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Research at Babson - 11/2009

Babson Faculty Research Fund

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External Funding Opportunities

Marion and Jasper Whiting Foundation awards fellowships to teachers, primarily at the college or university level, to enable them to study abroad or at some location other than that with which they are most closely associated. Most grants are primarily for travel and related expenses and not as salary substitutes. The deadline is January 29, 2010.

The National Science Foundation Course, Curriculum, and Laboratory Improvement (CCLI) program seeks to improve the quality of science, technology, engineering, and mathematics (STEM) education for all undergraduate students. Babson has received awards in the past for developing new courses in Math and Science. The deadline is January 13, 2010.

If you are interested in pursuing these, or other grant opportunities, please contact [Wendy Silverman](#), Director, Corporations, Foundations, and Government Relations.

BFRF 2010-2011 Awards

2010 Summer Stipends

Jon Dietrick, Arts and Humanities
Ross Petty, Accounting and Law
Anne Roggeveen, Marketing
G. Shankaranarayanan, TOIM
Rosa Slegers, Arts and Humanities

2010-2011 Course Releases

Ryan Davies, Finance
Sinan Erzurumlu, TOIM
Yunwei Gai, Economics
Robert Halsey, Accounting and Law
Jeffrey Melnick, History and Society
Virginia Rademacher, Arts and Humanities
Joel Shulman, Entrepreneurship
Denise Troxell, Mathematics and Science
Keith Wilcox, Marketing

2010-2011 Major Awards

Kevin Bruyneel, History and Society
Marjorie Feld, History and Society
Mary O'Donoghue, Arts and Humanities

Glavin Global Programs

2010-2011 Major Awards

Abdul Ali, Marketing
Vincent Onyemah, Marketing

Faculty News

“Exiled, Executed, Exalted,” by **Kevin Bruyneel**, History and Society, has been accepted for publication at the *Canadian Journal of Political Science*, the most important political science journal in Canada.

TOIM Professor, **Sinan Erzurumlu's** paper, “Production, Process Investment and the Survival of Debt Financed Startup Firms,” was recently listed on Social Science Research Network's (SSRN) Top Ten download list for ERP: Start-Up & Small Business Finance (Topic). This paper was supported by the BFRF last summer.

TOIM Professor **Sebastian Fixson's** paper entitled, “Teaching Innovation through Interdisciplinary Courses and Programs in Product Design and Development: An Analysis at Sixteen U.S. Schools,” was recently listed on SSRN's Top Ten download list for Entrepreneurship Educator: Courses, Cases & Teaching.

Yoo-Taek Lee, TOIM, and co-authors, Jay Kim and Jeffery Miller, Boston University, wrote a book chapter entitled “Complementary Resources, Web-Based Applications, and the Development of Web-Enabled Supply Chain: A Case Study of Paint Supply Chain.” It was published by IGI Global in *Innovations in Supply Chain Management for Information Systems: Novel Approaches* edited by John Wang, Montclair State University. In addition, “Taxonomy of Supply Chain Strategies,” co-authored with Kate McKone-Sweet, TOIM, was published in the July issue of *The Journal of Supply Chain Management*. This research was supported by the BFRF.

9/11 Culture, by Jeffrey Melnick, History and Society, was published last spring. As a result of the book coming out, Melnick was on WBUR's *Here and Now* program on 9/10. The next day, on 9/11, he was on *The World*, a PRI program which plays locally on WGBH.

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Library E-Resources

E-Resources News

Did you know...the Library now provides access to over [250 online databases](#), [86,000 e-books](#), [67,000 e-periodicals](#), as well as [e-Audio books](#), [books summaries](#), and extensive [Virtual Reference Shelf](#). It is all about breadth of access anywhere, anytime.

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Download EndNoteX3 via the [Babson Portal](#). EndNote is software that allows you to import citations while you search, “Cite while you write” and create bibliographies in your preferred format. To download login to the Babson Portal. Go to My Links > My Downloads > Endnote X3. Learn more...[What's New in EndnoteX3 \(Online Tutorial\)](#)

[Global Issues in Context](#) - "What's Going on in the News and Why" – Provides international viewpoints on global issues, topics, and current events. Issue and country focus through hundreds of portals that are updated continuously. Categories include: Social, Political, Military, Economic, Environmental, Health, and Cultural issues.

[Proquest’s Entrepreneurship Database](#) - Content ranges from the scholarly - including journals, dissertations, working papers and conference proceedings - to a full toolkit of practical guides, templates, forms, sample business plans, and audio clips with tips from successful entrepreneurs.

[BCC Market Research](#)...Offers extensive reports on advanced materials, advanced transportation & technology, biotechnology, chemicals, energy and the environment, engineering, food & beverages, fuel cells, batteries, healthcare, Information Technology (IT), instruments, manufacturing, membrane & separation technology, pharmaceuticals, plastics, safety & security and semiconductors.

BFRF Final Products Accepted

Sinan Ersurumlu, TOIM, “Production, Process Investment and the Survival of Debt Financed Startup Firms

Whether to invest in process development that can reduce the unit cost and thereby raise future profits or to conserve cash and reduce the likelihood of bankruptcy is a key concern faced by many startups firms that have taken on debt. We explore this concern by examining the production quantity and cost-reducing R&D investment decisions in a two period model. A startup firm must make a minimum level of profits at the end of the first period to survive and continue operating in the second period. We show that under a base case, with deterministic demand, such a startup should produce the monopoly quantity and use an *invest-all-or-nothing* investment policy. However, under stochastic demand and allied survival constraint, the optimal investment policy does not necessarily have an *all-or-nothing* character. We establish conditions for creating hedges through either aggressive or conservative investment alternatives. If the startup makes a “conservative” investment decision, it sacrifices some first period expected profits to increase its survival chances and chooses an optimal quantity less than the monopoly quantity. Further, if the startup decides to invest “aggressively,” then it produces more than the monopoly quantity to cover the higher bankruptcy risk due to such aggressive investment.

Gang Hu, Finance, Finance, “Trading by Crossing”

This project uses a unique proprietary database of institutional trades to identify and analyze internal crosses. Abstract unavailable pending publication.

Ross Petty, Accounting and Law, “Brand Protection at Coca-Cola --It’s the Real Thing”

Coca-Cola historically has been recognized as one of the leaders in brand protection in the early 20th century. This book chapter examines the broad range of its activities and explores how Coke’s tactics are still important to today’s brand managers. It also raises the question of whether Coke’s activities went too far in protecting its brand, but limiting competition from other brands to the ultimate detriment of consumers.

Mary Pinard, Arts and Humanities, “Tallgrass Prairie: A Work in Process”

These 8 lyric and narrative poems—written in a range of forms—focus on the ecosystem of what remains of the North American tallgrass prairie, specifically as it is currently preserved in the ever-vanishing Loess Hills of western Iowa. They also explore the work of visual artists (in particular, weaver Sheila Hicks, and painter Keith Jacobshagen) as a way of examining connections between natural and artistic practices. Some of the relevant issues these poems take up include: changes in the treatment of the land since the arrival of Euroamericans in the 1800s, the resulting impact on native communities, shifts in the ratio of native to non-native (called invasive or exotic) prairie plant species, as well as the domestication of corn and the ways in which it has colonized our land and our food chain.

This work will eventually be a long poem, perhaps book-length, and will take the shape of an ABC book, a Polish literary form composed loosely of alphabetically arranged entries and used most famously perhaps by Czeslaw Milosz for his 2001 memoir, *Milosz’s ABC’s*.

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