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Research at Babson - 01/2010

Babson Faculty Research Fund

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Deadline for Proposals BFRF – CWL – GGP

The Babson Faculty Research Fund, Center for Women's Leadership, and Glavin Global Programs have resources available to support faculty research projects. The **deadline** for 2010-2011 proposals is:

Wednesday, January 27

The [Common Proposal Packet](#) is on the BFRF web site. Note that BFRF only has Course Releases available (no summer stipends); CWL and Glavin have both releases and stipends.

If you have any questions, contact [Susan Chern](#) (x5339).

Upcoming Research Chat Programs

Noon to 1:15 PM

Needham Room, Olin Hall

Wednesday, January 27

Sinan Erzurumlu, TOIM

“Production, Process Investment
and the Survival of Debt Financed
Startup Firms”

Ross Petty, Accounting and Law

“Coca-Cola Brand Protection Before
WWII – It's the Real Thing!”

Wednesday, February 3

Yoo-Taek Lee, TOIM

Kankana Mukherjee, Economics

Save the Dates

Thursday, February 18

Thursday, February 25

Wednesday, March 31

Tuesday, April 13

Faculty News

The January issue of *Business Horizons* will include an article, “Tips for managing career transitions and your golf game: Lessons and teaching from *Harvey Penick's Little Red Book*,” by **Candida Brush**, Entrepreneurship.

Marketing Professor **Philip Dover's** paper, “The Ambidextrous Organization: Integrating Managers, Entrepreneurs and Leaders,” has been accepted by the *Journal of Business Strategy*, Europe's leading applied strategy journal.

Arts and Humanities Professor **Mary O'Donoghue's** short story, “A.P.,” has been accepted for publication in the journal *Literary Imagination* (Oxford Journals) and will appear in spring 2010.

“Sustainable Corporate Entrepreneurship: Evolving and Connecting with the Organization,” by **Donna Kelley**, Entrepreneurship, has been accepted for publication in *Business Horizons*. This paper, built on a BFRF-funded paper published in *Journal of Product Innovation Management* (Spring 2006), focuses on implications for practitioners.

Brian Seitz, Arts and Humanities, has two new publications to his credit. He has a book contract with Palgrave Macmillan to publish *Fashion Statements*, which he co-edited with his colleague, Ron Scapp. His article, “Phenomenology and the Politics of Death,” supported by a 2008 BFRF summer stipend, will appear in a peer-reviewed journal, *Comparative and Continental Philosophy*, in Spring 2010.

The January 6, 2010 issue of *Discrete Applied Mathematics* published “On island sequences of labelings with a condition at distance two,” an article written by Sarah Spence Adams, Alex Trzaskovich, **Denise Sakai Troxell** (Mathematics and Science), and Bradford Westgate. This research was supported by the BFRF.

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Spring 2010 Course Releases

Abdul Ali, Marketing, “Product Innovativeness and Market Performance for Entrepreneurial Firms: The Moderating Effect of Environmental Variables”

This empirical research uses survey data to investigate the effect of market, firm and product characteristics on entrepreneurial firms’ choice of product scopes and market performances.

Yunwei Gai, Economics, “Entrepreneurship, Black Entrepreneurship, Minority Entrepreneurship, Nascent Entrepreneurship, Financing Options”

This project investigates what causes differences in the rate of entrepreneurial propensity and new business creation between ethnic groups. In particular, we see how different financing types and availability affect start-up decisions and the success of the business.

Bradley George, Entrepreneurship, “Consequences of CEO Compensation Structure on Innovation Activity: An Agency and Expectancy Theory View”

This study, using agency theory and expectancy theory to examine the effects of executive compensation structure on strategic decisions relating to innovation, hopes to enhance our understanding of key antecedents to corporate innovation choices as well as the consequences of different compensation schemes.

Michael Goldstein, Finance, “Corporate Bond Initial Public Offerings: Liquidity, Price Dispersion, Spreads, and Dealer Inventory”

This study examines dealer behavior and trading activity, including underpricing, price dispersions among customers, and dealer inventory of newly issued bonds, for over 3,000 newly issued corporate bonds.

Gang Hu, Finance, “Brokerage Commissions, Institutional Trading, and Information Production around Stock Splits”

Using a large sample of proprietary transaction-level institutional trading data, the study sheds light on why firms split their stocks, and the role played by institutional investors and brokerage houses in stock splits.

Lori Houghtalen, Mathematics and Science, “The Impact of Secondary Capacity Markets on Carrier Alliances”

In alliances among cargo carriers, appropriately setting resource prices can facilitate exchanges of capacity that increase alliance profitability. Opportunities exist to buy and sell reserved capacity on partner flights, at the expense of other members of the alliance. This project focuses on identifying characteristics that lead to secondary markets and developing methods for preventing these markets in practice.

Ross Petty, Accounting and Law, “Super Hero® Law: The Commercial Control of Comic Book Culture”

In 1938, Jerry Siegel and Joe Shuster created a fictional character, Superman, that is not only recognized throughout the world, but originated a new genre of fictional characters. This project documents and critiques the ways in which copyright and trademark law have been used by two companies to control use over the entire genre of super hero characters in media and commerce.

Anne Roggeveen, Marketing, “How Inventory Levels Can Mitigate the Impact of Distant Store Locations on Prices”

A retailer’s location decision must take into account where its target customers live, as well as the retail space rent cost factors. This research explores if there are ways the retailer can encourage a customer to shop at a distant location without having to reduce the price of the product.

Joel Shulman, Entrepreneurship, “Investing in Troubled Times: Bet on Entrepreneurs”

Tough economic conditions favor efficient producers. Entrepreneurs keep their organization costs lean, debt levels manageable and expansion projects within reach. This research explores global data to determine if organizations that emphasize entrepreneurial culture provide superior performance.

Denise Troxell, Mathematics and Science, “Optimal frequency assignments of large double-ring wireless communication networks”

Of particular concern in engineering applications is the limited range of frequencies available to be assigned to transmitters in a wireless communication network with a double-ring structure. We propose to add more cases by using recently published results on Hamiltonian graphs with maximum degree 3.

The following spring course releases are part of Major awards.

Elizabeth Goldberg, Arts and Humanities, *Limit Cases: Literature, Economic Development and the Achievement of Global Human Rights.*

Goldberg was awarded a stipend and course release for her book project which has two objectives: to examine the consequences of the split between civil/political and economic/social/cultural rights in the two UN Conventions and to consider the role of economic approaches to literature in the global, postmodern age through the lens of economic rights *as* human rights.

Janice Yellin, Arts and Humanities, *Necropolises of Kush II.1, 2: The Western Royal Cemetery at Meroe*

Yellin was awarded two course releases and funds for research-related expenses for her catalogue project. She will write a glossary of iconographical terms and complete 42 multi-part, individual tomb entries, one for each burial in the Western Royal Cemetery (650 BC – AD 350) that has a decorated chapel and/or decorated funerary objects. This completes the catalogue section of the publication which presents all known information and individual analyses of every decorated tomb and object in the cemetery.

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