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Research at Babson - 05/2010

Babson Faculty Research Fund

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Faculty News

“The Illusion of Authority; the Centrality of Influence,” by **Allan R Cohen**, Management, was published in *Information Outlook*, March-April 2010.

Jon Dietrick, Arts and Humanities, presented “Circulating Bodies and ‘New Money’ in August Wilson’s *Joe Turner’s Come and Gone*,” at the annual convention of the Northeast Modern Language Association in Montreal, April 2010.

“How the Order of Sampled Experiential Goods Affects Choice,” by Dipayan Biswas, **Dhruv Grewal** and **Anne L. Roggeveen** is forthcoming in *Journal of Marketing Research*.

Robert Halsey, Accounting and Law, presented his paper “Reversion of RNOA and its Components” at the Mid-Atlantic Regional meeting of the American Accounting Association in April. The project was supported by the BFRF.

Share Your ‘Research News’
Please forward the details of your research activities and publications to the *Babson Faculty Research Fund*.

Corporate, Foundations and Government Relations Office (CFGR)

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.

If you would like to explore the possibility of external funding or examine your research agenda please contact Wendy Silverman, Director, CFGR, at x5993.



FULBRIGHT SCHOLAR PROGRAM

The Fulbright Program is the flagship international educational exchange program sponsored by the U.S. government and is designed to “increase mutual understanding between the people of the United States and the people of other countries.” With this goal as a starting point, the Fulbright Program has provided almost 300,000 participants—chosen for their academic merit and leadership potential — with the opportunity to study, teach and conduct research, exchange ideas and contribute to finding solutions to shared international concerns.

The Fulbright Program was established in 1946 under legislation introduced by then-Senator J. William Fulbright of Arkansas. The Fulbright Program is sponsored by the U.S. Department of State’s Bureau of Educational and Cultural Affairs.

Approximately 294,000 “Fulbrighters,” 111,000 from the United States and 183,000 from other countries, have participated in the Program since its inception more than sixty years ago. The Fulbright Program awards approximately 7,500 new grants annually. Currently, the Fulbright Program operates in over 155 countries worldwide.

The core Fulbright Scholar Program sends 800 U.S. faculty and professionals abroad each year. Grantees lecture and conduct research in a wide variety of academic and professional fields.

Submission Deadline: August 2, 2010

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BFRF 2010 Summer Stipend Awards

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

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

This project is a final revision of a book-length study of money in American drama from the Great Depression to the present day. 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.

Ross Petty, Accounting and Law, "Branding Law and the Internet"

With the advent of online retailing, social media and virtual worlds, the law is struggling to define the proper scope of online protection of trademarks. This project examines the current status of the law and suggests proper legal rules for governing these new uses of brand identifiers that is consistent with trademark policy.

Anne Roggeveen, Marketing, "Regulatory Fit: A Meta-Analysis"

This study quantitatively integrates the findings from past literature using meta-analysis to understand the impact of the different types regulatory fits on three types of dependent measures (processing, evaluation, and behavior) as a function of how the fit was established, as well as to understand if the fit effect is stronger for promotion or prevention focus.

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

This essay explores the dynamics of the double deployed and exercised by Fyodor Dostoevsky, with primary attention to two highly philosophical texts, a novella, *The Double*, and a novel, *Crime and Punishment*.

G. Shankaranarayanan, TOIM, "Investigating the Role of Non-Transactional Data in Business Enterprises – Implications for Data Quality, Data Governance, and Enterprise Architecture"

While transactional data (structured data from business transactions), has been studied in detail because of its importance as an organizational asset, non-transactional data has received very little attention (except for structures to store it). We address this gap by investigating three inter-related aspects of non-transactional data: understanding its strategic use and value, managing its quality, and defining governance requirements for it.

Rosa Slegers, Arts and Humanities, "Uncanny Ethics: *Das Unheimliche* in Philosophy and Literature"

The experience of the uncanny is a thoroughly modern phenomenon. A sinister relative to the feelings of wonder, (religious) awe, and the sublime, the uncanny is part of a world in which the belief in a benevolent higher power is absent or at least no longer unshakeable, and in which technological advances continue to blur the lines between human, animal, and machine. This project studies the experience of the uncanny in philosophy and literature, and argues that this frightening feeling can and must be a starting point for a variety of ethical debates today.

In addition, the following faculty member has a 2010 summer stipend as part of a major award from the BFRF.

Kevin Bruyneel, History and Society, *Making Space Tell Time: Race, Colonialism, and Collective Memory in the United States*
Bruyneel is writing two book chapters: 1) "Amnesia or Indigestion? Diagnosing the Relationship between Race, Colonialism, and Collective Memory" and 2) "Martin Luther King's Legacy in the Streets and in the Stone: The Paradox of Memorializing Change in American Race Politics"

Finding Funding Sources

Community of Science (COS) Funding Opportunities is the largest, most comprehensive database of available funding. If you are looking for external funding ideas, try searching on [COS](#).

- More than 25,000 records representing over \$33 billion in funding.
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