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Research at Babson - 04/2010

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April 2010

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Research @ Babson is published by the Babson Faculty Research Fund

Research Chat

Noon to 1:15 PM – Needham Room, Olin Hall

Tuesday, April 13

Jeffrey Melnick, History and Society,

“Project Culture: The Arts of Public Housing”

Anne Roggeveen, Marketing,

“How the Order of Sampled Experiential Products Affects Choice”

Faculty News

AJES Publishes Memorial Edition

Professor Laurence Moss served as the editor-in-chief of *The American Journal of Economics and Sociology* for more than 10 years. *AJES*, in its 70th year of continuous publication, is a multi-disciplinary journal that publishes articles from a variety of disciplines in the social sciences but especially from economics and sociology. During his tenure as editor from 1997 to 2009, Larry organized and edited several memorial volumes of *AJES*. So it is fitting that *AJES* publish this special invited memorial issue to celebrate Larry's life as an academic, a scholar, and a magician.

The volume contains contributions from Larry's colleagues and friends; reprints of some of Larry's publications, a complete listing of his publications since 1973, and a sample syllabus of the famous course he taught here at Babson College, “Scams and Frauds in Business.”



[See here for full description](#)



Arts and Humanities division member **Mary O'Donoghue's** novel *Before the House Burns* appears in Ireland in late April, and thereafter in the US. Booker prizewinning Irish writer Anne Enright says of O'Donoghue's novel: “Electric, real and utterly modern: this is a voice to welcome and to watch.” *Before the House Burns* is published in Ireland by the Lilliput Press. The Lilliput Press was founded in 1984, and has four hundred titles under its imprint, encompassing literary fiction, poetry and drama; art and architecture, autobiography and memoir; biography and history, ecology and environmentalism; essays and literary criticism; philosophy, current affairs and popular culture.

O'Donoghue's work on translating the poetry of Irish-language poet Louis de Paor has just appeared in the bilingual collection *agus rud eile de / and another thing*, recently published by Cló-Iar Chonnachta. Her translations, made in collaboration with the poet, were funded by the BFRF. Since then the project grew in scope and ambition, including translations made by poets Biddy Jenkinson and Kevin Anderson, art by Kathleen Furey, and music by Ronan Browne. Cló Iar-Chonnachta was founded in 1985 and since has published over three hundred books and one hundred and fifty music albums. It sees itself as “guardian and patron of Irish language and Gaeltacht culture”, and publishes a wide range of literature.



Also this spring, O'Donoghue's poems “Fob,” “Petition,” “Stalking Horse” and “Men Watching the *Père Charles* Being Raised” appeared in *The Recorder: The Journal of the American Irish Historical Society* all four of which were written as part of the BFRF-supported *Aquitania* collection.

“To Share or To Compete: Managing Revenue Streams for Innovations in Markets with Network Effects,” by **S. Sinan Erzurumlu**, TOIM, and co-authors Stephen M. Gilbert and Karthik Ramachandran, will appear in the June/July 2010 issue of *Technology, Operations and Management*.

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Final Products Accepted

Bradley George, Entrepreneurship, “Measuring Strategic Decision Comprehensiveness: A Scale Development and Validation Study”

Given the importance of strategic decisions and the emphasis that is often placed on analysis, it is important to understand the conditions under which decision comprehensiveness is beneficial. Due to the inconsistency in past research results, a number of researchers have examined potential moderating factors between comprehensiveness and consequent constructs. However, the measurement of decision comprehensiveness has largely been ignored as a potential contributor to conflicting results. While researchers generally accept that the decision process has multiple phases, comprehensiveness has been typically been measured as a unidimensional construct. This paper describes the development and validation of scales for each of the phases of the strategic decision process. The resulting scales show good psychometric properties as well as provide evidence in support of treating comprehensiveness as a multi-dimensional construct in future research, which will hopefully provide insight into the reasons for discrepancies in past research as well as provide managers with a better understanding of where to best allocate their resources in the decision process to achieve their desired results.

Danna Greenberg, Management, “What to expect when she’s expecting: Work-life and identity integration challenges and opportunities of “soon-to-be” working professional mothers”

In this article, we examine work-life and identity integration issues for professional women. Specifically, we investigate how expectant mothers experience changes in their professional self-conceptualization as they begin to integrate new maternal-centered identities into their established identities as working professionals. Using data from our research with pregnant working women in professional occupations, we highlight the questions that arise for women as they begin to appraise their professional identity in light of their transition to motherhood and we identify the strategies women use as they begin to re-craft their professional sense of selves in response to their changing non-work roles. We conclude with a discussion of the implications this research has for organizations and managers who are trying to support working mothers. In doing so we highlight how these approaches may differ based on national and organizational context as we recognize that our sample is based on experiences solely in the United States.

Mary O’Donoghue, Arts and Humanities, *Upper Rooms*

Upper Rooms is a series of short fictions – ‘Étude’, ‘Nexus’, ‘A Lover of the Arts’, ‘In the Corps’, and ‘Upper Rooms’ – located in the world of musical composition and dance. The title story begins with a widower’s attendance of a dance performance; in five sections it works in reverse to chart his marriage, each section taking place in an upper room of some sort.

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Funds Available

CWL has funds for stipends and mini-grants.

The Center for Women’s Leadership is eager to support projects that help all of us better understand women in the workplace, women in society, globally and the myriad challenges and opportunities for women as students and at all stages of their career development. These awards are available to our male and female colleagues and across all disciplines.

GGP had funds for stipends and mini-grants.

The Glavin Center is interested in supporting research that fits its mission to raise Babson’s reputation for international and global management. Research should be aimed at the international management community.

Details on application forms and proposal guidelines may be found on the [BFRF website](#). If you have any questions, contact [Susan Chern](#) (x5339).

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 Babson Faculty Research Fund (BFRF) is pleased to have one of the first collections posted on Babson’s institutional repository, Digital Knowledge at Babson (DKB). With the availability of DKB, the BFRF decided their [Working Paper Series](#) would be published on DKB rather than in the hard copy format that the BoR used. Currently, we can only post abstracts of the papers. While we are working to secure permissions to publish full texts, outside inquiries for full text are directed to contact the BFRF office.

Laurence S. Moss 1944-2009

Academic Iconoclast, Economist & Magician

Widdy S. Ho, Special Invited Editor & Frederic S. Lee, Editor

This memorial volume celebrates different aspects of the life of Laurence Moss, scholar, economist, professor, journal editor, lawyer, magician and skeptic. Larry was the editor of *The American Journal of Economics and Sociology* from 1997 until his death in February 2009.

Divided into four sections, this special volume includes: contributions from Larry's colleagues and friends on his views on economics, including their disagreements and/or agreements thereof; original papers from scholars on topics that were of interest to him; Larry's accomplishments as a lawyer, amateur magician and most of all a renowned professor and lecturer; and reprints of some of Larry's publications.

The chosen papers are a representative sample of Larry's approach to economics and also demonstrate his open-mindedness as a scholar. Readers will also discover a complete listing of Larry's publications since 1973 together with a sample syllabus of the famous course he taught at Babson College, "Scams and Frauds in Business" and his class note or "day sheet".

To order
Laurence S. Moss, 1944-2009:
Academic Iconoclast, Economist & Magician
or other books from *The American Journal of Economics and Sociology*, visit
www.wiley.com

Publication Date: January 2010
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ISBN: 9781444335606 / paperback



Included in this memorial volume:

ACKNOWLEDGMENTS

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