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Research at Babson - 05/2006

Babson Faculty Research Fund

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Research at



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Babson Faculty Research Fund (BFRF) News

A Note from the BFRF Chair

Dhruv Grewal

At the May faculty meeting, I gave a short summary of the BFRF's first year. As you know, the committee was elected in October and spent the fall semester drafting Bylaws and establishing policies and procedures. The Bylaws were sent out to the faculty and two information sessions were conducted. The bylaws are available at [k/faculty/BFRF](#).... In our first call for proposals in January, we received twenty-two proposals and made seventeen awards. Since we had some funds remaining, we held a second call in March. Of the seventeen proposals submitted, we funded fourteen. We have also funded a number of mini-grant proposals.

*Next year, the BFRF has set a **September 27** deadline for all proposals – major awards (more than a single course release), 2007-2008 course releases, and 2007 summer stipends. This once-per-year fall deadline policy acknowledges the College's need to schedule staffing well in advance, and it enables the BFRF members to see all applications at one time and, therefore, to weigh the merits of each application against all other candidates. Contingent on funding availability, there may be a second call for proposal submission in January.*

I would like to thank the members (Jennifer Bethel, Dennis Mathaisel, Larry Moss, and Blake Pattridge) and the BFRF coordinator (Susan Chern) for all of their hard work and dedication to supporting meritorious research projects. I think the committee has gotten off to a good start this year. We are hoping to receive many proposals in the fall. Please feel free to talk to any of us if you have questions.

In the meantime, if you need funds for research related expenses, we have resources available through the Mini-Grant program (less than \$2500). Please contact Susan Chern in the BFRF office.

*Have a pleasant summer.
Dhruv*

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BFRF Fall Proposal Deadline September 27, 2006

There is just **one due date** for major awards, 2007-2008 course releases, and 2007 summer stipends.

Application forms and copies of the Bylaws are online at [k/faculty/BFRF/forms](#)...

The BFRF has funds available for research-related expenses such as research assistants, editing, typing/transcribing, data collection, statistical consulting, and other necessary expenses. Requests of less than \$2500 require a one-page Mini-Grant application.

If you have any questions, contact Susan Chern (x5339 or chern@babson.edu) or any of the BFRF members: Dhruv Grewal (Chair), Larry Moss, Dennis Mathaisel, Jennifer Bethel, and Blake Pattridge.

Babson Faculty Research Fund Awards

2006 Summer Stipend Awards

The following faculty members have been awarded stipends to pursue BFRF sponsored research activities this summer.

I. Elaine Allen, Mathematics and Science, A Comprehensive Look at Online Education in the United States
This research analyzes differences between and among schools that have or have not adopted online education as well as looking at patterns in the programs and courses being offered online in an attempt to profile types of schools adopting online education and examining the business lifecycle of online education.

Lisa Colletta, Arts and Humanities, Is Satire Dead? Postmodern Irony in the Age of Jon Stewart
This research focuses on the question of satire's social and political efficacy.

Lisa DiCarlo, History and Society, Preliminary Archival Research on "Losing our Religion: Turkey's New Christians"
This field research focuses on the decision-making process and the transformations of social networks on Muslims who convert to Christianity in contemporary Turkey.

Julie Levinson, Arts and Humanities, Success Reassessed: Ambitious Women/Midlife Men
Levinson investigates the representation of gender in Hollywood movies as it relates to American ideologies about work and success.

Kathleen McKone-Sweet, Technology, Operations and Information Management, A Taxonomy of Supply Chain Capabilities
This study identifies strategic groups of manufacturers with similar supply chain capabilities using a data-based analytical approach.

Mary O'Donoghue, Arts and Humanities, One with You in the Dark: A Novella and Short Stories
O'Donoghue is writing a novella and short stories dealing with care-taking and companionship amid circumstances ranging from filial responsibility to infirmity to bereavement.

Ross Petty, Accounting and Law, Dead Celebrities -- The Use of Their Images in Advertising: A Legal and Policy Analysis
Petty compares the marketing effectiveness of dead celebrities versus living celebrity spokespeople in advertising and examines the related legal and policy issues.

Mark Potter, Finance, Forgive and Forget? Investor Reaction to the Mutual Fund Scandal
This empirical study examines the effects of the scandal in terms of consumer reaction, fund performance and industry reaction, using ten years of data and a sample of thousands of mutual funds.

Anne Roggeveen, Marketing, Changing False Beliefs from Repeated Advertising: The Role of Claim-Refutation Alignment
This study addresses the refutation of false beliefs formed on the basis of repeated exposure to advertisements.

