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Research at Babson - 08/2009

Babson Faculty Research Fund

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Babson Faculty Research Fund

Proposal Deadline

BFRF

CWL

Glavin Center

The common proposal deadline for major awards, 2010-2011 course releases, and 2010 summer stipends is the 3rd Wednesday in October:

Wednesday, October 21

The [Common Proposal Packet](#) contains all the information you need on proposal guidelines and revised application forms. If you have any questions, contact [Susan Chern](#) (x5339).

Upcoming Research Programs

Save the Dates

Noon to 1:15 PM

Needham Room, Olin Hall

Wednesday, September 16

Jon Dietrick, Arts and Humanities

Donna Kelley, Entrepreneurship

Tuesday, September 22

Michael Goldstein, Finance

**Lori Houghtalen, Mathematics and
Science**

Impact of Faculty Workload Changes on BFRF Course Releases

Up to this year, the BFRF was the primary source for most faculty course releases for research. The new workload policy now provides all faculty (who don't otherwise have a term or endowed chair) one course release per year for research provided that AQ standing is maintained. Under this new policy, each faculty member is

expected to maintain a research agenda and output that meet at least the minimum requirement for AQ standing as defined in the Faculty Handbook – see side box. Please note that AQ standing will be determined internally on a three-year (**not a five-**

year) cycle because it gives the College two-year lead time to allow faculty who may not be meeting the AQ standard to address the situation before the AACSB visits the campus. Going forward, the BFRF will fund course releases for scholarship that exceeds a faculty member's minimum AQ standing. Similarly, holders of term chairs will be funded only for courses that exceed the two course releases already built into their contract. Faculty will be asked to demonstrate how they have met the AQ or term chair threshold and how the research proposal will enable them to exceed the threshold. With few exceptions (e.g., some faculty on administrative assignments), all faculty members are expected to have a minimum teaching load of three courses per academic year.

Faculty Handbook – Appendix H Definition of “academically qualified”

- received his or her doctorate degree within the last five years, or who, with a doctorate degree received earlier,
- over the last five years, published two articles in peer-reviewed journals, or
- has created a portfolio of intellectual contributions equivalent to that output.

BFRF 2008-2009 Annual Report

The BFRF made a total of 44 awards; sponsored 12 Research ‘Chat’ programs; reviewed and accepted 26 Final Product submissions; published 7 newsletters; and enhanced its presence on the Babson [website](#).

Click [here](#) to read the full report.

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Library Liaisons

Contact your library liaison for course-related research guides and class instruction, and for customized assistance with research strategy, selecting and accessing library materials, and performing literature reviews.

Division	Name	Extension
Accounting and Law	Mary Gavett-Orsi	x5605
Arts and Humanities	Sarah Pawlek	x5604
Economics	Kristin Djorup	x4471
Entrepreneurship	Cynthia Robinson	x5257
Finance	Cynthia Robinson	x5257
History and Society	Dominique Winn	x6482
Management	Dee Stonberg	x4391
Marketing	Nancy Dlott	x4987
Math and Science	Jeanne Hebard	x6405
TOIM	Anna Burke	x6407

BFRF Changes

We thank **Gordon Prichett**, Finance, for two years of dedicated service on the BFRF.

This fall, the BFRF welcomes **Elaine Allen**, Mathematics and Science, to the group. Continuing members are **Dhruv Grewal**, co-chair, **James Hoopes**, co-chair and the BFRF representative to the Faculty Senate, **Candida Brush**, Entrepreneurship, and **Joseph Weintraub**, Management. If you have questions about the BFRF, contact any of the members or [Susan Chern](#), coordinator.

BFRF Final Products Accepted

Elizabeth Goldberg, Arts and Humanities
Plotting the Human: Unsettling the Manichean Allegory in Caryl Phillips' Cambridge and A Distant Shore

This paper examines representations in the work of British writer Caryl Phillips of the lynching of African men as a punishment for their perceived connections to white European women. I argue that what makes Phillips' work so compelling in terms of human rights is its attention to the human particularity of subjects historically fixed and made unrecognizable by their "types" and the conventional plots containing their association. Specifically, both novels juxtapose the narratives of a white woman and a black man—perhaps the most historically fraught convergence of subject positions in the context of race and human rights—in their historical contexts. The narratives mirror one another, reflecting and refracting the deep similarities between these subject positions which have been historically construed as irrevocably different and constructed as the stage for the violently dramatic tableaux of misrepresentations comprising miscegenation. This paper explores the potential of such narrative innovations to unsettle the Manichean Allegory articulated by Frantz Fanon in *Black Skins White Mask*, while also considering how Phillips' work intervenes in later debates about the force of the Manichean allegory among postcolonial literary critics. Finally, I show how Phillips' literary work contributes to recent theoretical work about cosmopolitanism as a philosophical underpinning to the contemporary human rights regime.

