

10-1-2010

## Research at Babson - 10/2010

Babson Faculty Research Fund

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### Recommended Citation

Babson Faculty Research Fund, "Research at Babson - 10/2010" (2010). *BFRF and BoR Newsletters*. Paper 11.  
<http://digitalknowledge.babson.edu/bfrfnews/11>

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## October 2010

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Research @ Babson is published by the  
Babson Faculty Research Fund

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

**Wednesday, November 3**

**Miguel Rivera-Santos**, Management

“Myth or reality? Understanding the impact of BOP initiatives on poverty”

**Brian Seitz**, Arts and Humanities

“The Uncanny Double: Dostoevsky”

**Tuesday, November 30**

**Ryan Davies**, Finance

“Intraday Portfolio Return Autocorrelation Dynamics”

**Rosa Slegers**, Arts and Humanities

“Uncanny Ethics: Moral Implications of Contemporary *Unheimlichkeit*”.

### BABSON FACULTY PEDAGOGICAL FUND (BFPF)

More than 20 faculty members attended the BFPF's first “Teaching Talk” on Oct 15. Ann Winslow, TOIM, led the first discussion on the mission, policies, and application process of the BFPF. J B Kassarian, Management, led a discussion about case writing. In addition to providing pointers for would-be case writers, he talked about how cases add value to the class and enhance the learning experience for both the students and teacher. Keith Rollag, Management, talked about the use of Simulations in the classroom and included some tips on creating or selecting a ‘good’ simulation. Erik Noyes, Entrepreneurship, led a discussion on exploiting Information Visualization in entrepreneurship education. Erik’s personal passion is to have Babson create, catalogue and disseminate the world’s best visualizations of entrepreneurship and innovation phenomena. For a sample of Information Visualization, check out these links: [Growth of Walmart](#); or [200 years that changed the world with Hans Rosling](#):

Watch your email for information about future BFRF “Teaching Talks”

If you have any questions about BFPF, please contact [Ann Winslow](#) or [Valerie Duffy](#).

### Corporate, Foundation and Government Relations (CFGR)

#### Update from Wendy Silverman, Director, CFGR

The Office of Corporate, Foundation and Government Relations (CFGR) within the Advancement Division at Babson 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.

#### CFGR Update

Over the past year many Babson faculty and staff have been active in seeking outside funding for a variety of initiatives. Of the 27 proposal submissions with which CFGR assisted, 9 were funded, 12 were declined, and 6 are still pending a decision. Those that were funded include:

- A grant from the National Collegiate Athletic Association to support a diversity internship program within the Athletics Department.
- A grant from Equal Exchange, Inc. to fund research and curriculum development by adjunct faculty member John Whitman.
- Grants from NCIIA and Staples, Inc. to support the tri-college Grand Challenges Summit.
- A National Science Foundation award to support Prof. Michael Goldstein’s collaborative research project on Seasonality, Arctic Economics and Mining Exploration.
- The Fund for Wellesley awarded a grant to the Bernon Center to enhance the work Babson students are doing with the Barton Road afterschool program.
- The Freedoms Foundation awarded the Leavey Award to three Babson faculty members, Ted Grossman, Richard Mandel and Stephen Schiffman.

If you are interested in exploring the possibility of external funding for your projects, contact Wendy Silverman at x5993 or [silverman@babson.edu](mailto:silverman@babson.edu).

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# BFRF Final Products Accepted

**Jon Dietrick**, Arts and Humanities, *Bad Pennies and Dead Presidents: Money in American Drama since the Great Depression*

This is a book-length study of money in American drama from the Great Depression to the present day. While many plays and productions are discussed, particular attention is given to works by five authors: Sidney Kingsley, Arthur Miller, David Mamet, August Wilson, and Suzan-Lori Parks. Through close readings of specific plays and broader discussion of each author's oeuvre, the study traces an evolution in the treatment of money and economic life from the highly naturalistic American theatre of the thirties to what critic William Demastes calls the "new realism" of playwrights like Mamet and Parks. The book draws new connections between American theatre's demonstrable preoccupation with economic life and the highly idiosyncratic formal tradition of American drama since the Depression.

**Elizabeth Goldberg**, Arts and Humanities, "Old Questions in New Boxes: Mia Kirschner's *I Live Here* and the Problematics of Transnational Witnessing"

"Old Questions in New Boxes" is situated within theoretical frameworks of transnational witness literature and offers a case study of the multi-media project *I Live Here* (Pantheon 2008), "produced" by actor Mia Kirschner and graphic designers J.B. MacKinnon, Paul Shoebridge, and Michael Simons, in order to discuss some aspects of genre, authorship, and transnational feminism in the context of contemporary literature that purports to bear witness to human rights violations. The essay outlines problems and possibilities raised by the text's generic indeterminacy, focusing on the potential for and limits to transnational feminist witnessing of human rights violations in the context of global capitalism. In particular, the essay considers the use of first person narration in this multi-authored text to provide meta-narrative commentary on gender as a bridge between "first" and "third" world experience, and provides a comparative perspective on the literary and multi-media works produced by the authors and artists represented in *I Live Here*, considering their own work in comparison with their contributions to this project.

