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Research at Babson - 10/2005

Babson Faculty Research Fund

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Research at



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BoR/FRF MERGER NEWS

Jennifer Bethel (Finance), Dhruv Grewal (Marketing), Dennis Mathaisel (Mathematics and Science), Larry Moss (Economics), and Blake Pattridge (History and Society) have been elected to serve on the new faculty funding entity formed by the merger of the BoR and FRF. The committee will meet this month to begin the process of drafting Bylaws and application procedures.

If you have questions regarding current BoR or FRF awards, requests for research-related expenses (up to \$2500), or the merger process, contact Susan Chern, x5339 or chern@babson.edu.

BoR NEWS

Although the faculty voted last spring to merge the BoR and FRF, a core group of the BoR will continue to review final products, award course releases to new faculty, host Research Chats, and administer current awards. As Chair of the BoR, I wish to extend my thanks to the committee members who have agreed to continue their BoR service during this transition period. In spite of teaching and other committee demands, Kathy Harris (Marketing), Donna Kelley (Entrepreneurship), and Dessi Pachamanova (Mathematics and Science) are continuing their terms. In addition, I would like to especially thank Janice Yellin for agreeing to extend her service on the Board for the fall semester. Janice is an experienced and valued member of the BoR. In addition she affords representation for the two humanities divisions as per Board traditions. I look forward to working with the committee this semester. If you have any questions about the BoR, feel free to contact me (x4246).

Laurie Krigman, Chair, BoR

Next Faculty Research “Chat”

WEDNESDAY, NOVEMBER 2, 2005

Noon - 1:15 PM, Needham Room, Olin Hall

Ryan Davies, Finance. Portfolio Cross-Autocorrelation Puzzles
Katie Platt, History & Society. Contemporary Muslim Women’s Autobiographies

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Final Products Accepted

The Board of Research has accepted Final Products from the following faculty members who have completed his Board sponsored research projects.

Ryan Davies, Finance

Portfolio cross-autocorrelation puzzles

Market efficiency suggests that returns should not be predictable based on past information. Empirical evidence, however, suggests that past returns of a portfolio of large stocks can predict future returns of a portfolio of small stocks. Some researchers argue that this observation does not reflect market inefficiency, but is instead an artifact of differences in the timing of trade arrival across stocks. We develop a new technique which shows decisively that this cannot explain the phenomena. We find that prices of less active stocks appear not to incorporate some of the recent information that is already contained in the prices of more active stocks, thereby generating this trading pattern.

Marjorie Feld, History and Society

Hometown Lessons: Lillian Wald's Rochester, New York

Lillian Wald (1867-1940) earned international acclaim for her work on behalf of immigrants and industrial laborers. A close friend and colleague of Jane Addams and others who wielded the power of Progressive women's political culture, Wald came to her Lower East Side social work in 1893 with definitive ideas about ethnicity and American identity. She herself was the daughter of German Jewish immigrants. The successful, assimilated professionals who comprised her family in her hometown of Rochester, New York, taught her important lessons about shedding ethnic difference: that "racial" concepts were mutable; that social mobility and civic belonging were possible for all groups willing to adapt to American values; that a pluralist approach to American democracy benefited all Americans. Incorporating newly uncovered historical documentation, this chapter of my biography of Wald discusses how crucial these lessons were to her later work with urban immigrants, and how crucial Wald was to the pluralist foundations of twentieth-century American democracy.

Hsiang-Ling Han, Economics

A Study on Money Demand – Does the Buffer Stock Behavior Exist?

According to the Buffer stock money demand (BSMD) hypothesis, there is a buffer stock variable that will absorb the impact of an external shock to protect a target variable from being affected. The protection allows the target variable to move smoothly instead of fluctuating during a period of time. The theory of BSMD treats money as a buffer stock because the costs of adjusting money holding are much less than the costs of changing GDP or other less liquid assets. Therefore, when a shock occurs, the time path of GDP is smoothed, whereas the money growth becomes volatile. This theoretical prediction is consistent with the recent observation of volatile money market and stable GDP growth in the US. This paper develops, tests, and evaluates the cross-equation restrictions derived from the multi-period forward-looking theory when money and its determinants are seasonally cointegrated. By using macroeconomic data on Taiwan, it is found the unit roots are present at the zero and (1/4) frequencies, implying that these series are likely to be cointegrated at zero and (1/4) frequencies. The buffer stock behavior, however, is rejected.

Katherine Platt, History and Society

Self-Reflection and Autobiography: Contemporary Muslim Women Situating the Self

This paper examines several autobiographies by contemporary Muslim women, focusing on how the authors situate their own spiritual development within the discourse(s) of contemporary Islam(s). Although autobiography has long been studied as a literary genre, in this paper I look at it as both epistemology and ethnography. Muslim women's autobiographies are understudied as sites of cultural, religious and personal authority.