Joel Shulman, Entrepreneurship, Return on Nothing
This research explores new methodologies in which organizations can achieve significant entrepreneurial, organic growth without significant capital investment.

Denise Troxell, Mathematics and Science, Further Results on Channel Assignments of Generalized Peterson Graph
Troxell continues the study of the minimum number of labels in an L(2,1)-labeling of a cylindrical structure called generalized Petersen graph which is of particular interest in engineering applications.

Janice Yellin, Arts and Humanities, Status Markers on Meroitic Offering Tables from Karanoq and Faras
This investigation develops and compares evidence for the status and social/political organization of elites from both southern and northern Meroe.

Zhen Zhu, Marketing, A Three-Stage View of Perceived Control in Technology-Based Self-Services Recovery
This study examines the impacts of customers' perceived control before, during, and after a critical self-service event – service failure – on customers' willingness and actual behaviors in solving the service problem.

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Major Awards

The BFRF made two Major awards (three course releases each) to support two book projects.

Marjorie Feld, History and Society

Feld's book, *Lillian Wald: Ethnic Progressive*, challenges the conventional views of Wald and of the Progressive reform movement.

Dessislava Pachamanova, Mathematics and Science

Pachamanova's contributions to the co-authored book, *Robust Portfolio Estimation and Optimization Techniques*, focus on optimization under uncertainty, 'robustification' of traditional portfolio risk optimization, and robust optimization.

Course Releases

These faculty members have been awarded course releases for 2006-2007 academic year.

Lisa Colletta, Arts and Humanities, Forest Lawn and Perpetual Youth – Chapter Four of *Voluntary Exiles: British Novelists in Hollywood, 1935-65*.

This chapter focuses on the British fascination with the theme park-like cemetery, Forest Lawn.

Ryan Davies, Finance, Using Matched Samples to Test for Differences in Trade Execution Cases

Using a Monte Carlo simulation, this research measures differences in the cost of trading on different stock exchanges.

Ryan Davies, Finance, Funds of Hedge Funds Portfolio Selection

This project develops a new technique for a fund of hedge funds manager to decide how to optimally allocate capital across various hedge fund strategies.

Steven Gordon, Technology, Operations and Information Management, The Role of Information Technology in Supporting Business Innovation

The purpose of this research is to learn how organizations can best develop and use their information technology resources and competences to create and sustain innovation.

Katherine Harris, Marketing, Growing Sprouts into Greenback Greens

Using in-depth interviews, this exploratory study examines the beliefs and attitudes that less enthusiastically green customers have about hybrid vehicles to determine what might motivate them to buy a hybrid vehicle.

Gang Hu, Finance, Is there Skill and Is it Rewarded? Agency Costs and Relationship between Institutional Brokers, Buy-side Traders, and Portfolio Managers

This study focuses on the feasibility of monitoring brokers and holding them accountable for the quality of the execution they provide to large size institutional orders.

Gang Hu, Finance, Costly Arbitrage and Idiosyncratic Risk: Evidence from Short-Sellers

Hu's research explores the conjecture that the relation between short interest and subsequent returns is greatest in stocks with high transaction costs and high idiosyncratic risk.

Ajaz Hussain, Economics, Disequilibrium in Airline Networks: Is there an Argument for Re-Regulation?

This research focuses on developing a theoretical model of the interrelations between point-to-point and hub and spoke networks.

Donna Kelley, Entrepreneurship, Survival of Technology-Based Ventures as a Function of Technology Resources

This research examines shorter-term and longer-term survival in Korean technology-based ventures as a function of internal technology resource accumulation and external resource-based expansion.

Donna Kelley, Entrepreneurship, Corporate Entrepreneurship Management Practices: Agency Theory, Stewardship Theory

Kelley examines (1) the level of autonomy of project leaders and (2) the frequency and nature of managerial involvement as a function of: (1) the level of project innovativeness and (2) the competence and motivation of project leaders..

Yoo-Taek Lee, Technology, Operations and Information Management, A Taxonomy of Supply Chain Capabilities

Using a data-based analytical approach, Lee's research identifies strategic groups of manufacturers with similar supply chain capabilities

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Joan Lindsey-Mullikin, Marketing, Price Evaluation: Appreciation of Store Pricing Format Due to Gender Differences

This study tests two commonly seen pricing formats: every day low prices versus special price promotions.

Mary O'Donoghue, Arts and Humanities, Not Their Muse: Irish-Language Poets, Their Translators and Cross-Gender Linguistic Ventriloquism

This research focuses on the theoretical attention to the importance of sex/gender identity in translation studies.

