nascent Entrepreneurs" by Linda Edelman, **Candida G. Brush**, Tatiana S. Manolova, and **Patricia Greene** has been accepted for publication in *Journal of Small Business Management*.



The Association of Governing boards of Universities and Colleges (AGB) Press has published the second edition of the monograph, "Understanding Financial Statements – A Strategic Guide for Independent College and

University Boards," edited by Sandra L. Johnson. **Robert Turner**, Accounting and Law, was a co-author with John A. Mattie and John H. McCarthy. AGB Press says, in part: "In the post-Enron, Sarbanes-Oxley-driven environment, trustees, like directors, are being held accountable - a key word in the new lexicon - for nearly everything that occurs under their watch, including changes for the better or worse in the institution's financial health. ... *Understanding Financial Statements* is designed to help members of governing boards understand and properly interpret the institution's financial statements through the use of analytical tools and financial benchmarking." See the AGB [website](#) for a complete description of the publication.

## Qualtrics Survey Software

Babson is pleased to make Qualtrics survey software available (at no cost to you or your department!) to support research, teaching, and administration at the College. Qualtrics combines exceptional ease of use with an advanced set of features. Some of the capabilities of Qualtrics include the following:

- A wizard to help build surveys, requiring no advanced training
- Online video tutorials and help guides for learning to use Qualtrics
- Question and survey libraries customizable for your own use
- Panel surveys - Sending and tracking e-mail invitations and auto-generated reminders
- Integrated reports including graphs and statistical tools
- Ability to download data into Excel or SPSS with the full syntax retained
- Unlimited support available from Qualtrics via email and phone

If you are interested in obtaining a Qualtrics account, please [click here](#) to see the Babson Policy on Survey Software for *Account Creation Procedures* and *Terms of Use*. **Matt Reiss**, Manager, Organizational Development, x4445, is the Babson campus contact.

For more details see the Qualtrics user information [file](#) entitled "Experimental Designs and Logic with Qualtrics." A number of Babson faculty members are using Qualtrics to conduct research surveys. Both Elaine Allen and Anne Roggeveen would be happy to chat with you about their experiences with Qualtrics.

## Traveling on Business?

### New Documentation Required for Mileage Reimbursement

When submitting an expense report for mileage reimbursement, Accounts Payable requires the traveler to verify all mileage by attaching a MapQuest printout (or similar on-line mileage reporting tool) which displays accurate beginning/ending addresses and exact mileage totals that should correspond to the requested reimbursement amount. The Accounts Payable office will not process reimbursements for mileage without this important backup documentation. If you are submitting paperwork to the BFRF for research-related travel expenses, be sure to include all the necessary documentation. The IRS standard mileage rate, effective January 1, 2009, is 55 cents/mile.

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# BFRF Final Products Accepted

**Lori Houghtalen**, Mathematics and Science

“Designing Fair Allocations for Carrier Alliances”

In this work we examine and improve upon a mechanism designed to manage interactions among carriers in an air cargo alliance. Given that the mechanism can determine resource prices that encourage self-optimizing carriers to behave in a manner that is optimal for the alliance, we focus on directing the mechanism toward resource prices that lead to the fair allocation of revenue among alliance members. We explore several possible definitions for fairness, varying from a simple equitable division of benefit to more complicated rules that are based on the economic value a carrier brings to the alliance. The performance of the measures is assessed using a comprehensive set of computational experiments in which the measures are implemented for a variety of simulated three-carrier alliances. We find that striving for equitable division of benefit among members leads to more alliance revenue overall, while fairness measures based on the value of a carrier lead to divisions of benefit that are more fair. We also consider the issue of service level in the context of fairness, and discover that implementing a minimum service level requirement causes little disruption in the ability of the mechanism to achieve a fair allocation of revenue.

**Bala Iyer** and **Salvatore Parise**, TOIM,

“The Role of Technology-Mediated Networks in Knowledge Management” (Abstract unavailable pending publication.)

**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.

**Jeffrey Melnick**, History and Society

“The Popular Arts of American Public Housing”

In this study Melnick considers the ways that the landscape of public housing projects have given rise to some of the most significant American popular music forms of the second half of the twentieth century. Paying attention to both the actual physical geography of housing projects (long blocks, recreation centers, etc.), and the demography of them (intense concentrations of young people of color) he begins to develop a theory of housing projects as particularly rich cultural fields.

## Explore Funding Opportunities Finding Funding Sources



### Funding Alert

Community of Science (COS) Funding Opportunities is the largest, most comprehensive database of available funding. If you are looking for external funding ideas, [this link to COS](#) is accessible on or off-campus.

## Corporate, Foundations 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.

If you would like to explore the possibility of external funding or examine your research agenda please contact [Wendy Silverman](#), Director, CFGR, at x5993.

## Webinar Course on Researcher Commercialization

This highly successful online webinar course is recommended for researchers in research institutions (e.g., grad students, post-docs, professional staff and faculty) and researchers in commercial companies (e.g., startups, SBIRs, research-based small businesses and Global 1000). It allows attendees to make an informed decision as to how to better plan their commercialization efforts, be it through employment, licensing, consulting, joint venturing or startup creation. See [here](#) for details.

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