Mary O'Donoghue, Arts and Humanities
The Strange Arrangement of Dreams

The Strange Arrangement of Dreams is a piece of fiction, specifically a long short story. This fiction locates itself in the legend of Marie Taglioni, an Italian ballet dancer who was said to keep a plastic ice-cube in her jewel box as a reminder of the time in 1835 when she was forced to dance in the snow for a Russian highwayman. This fiction also draws on a 1940 piece of art made by Joseph Cornell that commemorates the tale, *Taglioni's Jewel Casket*, held at the Museum of Modern Art in New York. The project intercuts fictionalized episodes from life of Taglioni with an imagined account of Cornell's making of the piece of art. Alternating sections ask questions about the making of art and pursue nuanced connections between the box artist Cornell and the dancer Taglioni.

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Anne Roggeveen, Marketing,
How the Order of Sampled Experiential Products Affects Choice

The results of five experiments reveal that when sampling a series of experiential products (e.g., beverages or music), consumers prefer the product sampled second in a series of two desirable products but relatively prefer the product sampled first in a series of two undesirable products. The underlying process for both outcomes is a recency effect, such that there is better recall for the most recently sampled experiential product. The recency effect observed for experiential products reverses to a primacy effect while sampling non-experiential products (e.g., scissors). The authors also demonstrate that the placement of an undesirable experiential product in conjunction with two desirable experiential products can exaggerate preference for the later sampled desirable product (when the undesirable product is sampled first) or result in preference for the earlier sampled desirable product (when consumers sample the undesirable product between the two desirable products). However, the preference for the earlier sampled desirable product only holds if there is no time delay between the sampling of the products or between the sampling and the choice evaluations.

Faculty News

“Pathways to entrepreneurial growth: The influence of management, marketing, and money,” by **Candida Brush** and **Dennis Ceru**, Entrepreneurship, and Robert Blackburn, has been published in *Business Horizons*.



“Costly Arbitrage and Idiosyncratic Risk: Evidence from Short-Sellers,” by Ying Duan, **Gang Hu**, Finance, and R. David McLean, will be published in *Journal of Financial Intermediation*, 2009. This BFRF supported paper received 1st Prize at the Chicago Quantitative Alliance Annual Academic Competition in 2007.

The Journal of Product Innovation Management has published “Adaptation and Organizational Connectedness in Corporate Radical Innovation Programs” by **Donna Kelley**, Entrepreneurship. This research was supported in part by the Board of Research. A second piece, “Intra-organizational networking for innovation-based corporate entrepreneurship” by **Donna Kelley**, Lois Peters, and Gina Colarelli O’Connor, appeared in the May 2009 issue of *Journal of Business Venturing*.

Mary O’Donoghue, Arts and Humanities, has an impressive list of new publications to her credit. Her poems “Letters to Emily: Finding Your Voice,” “Thanksgiving in Florida” and “Petition,” as well as a literary essay “On disgrace and the need for a new-fangled envoy” appeared this spring in *The Watchful Heart: A New Generation of Irish Poets*. Ed. Joan McBreen. Cliffs of Moher: Salmon Press, 2009. This anthology presents the work of twenty-four Irish poets. The poem “Petition” was written as part of the BFRF-supported *Aquitania* project, 2007.

Her poem “Late Cycle” appeared in a special feature ‘Writing Home,’ edited by Nessa O’Mahony under the auspices of the John Hume Institute for Global Irish Studies at University College Dublin and published in *Stinging Fly* magazine, summer 2009. A novel chapter entitled “L. casei immunitas” is forthcoming in fall 2009 in the literary journal *Agni*.

Share Your ‘Research News’

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

External Funding

Corporate, Foundation, and Government Relations Office (CFGR)

Wendy Silverman, Director, 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. Among the post-award activities for which faculty and staff can obtain help are grant negotiation, budget clarification, financial and narrative reports, requests for extensions, and grant close-outs.

If you would like to explore the possibility of external funding or examine your research agenda please contact me at x5993 or silverman@babson.edu.

Community of Science (CoS) Funding Opportunities

Babson, with assistance from the Babson Faculty Research Fund, has subscribed to the **Community of Science (COS) Funding Opportunities database**.

The COS Funding Opportunities is the largest, most comprehensive database of available funding to support research and other academic activities. It has more than 22,000 records representing over \$33 billion in funding. Grants are available for work in all disciplines—physical sciences, social sciences, life sciences, health & medicine, arts & humanities—and for many purposes, such as research, collaborations, travel, curriculum development, conferences, fellowships, postdoctoral positions, equipment acquisitions, and capital or operating expenses. Searching is easy and intuitive.

If you are looking for external funding ideas, [this link to COS](#) is accessible on or off-campus. If you want to explore external funding ideas, contact [Wendy Silverman](#), Director Corporations, Foundations, and Government Relations, x5993.

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