Ross Petty, Accounting and Law, Initial Interest Confusion: a Consumer Protection Perspective

Petty analyzes the trademark concept of initial interest confusion from a consumer protection/advertising law perspective.

Zhen Zhu, Marketing, Patients' Cognitive, Emotional, and Behavioral Responses to Self-Scheduling Technology Failures

This study investigates the impacts of customer contact employee's attitude toward SST and toward the customer, and the cause of the SST failure on a customer's cognitive, emotional, and behavioral responses.

Other Awards

In addition, the BFRF awarded funds to the **Finance Division** to upgrade their disk storage array for NYSE and Nasdaq trading data. This upgrade will improve the manner by which the data is accessed and provide room for expansion so that new data can be installed over the coming years. The data may be used by any Babson faculty members. Contact the Finance division for more information.

BoR Final Products Accepted

The Babson Faculty Research Fund has accepted Final Products from the following faculty members who have completed their BoR sponsored research projects.

Elizabeth Goldberg, Arts and Humanities

Genocide/Witness

This paper analyzes several fictional narratives of genocide to reveal shared strategies for dramatizing the role of the 'distanced observer' who witnesses atrocity through media exposure, thereby suggesting an ethic of representation in the context of human rights. I show how the texts under consideration reflect upon the role of art in testifying to historical atrocity, arguing that their exploration of loss and violence as gendered experiences models a manner of human connection through witnessing that seeks to counter the proliferation of global violence.

Janice Yellin, Arts and Humanities

Preliminary Investigation into the social/political status of elite burials in the Western Cemetery at Meroe
The political/social organization among the elites of the ancient Sudanese state (c. 750 BC – AD 350) has not been the subject of comprehensive study. Although there has been research on the role(s) and presentation(s) of the kings and queens of Meroe, it is not clear how and on what basis the elite class was organized. Three important recent studies have addressed this issue in various ways. This paper is an exploration and critique of the ideas they presented through the investigation of the elite burials in the Western Cemetery at Meroe. Decorated and inscribed funerary equipment were studied re-affirming the basic understanding of the royal status of those buried in this cemetery. The implications that Meroe may have been organized as a "segmentary state" rather than the traditional view that it was ruled as a centralized polity were taken into account in the analysis of the funerary materials. Implicit in this new theory of Meroitic polity would be specific differences in the organization and control of the elite who govern in central vs. peripheral areas. Since the elites buried in Meroe would have been closest to the center of power, the evidence from their burials will be useful for comparison to burials in the more peripheral territory of Nubia.

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Faculty Publications

The May faculty meeting featured an impressive display of recent faculty publications. The list appears below. Faculty members who would like to add recent publication data should send the information to the BFRF office (chern@babson.edu). The list will be updated and published on the Babson web site.

Books

Candida Brush, Nancy Carter, Elizabeth Gatewood, **Patricia Greene**, Myra Hart, Eds.

Growth-Orientated Women Entrepreneurs and their Businesses. Cheltenham, UK: Edward Elgar, 2006.

Candida Brush, Nancy Carter, Elizabeth Gatewood, **Patricia Greene**, Myra Hart, Eds.

Women and Entrepreneurship. Cheltenham, UK: Edward Elgar, 2006.

Rachel Rubin and **Jeffrey Melnick**

Immigration and American Popular Culture. An Introduction. New York: New York University Press, 2006.

Laurence Moss and Andrew Sauchenko, Eds.

Talcott Parsons, Economic Socialist of the 20th Century. Oxford, U.K.: Blackwell Publishing, 2006.

Anthony Iaquinto and **Stephen Spinelli, Jr.**

Never Bet the Farm. San Francisco: Jossey-Bass, 2006.

Jeffrey Timmons and Stephen Spinelli

New Venture Creation -- Entrepreneurship for the 21st Century. New York: McGraw-Hill/Irwin, 2007.

Book Chapters

Ryan Davies, A. Dufour, B. Scott-Quinn

"The MiFID: Competition is a New European Equity Market Regulatory Structure" forthcoming in G. Ferrarini and E. Wymeersch, eds. 2006. Capital Markets Integration and Investor Protection in Europe. Oxford, U.K.: Oxford University Press.

Ryan Davies, Harry Kat, and Sa Lu

"Single-strategy funds of hedge funds: How many funds?" in G. Gregoriou, ed. 2006. Fund of Hedge Fund: Performance, Assessment, Diversification and Statistical Properties. New York: Elsevier, pp. 203-210.

