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## Research at Babson - 04/2006

Babson Faculty Research Fund

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# Research at



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## Babson Faculty Research Fund (BFRF) News

### Funds Available for Mini-Grant Applications

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; requests over \$2500 require a full proposal.

Applications, available on-line at *k/faculty/BFRF/forms*, may be submitted at any time during the academic year. Contact Susan Chern, BFRF Coordinator, x5339 or [chern@babson.edu](mailto:chern@babson.edu).

## Upcoming Research Chat

**Thursday, April 27, 2006**

**Noon - 1:15 PM**

**Needham Room, Olin Hall**

**Breakthrough Technologies: An Evolutionary Learning Perspective**  
**Donna Kelley -- Entrepreneurship**

This study examines the technological characteristics of breakthrough technologies, relative to non-breakthroughs, in drug and semiconductor patent classes.

**The Effects of Employee Contact and Failure Diagnosis in Technology-Based Self-Service Recovery Encounters:**  
**A Role-Theory Perspective**  
**Zhen Zhu -- Marketing**

This study examines the interplay among three key elements of technology-based self-service (SST) recovery encounters—customers, employees, and technology—using a role theory perspective.

## 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.*

**Donna Kelley**, Entrepreneurship.

Breakthrough Technologies: An Evolutionary Learning Perspective.

This study examines the technological characteristics of breakthrough technologies, relative to non-breakthroughs, in drug and semiconductor patent classes. The analysis of 298 breakthrough patents and two comparison non-breakthrough groups reveals that breakthrough technologies are more likely to build on: (1) past development, (2) more recent technologies, and (3) greater technological breadth. These results suggest an evolutionary learning perspective on breakthrough technology development, where breakthroughs emerge from development along recent and popular paths, combined with diverse learning from exploring multiple technology fields.

**Julie Levinson**, Arts and Humanities.

Hallelujah, I'm a Bum: The Glorification of Unemployment in American Film.

This is one of a trio of chapters examining work as a measure of success in a book-length cultural history of the American success myth. Popular culture narratives from the screwball comedies of the Depression era to the slacker films of the 1990s reveal a profound ambivalence about the primacy of professional achievement as an indicator of success. These films comprise a seemingly odd -- but persistent -- cultural strain, given the American devotion to professional productivity and advancement. This chapter analyzes several key films and speculates about how their glorification of idleness reveals a schism in our collective notions of success, work, and leisure.

**Zhen Zhu**, Marketing.

The Effects of Employee Contact and Failure Diagnosis in Technology-Based Self-Service Recovery Encounters: A Role-Theory Perspective.

In this period of rapid change and intensifying competition, a growing number of businesses are incorporating self-service technologies (SSTs) to engage customers in service delivery. However, when SST failure happens, most of the SST users seek help from salespersons or tech-supports, on-site and in customer service center alike.

Therefore, it becomes an urgent and critical need for service firms to understand the psychology of customers experiencing self-service failures and to manage employee behaviors in the recovery encounters properly. In this study, we examine the interplay between the three critical elements—customer, employee, and technology— in SST encounters from a role theory perspective. Specifically, we investigate the impacts of technology-related employee role, employee's attitude toward self-service technology, and the SST failure diagnosis on customer's perception of SST experience and technology adoption intention. We test the hypotheses by using two computer-based experiments on hospital patients using self-scheduling technology for doctor appointment. We believe the study contributes significantly to the understanding of impact of customer contact employees in technology-based self-services.

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## Faculty News

**Kevin Bruyneel**, History and Society, has a book contract from The University of Minnesota Press for *Politics on the Boundaries: U.S.-Indigenous Relations, Postcolonial Theory, and the Third Space of Sovereignty*; the book will be part of an Indigenous Americas Series. This book project was sponsored, in part, by a BoR/Gill award.

Members of the *Journal of Public Policy & Marketing* editorial board have recently announced that the prestigious 2005 Thomas C. Kinnar/*Journal of Public Policy & Marketing* award for best paper 2002-2004 has been given to **Ross Petty**, Accounting and Law, and **Kathleen Seiders**, formerly of the Babson College Marketing division, for their joint paper, "Obesity and the Role of Food Marketing: A Policy Analysis of Issues and Remedies." In 2002, a *JPP&M* article recognized Babson College as one of two most prolific academic institutional publishers in the journal in the past ten years (tied with Notre Dame).

"Defining the Term "New" in New Employee Research" by **Keith Rollag**, Management, has been accepted by the *Journal of Occupational and Organizational Psychology*, a highly-ranked peer-reviewed journal in organizational behavior and human resource management. This project was sponsored, in part, by the BoR.

**Denise Troxell**, Mathematics and Science, has several new publications to her credit. "On critical trees labeled with a condition at distance two" appeared in *Discrete Mathematics* 295 (2005), 173—189. "An extension of the channel assignment problem: L(2,1)-labelings of Generalized Petersen graphs," with S.S. Adams and J. Cass, has been accepted by *IEEE Transactions on Circuits and Systems I*. And *Discrete Applied Mathematics* will publish "L(2,1)-labelings of the Cartesian products of two cycles," a paper with C. Schwarz.

**Zhen Zhu**, Marketing, has received notice from the 2006 American Marketing Association Summer Educators' Conference that her paper, "The Effects of Employee Contact and Failure Diagnosis in Technology-Based Self-Service Recovery Encounters: A Role-Theory Perspective," has been accepted for the conference and will be presented in August. This research was supported by a BoR/Gill award.

*The Babson Faculty Research Fund would like to share your 'research news' with the Babson community in future newsletters. Please forward the details about recent research activities, publications, and presentations to the Babson Faculty Research Fund office, Babson 204, or to [chern@babson.edu](mailto:chern@babson.edu).*

*Thank you for your help.*

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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](mailto:silverman@babson.edu).

#### 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](http://www.cies.org).

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## PUBLISHING OPPORTUNITIES

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



The Board of Research has provided funding for Cabell's Directories online and teamed with the library to provide access off and on campus. 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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