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Research at Babson - 08/2008

Babson Faculty Research Fund

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August 2008

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Research @ Babson is published by the
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Upcoming Research Programs

Save the Dates

Noon to 1:15 PM

Needham Room, Olin Hall

Thursday, September 11

Ryan Davies, Finance

Jeffrey Melnick, History & Society

Tuesday, September 24

Elizabeth Goldberg, Arts and Humanities

Shari Laprise, Mathematics & Science

Proposal Deadlines

BFRF

CWL

Glavin Center

The BFRF, Center for Women's Leadership, and Glavin Center have agreed to a common proposal deadline for major awards, 2009-2010 course releases, and 2009 summer stipends:

Wednesday, October 17

Details on application forms and proposal guidelines are forthcoming.

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

BFRF 2007-2008

Annual Report

is posted on the [BFRF website](#).

Faculty News

Babson Professor Keynotes at Satire Conference in NYC

Lisa Colletta, associate professor of English, Arts and Humanities division, and author of *Dark Humor and Social Satire in the Modern British Novel* (Palgrave Macmillan, 2003), was the keynote speaker at the first North American event of the UK Network for Modern Fiction Studies: "*Satire Today: Trans-cultural and Trans-historical Dialogues*." Conference participants and approximately 30 panelists explored the concept, form, and criticism of satire for the 21st century at host Marymount Manhattan College in New York City on June 12 and 13.

"Corporate Entrepreneurship Management Practices: The Influence of Project Leader Characteristics and Level of Innovativeness," by **Donna Kelley**, Entrepreneurship, has been accepted for publication at *Journal of Product Innovation Management* under the new title, "Sponsor or Supervisor? The Impact of Innovation Project Uncertainty on the Direct Managerial Role." The paper was presented at the Academy of Management conference in August. "Venture Survival After Environmental Jolts," co-authored with Sooduck Chang and Hyunsuk Lee, is forthcoming in *International Journal of Entrepreneurship and Innovation Management*. And *Journal of Business Venturing* will publish "Intra-Organizational Networking for Innovation-Based Corporate Entrepreneurship," co-authored with Lois Peters and Gina O'Connor, Gina.

Share Your 'Research News'

We would like to publish information about your recent research activities in future newsletters. Please forward the details of your activities and publications to the [Babson Faculty Research Fund](#), Babson 204.

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BFRF Fall 2008 Course Releases

BFRF Changes

The following faculty members will be using BFRF Fall 2008 Course Releases to advance their research agendas.

Elizabeth Goldberg, Arts and Humanities, “Plotting the Human: Black (African) Man and White (European) Women in Caryl Phillip’s *Cambridge* and *A Distant Shore*”

Danna Greenberg, Management, “Private to Public: Pregnant Women and the Negotiation of Identity in the Workplace”

Lori Houghtalen, Mathematics and Science, “Fairness Considerations in Allocation Mechanisms for Carrier Alliances”

Dennis Mathaisel, Mathematics and Science, “Implementing a Lean Enterprise Approach to Achieve Business Excellence”

Dessislava Pachamanova, Mathematics and Science, “Simulation and Optimization Modeling in Finance”

Denise Troxell, Mathematics and Science, “On the distribution of holes of optimal $L(2,1)$ -labelings and the minimum range of $L(2,1)$ -labelings without holes”

In addition, **Yunwei Gai** has a major BFRF award that includes a 2008 summer stipend and a fall 2008 course release for his project, “An Empirical Analysis of the CON Comparative Review.”

We thank **Jennifer Bethel**, Finance, for three years of dedicated service that helped launch the BFRF and establish it as a key source of faculty research support.

This fall, the BFRF welcomes **Candida Brush**, Entrepreneurship, to the group. Continuing members are **Dhruv Grewal**, co-chair, **James Hoopes**, co-chair and the BFRF representative to the Faculty Senate, **Gordon Prichett**, Mathematics and Science, and **Joseph Weintraub**, Management.

If you have questions about the BFRF, contact any of the members or [Susan Chern](#), coordinator.

BFRF Final Products Accepted

Lisa Colletta, Arts and Humanities
Voluntary Exiles: British Novelists in Hollywood, 1935-65.