Elizabeth Swanson Goldberg

"Who Was Afraid of Patrice Lumumba? Terror and the Ethical Imagination in *Lumumba: La Mort du Prophet*" in J. David Slocum, ed. 2005. Violence, Media, Liberation. Piscataway, N.J.: Rutgers University Press.

Leo Pipino, Richard Wang, **David Kocso and William Rybolt**

"Developing Measurement Scales for Data-Quality Dimensions" in R. Wang, E. Pierce, S. Madnick, and C. Fisher, eds. 2005. Information Quality. Armonk, N.Y.: M.E. Sharpe, pp. 37-51.

Laurence Moss

"The Applied Economics of the Modern Austrian School" in J.G. Backhaus, ed. 2005. Modern Applications of Austrian Thought. London: Routledge, pp. 1-19.

Laurence Moss

"The Henry George Theorem and the Entrepreneurial Process: Turning Henry George on his Head," in J. Laurent, ed. 2005. Henry George's Legacy in Economic Thought. Cheltenham, U.K.: E. Elgar, pp. 148-173.

Laurence Moss

"Private Property Anarchism: An American Variant," in E. Stringham, ed. 2005. Anarchy, State and Public Choice. Cheltenham, U.K.: E. Elgar, pp. 123-152.

Jeffrey Timmons

"The Entrepreneurial Revolution: Ruminations on Forty Years as Participant & Observer" in S. Kwiatkowski and N. Sharif, eds. 2005. Knowledge Café for Intellectual Entrepreneurship and Courage to Act.

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Articles

- Candida Brush**, Nancy Carter, Elizabeth Gatewood, **Patricia Greene**, Myra Hart.
Linda Edelman, **Candida Brush**, and Tatiana Manolova
Rangamohan Eunni and **Candida Brush**
William Casey
- William Casey**
- Allan Cohen** and David Bradford
Allan Cohen, Michael Fetters, and Fritz Fleischmann.
Allan Cohen, Gaurab Bhardwaj, and Ken Matsuno
Ismael Dambolena, Steven Eriksen, and David Kopcsó
Dan Bernhardt, **Ryan Davies**, and John Spicer
Dan Bernhardt and **Ryan Davies**
- Ryan Davies**
- Steven Gordon** and Monideepa Tarafdar
Nan Langowitz, Norean Sharpe, Mary Godwyn
Jeffrey Melnick
Laurence Moss
Ivor Morgan and Jay Rao
Ross Petty and Joan Lindsey-Mullikin
Ross Petty
Sarah Spence Adams, Jonathan Cass, **Denise Sakai Troxell**
Christopher Schwartz and **Denise Sakai Troxell**
Denise Sakai Troxell
- "The Use of Bootstrapping by Women Entrepreneurs in Positioning for Growth," Venture Capital, 8(1), January 2006, pp. 15-31.
- "Co-alignment in the resource-performance relationship: strategy as mediator," Journal of Business Venturing, 20, 2005, pp. 359-383.
- "Determinants of Multinational Transfer Pricing Strategies," Journal of Global Business, Fall 2005, pp. 39-46.
- "Foreign Direct Investment as an Engine of Economic Development," Advances in Competitiveness Research, 14(1), forthcoming 2006.
- "Integrated Undergraduate Management Education: An Informal Cost/Benefit Analysis," The International College Teaching Methods and Styles Journal, 1(3) 2005, pp. 57-72.
- "The Influence Model: Using Reciprocity and Exchange To Get What You Need," Journal of Organizational Excellence, Winter 2005, pp. 57-80.
- "Major Change at Babson College, Curricular and Administrative, Planned and Otherwise," "Organization Development and Change in Universities," special issue, ADHR, Aug. 2005.
- "The Uncertain Future," BioExecutive International, May 2005, pp. 18-20.
- "Assessing the Appropriateness of Transformations Using Simulation," PRIMUS, 16(2), June 2006, pp. 105-120.
- "Long-Term Information, Short-Lived Securities," The Journal of Futures Markets, 26(5), 2006, pp. 465-502.
- "Painting the tape: Aggregate evidence," Economic Letters, 89(2005), pp. 306-311.
- "Which Hedge Fund Strategies?" Canadian Investment Review, Spring 2006.
- "How Do a Company's Information Technology Competences Influence Its Ability to Innovate," Journal of Enterprise Information Management, forthcoming 2006.
- "Women's Business Centers in the United States: Effective Entrepreneurship Training and Policy Implementation," Journal of Small Business and Entrepreneurship, 19(2), 2006, pp. 167-182.
- "Some Notes on the Erotics of 'Black-Jewish Relations'," Shofar, 23(4), 2005, pp. 9-25.
- "Richard A. Musgrave and Ludwig von Mises: Two Cases of Émigré Economists in America," Journal of the History of Economic Thought, 27(4), pp. 443-450.
- "Growing Negative Services," Sloan Management Review, Spring 2006.
- "The regulation of practices that promote brand interest: a "3Cs" guide for consumer brand managers," Journal of Product & Brand Management, 15(1), 2006, pp. 23-36.
- "Societal Regulation of the Marketing Function: Does the Patchwork Create a Quilt?" Journal of Public Policy & Marketing, 24(1) Spring 2005, pp. 63-74.
- "An Extension of the Channel-Assignment Problem: L(2, 1)-Labelings of Generalized Petersen Graphs," IEEE, 53(5), May 2006.
- "L2, 1)-Labelings of Cartesian products of two cycles," Discrete Applied Mathematics, 2006.
- "On critical trees labeled with a condition at distance two," Discrete Mathematics, 295, 2005, pp. 173-189.