**Ross Petty**, Accounting and Law, "The World Wide Web vs. National Trademark Laws – Protecting the Brand in Global E-Commerce"

The internet allows brands to readily obtain a global selling presence but they also may suffer internet branding risks such as cybersquatting, the unauthorized use of trademarks by third parties as metatags to attract search interest or as advertising triggers for rival ads, and the sale of brand counterfeits in both the real world and virtual worlds. In addition, the growth of social media on the web creates risks that brands may be disparaged or may mislead consumers through social media participation. This paper analyzes these legal issues and examines tactics for brand marketers to minimize these legal risks.

**Anne Roggeveen**, Marketing, "A Meta-Analytic Review of Regulatory Fit Effects"

A meta-analytic review of regulatory fit research enables the assessment of the systematic variation and strength of the regulatory fit effect. Regulatory fit enhances processing, feeling right, feeling confident, evaluation, and behavior. It also enhances affect, though this effect size is weaker than that for the other dependent variables. This review also attempts to explain heterogeneity in the results by considering seven potential moderators: fit type (process or outcome), culture, chronic versus momentary regulatory focus, self- or situation-generated regulatory focus, framing, involvement, and category (product vs. service). Overall, the evidence indicates robust regulatory fit effects that may be driven by internal, developmental origins.

**Rosa Slegers**, Arts and Humanities, "Uncanny Ethics: Moral Implications of Contemporary *Unheimlichkeit*"

This paper looks at the phenomenon of the uncanny (*das Unheimliche*) as a starting point for ethical reflection. Famously described by Ernst Jentsch and Sigmund Freud as a kind of fear experienced in the face of what is usually most comfortable and familiar, the uncanny is of particular interest now that scientific developments force us to question heretofore self-evident truths about "human nature." The paper focuses on moral issues springing from contemporary experiences of the uncanny, specifically technological advances in robotics and recent discoveries in evolutionary biology and primatology.

**Brian Seitz**, Arts and Humanities, "The Uncanny Double: Dostoevsky"

In many of his novels and short stories, Dostoevsky deploys and experiments with the motif of the double, which contributes a powerful and determinative force to the dynamics of the story. Typically, the double is embodied and plays out in sets of linked characters, although he sometimes introduces doubles of other sorts, as well. Frequently, characters are paired in uncanny ways and serve as surrogates for or as different versions or extensions of each other, extensions often tinged with destruction. To varying degrees of depth, I track the ontological iconography (stills) and choreography (ballet) of the double in four pieces of Dostoevsky's fiction, *The Double*, *Crime and Punishment*, *Notes from Underground*, and *Dream of Ridiculous Man*.

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## Faculty News

“Exiled, Executed, Exalted: Louis Riel, *Homo Sacer* and the Production of Canadian Sovereignty,” by **Kevin Bruyneel**, History and Society, was published in the September 2010 edition of *Canadian Journal of Political Science / Revue canadienne de science politique*. This research was supported with a Board of Research (BoR) course release.

**Robert Halsey**, Accounting and Law, presented his paper “Reversion of RNOA and its Components” at the American Accounting Association national meeting in September. The project was supported by the BFRF.

**Miguel Rivera-Santos**, Management, made a keynote speaker presentation entitled “Cross-sectoral governance: from networks to partnerships” at the 2nd International Symposium on Cross-Sector Social Interactions: Re-Imagining Partnerships for the Global Social Good, Brunel University, London, 2010. The paper was, co-authored with Carlos Rufin (Suffolk University). “Joint Ventures” is forthcoming this year in *Blackwell Encyclopedia of Globalization*, edited by G. Ritzer and published by Oxford: Wiley-Blackwell.

### Sabbatical Fellowship Opportunity

*Wendy Silverman, Director, CFGR*

There is a fellowship opportunity for faculty who will be on sabbatical next year and will be pursuing studies at a location other than Babson.

The Marion and Jasper Whiting Foundation exists to help college and university teachers pursue their studies at some location other than their usual place of teaching. The application is relatively simple and the due date is January 11, 2011. If you are planning a sabbatical during which you will study away from Babson please contact Wendy Silverman at [silverman@babson.edu](mailto:silverman@babson.edu) to receive an application.

### Digital Knowledge at Babson

*Digital Knowledge at Babson* ([DKB](#)) is a digital collection or institutional repository that captures, preserves, and disseminates the intellectual property created within the Babson College community. It is designed to promote Babson based research, creative activity and other output and enable their discovery via the Web. Administered by the Horn Library, *Digital Knowledge at Babson* provides a single location to store, organize and preserve these materials. Authors and/or publishers hold copyright.

The BFRF [Working Paper Series](#), which features all of the completed research projects that have been supported by the BFRF, are published on DKB.

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