This book examines the life and work of British novelists working in Hollywood in the mid-twentieth century through the lens of literary and film history, memoir, and the travel narrative. The British experience in Southern California is an extension of the anxious wandering that followed immediately after World War I and of literary modernism. Hollywood was tantalizing, and rich, blindly confident and seemingly untouched by the devastation of world war that made Europe and England seem tired, resigned, and without possibility. The movies and Hollywood became emblematic of America itself. These writers’ observations of the “industry,” the landscape, and the way of life are almost ethnographic as they try to understand the vastness of America, its bumptious self-assuredness, the blithe belief of its inhabitants in the ability to remake themselves and start afresh, and the impact of all of this on the rest of the world as these qualities are broadcast through the glamorous medium of the movies.

Anne Roggeveen, Marketing
“How Does the Presence of a Guarantee Cue Impact Evaluations of a Retailer?: It Depends on Cue Typicality and the Reputation Cue’s Valence”

This research proposes and tests a framework to understand how one type of low-scope cue, a guarantee, impacts consumer’s evaluations as a function of the retailer’s reputation (high-scope cue). By examining the joint role of cue typicality and the high-scope cue’s valence, this research provides a more comprehensive understanding of the impact of multiple cues on consumer’s evaluations. Results of three experiments across two domains support that a guarantee enhances a good reputation if the guarantee is atypical for that type of reputation and offsets a poor reputation if the guarantee is typical of that reputation type.

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Denise Troxell, Mathematics and Science

“ $L(2,1)$ -labeling; $L(2,1)$ -coloring; hole index; regular graph.”

An $L(2,1)$ -labeling of a graph G is an assignment of nonnegative integers to the vertices of G so that adjacent vertices get labels at least distance two apart and vertices at distance two get distinct labels. A hole is an unused integer within the range of integers used by the labeling. The lambda number of a graph G , denoted $\lambda(G)$, is the minimum span taken over all $L(2,1)$ -labelings of G . The hole index of a graph G , denoted $\rho(G)$, is the minimum number of holes taken over all $L(2,1)$ -labelings with span exactly $\lambda(G)$. Georges and Mauro [SIAM J. Discrete Math., 19 (2005) 208—223] conjectured that if G is an r -regular graph and $\rho(G) \geq 1$, then $\rho(G)$ must divide r . We show that this conjecture does not hold by providing an infinite number of r -regular graphs G such that $\rho(G)$ and r are relatively prime integers.

Services for Faculty

Library Liaisons

Contact your library liaison for course-related research guides and class instruction, and for customized assistance with research strategy, selecting and accessing library materials, and performing literature reviews.

Division	Name	Extension	E-mail
Accounting and Law	Mary Gavett-Orsi	x5605	gavettorsi@babson.edu
Arts and Humanities	Sarah Pawlek	x5604	spawlek@babson.edu
Economics	Kristin Djourup	x4471	kdjourup@babson.edu
Entrepreneurship	Cynthia Robinson	x5257	crobinson1@babson.edu
Finance	Cynthia Robinson	x5257	crobinson1@babson.edu
History and Society	Dominique Winn	x6482	dwin@babson.edu
Management	Dee Stonberg	x4391	stonberg@babson.edu
Marketing	Nancy Dlott	x4987	dlott@babson.edu
Math and Science	Jeanne Hebard	x6405	jhebard@babson.edu
TOIM	Anna Burke	x6407	aburke1@babson.edu

Writing Center Offers Consultations

The Writing Center offers free and friendly services for faculty members. Several hours are set aside each week for faculty consultations. So if you need help to tighten up your executive summary, to proof an article before submission, or to review your grant proposal, do not hesitate to set up an appointment.

Contact

[Kerry Rourke](mailto:kerry.rouрке@babson.edu), Director, x-5704.

Community of Science (CoS) Funding Opportunities

Babson, with assistance from the Babson Faculty Research Fund, has subscribed to the **Community of Science (COS) Funding Opportunities database**.

The COS Funding Opportunities is the largest, most comprehensive database of available funding to support research and other academic activities. It has more than 22,000 records representing over \$33 billion in funding. Grants are available for work in all disciplines—physical sciences, social sciences, life sciences, health & medicine, arts & humanities—and for many purposes, such as research, collaborations, travel, curriculum development, conferences, fellowships, postdoctoral positions, equipment acquisitions, and capital or operating expenses. Searching is easy and intuitive.

If you are looking for external funding ideas, [this link to COS](#) is accessible on or off-campus. If you want to explore external funding ideas, contact [Wendy Silverman](#), Director Corporations, Foundations, and Government Relations, x5993.

External Funding

Corporate, Foundation, and Government Relations Office (CFGR)

Wendy Silverman, Director, 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 me at x5993 or silverman@babson.edu.

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