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Other

Candida Brush, Amy Gannon,
Daniel Monti, Andrea Ryan

"Building Ventures and Expanding Community Ties: The Case of InnerCity Entrepreneurs," A Kauffman Foundation Insight Report, Sept. 2005.

Elizabeth Swanson Goldberg

"Brooks, Gwendolyn (1917-2000)" in J. Gray, ed. 2005. The Greenwood Encyclopedia of American Poets and Poetry. Westport, Conn., Greenwood Press, pp. 201-204.

Steven Gordon and Monideepa
Tarafdar

"How Portals Support Innovation," in A. Tatnall, ed. Forthcoming 2006. Encyclopedia of Portal Technology and Applications. Hershey, PA: Idea Group Publishing.

Steven Gordon and Monideepa
Tarafdar

"How IT Capabilities Influence Organizational Innovation: Exploratory Findings from Two Case Studies," European Conference on Information Systems, May 2005.

Leonard Green

Featured in Alison Stein Wellner, "The Number Cruncher Versus the Vision Guy," Inc. Magazine, January 2006, pp. 91-99.

**Nan Langowitz, I. Elaine
Allen**

The Top Woman-Led Businesses in Massachusetts: Lessons form 2000-2004. Babson College and The Commonwealth Institute, 2005.

**Maria Minniti, I. Elaine
Allen, Nan Langowitz**

Global Entrepreneurship Monitor: 2005 Report on Women and Entrepreneurship. Babson College and The London School of Economics, 2006.

Laurence Moss

Editor-in-chief of The American Journal of Economics and Sociology, a refereed journal, for the past ten years.

Laurence Moss

Series editor of 'Studies in Economic Reform and Social Justice.' Land by Philip Day is the 2005 addition to the ongoing series.

PUBLISHING OPPORTUNITIES

**Are you trying to
figure out where to
submit a research
article?**



The library provides access, off and on campus, to Cabell's Directories. Log in by to the Library's [Electronic Resources A to Z](#) list or to our [Cabell's web page](#).

Cabell's provides lists of research journals by general topic area and for each journal provides submission guidelines, review policies, circulation and other information. Research journals in Accounting, Economics & Finance, Management, Marketing, Education and Psychology and many subtopics are included.

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EXTERNAL FUNDING INFORMATION

Corporate, Foundation, and Government Relations Office (CFGR)

Wendy Silverman, Director, CFGR

Services Provided

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.

Of course, not all of our proposals are funded. However, if you never apply, you never get funded. 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.

Consider Applying for External Funding

2007-2008 Fulbright Scholar Grants Competition Now Open

August 1, 2006, is the application deadline for the traditional Fulbright Scholar program.

You can find details on the new awards, check eligibility guidelines, and download materials at www.cies.org.

Other Helpful Links

Government Agencies:

Grants.gov is THE single access point for over 900 grant programs offered by the 26 Federal grant-making agencies.

[National Endowment for the Arts](#)

[National Endowment for the Humanities](#)

Foundations:

[The Foundation Center](#) offers a comprehensive lists of and links to numerous private funding sources.

On Writing Grant Proposals:

[Grant Proposal.com](#) is devoted to providing free resources for both advanced grant writing consultants and inexperienced nonprofit staff.

The Corporation for Public Broadcasting has published [Basic Elements of Grant Writing](#)

National Science Foundation provides a Guide for Proposal Writing [Guide for Proposal Writing](#)

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