One important feature of the works in question is that self-definition and self-understanding as a Muslim is described developmentally in terms of various processes of exploration, education, rejection, reversal, experience, reflection, synthesis and so on. Also important is the discursive character of these processes of self-definition. Dominant and contested public interpretations of Islam at the local, national and international level are engaged and debated within these narratives of self-definition. The life of the inner self in these texts is in negotiation, debate and sometimes struggle with dominant institutionalized and publicly authorized versions of Islam.

An ethnographic / epistemological study of these autobiographies provides a fresh angle on the pluralism of Islamic discourse, which is critical to thinking about Islam(s) in the contemporary world. Further, studying the developmental and discursive character of these stories of "believing selves" makes a connection between the realities of private "inner life" and public "world religion," which can also be thought of as a connection between an anthropology of ethics and an anthropology of religion.

Miguel Rivera, Management

Inside Alliances: Corporate Mechanisms For Learning And Protection

This paper proposes that firms can set up corporate mechanisms which improve their ability to both learn and protect in their alliances. We argue that these mechanisms converge to create two distinct abilities, the firm's corporate learning ability and its corporate protection ability in alliances. We test the model on a sample of 122 e-commerce alliances. We find support for the existence of the two abilities and for their significant influence on learning and leakage in alliances.

Craig Robertson, History and Society

When Identity Slipped off the Body: The Emergence of the U.S. Passport as a Visual Technology

This article uses the contested development of the U.S. passport to argue that identity documents need to be analyzed from the perspective of visual culture. It is contended that the problem of identification is a visual problem, centered on contested practices of looking and reading. The main argument of this article is that in the first decades of the twentieth century, officials along the U.S. border had to learn to read and trust identity documents that citizens and immigrants carried, not simply "read" the bodies in front of them for evidence of race and class.

Anne Roggeveen, Marketing.

How Alignment between a Refutation and a Claim Impacts Belief

This research examines how to effectively refute false beliefs formed on the basis of repeated exposure to advertisements. Experiment 1 explores the impact of alignability between the claim and the refutation on belief in the refutation. Experiment 2 then examines whether this effect will carry through to belief in the original claim after exposure to the refutation. Findings indicate that refutations that are weakly aligned with the original claim are believed more than refutations which are strongly aligned with the original claim. However, strongly aligned refutations are more effective in reducing belief in the original claim. This is because refutation alignability increases recall of the original claim on exposure to the refutation and enables updating, despite the fact that it causes defensive processing of the refutation.

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Faculty News

Free Statistical Consulting Available to Faculty and Staff

The Mathematics and Science Division's Center for Statistical Consulting (CSC) offers free help with statistics. If you are:

- Analyzing the results of a survey or a research study
- Designing a survey or a research study
- Writing a research grant with a methods section
- Reviewing a manuscript with some statistics you need to verify
- Deciphering statistical comments from a referee

or you are:

- Summarizing some data for a presentation
- Analyzing some administrative data,

then, the CSC is the place to go for help. All queries, from the simplest to the most challenging, are welcomed. All projects, from a simple regression analysis of a small amount of data to a complex, multivariable analysis of large volumes of data, are appropriate. So don't let those numbers bother you any longer. **Call John McKenzie at X4479 or send him an e-mail, mckenzie@babson.edu, today.**

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Recent Faculty Research Activity

Mary Godwyn, History and Society, was awarded a grant through United States Association of Small Business and Entrepreneurship (USASBE) for the research that she did this summer entitled: Women's Business Centers: Strategies to Educate Low-Income Women Entrepreneurs. The USABE sub-award funding was by the Coleman Foundation for research focused on centers of excellence in minority and women's entrepreneurship.

"Comparative Advertising: The Role of Positive and Negative Messages" by **Anne Roggeveen**, Marketing, was accepted at the *Journal of Consumer Research*, an A-level marketing journal. Roggeveen has presented this work at the *University of Illinois Pricing Camp*, May 2003; *Boston Area Marketing Research Colloquium*, April 2005; and will present it at the *Association for Consumer Research Conference*, October 2005

We would like to share your 'research news' with the Babson community in future newsletters. Please forward the details about recent research activities to the Board of Research office, Babson 204, or to chern@babson.edu. Thank you for your help.

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EXTERNAL FUNDING INFORMATION

Update from the 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.

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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.

CALL FOR PAPERS

5th Global Conference on Business & Economics

Sponsored by: Association for Business & Economics Research

INTERNATIONAL JOURNAL OF BUSINESS & ECONOMICS

July 6-8, 2006, Cambridge University, Cambridge, UK

Submission Deadline: November 30, 2005

Competitive papers (or abstracts) are invited in all areas of business, including: Management Information Systems; Global Business; Marketing Theory and Applications; Accounting; Economics; Finance & Investment; General Management; General Business Research; Business & Economics Education; Production/Operations Management; Organizational Behavior & Theory; Strategic Management Policy; Labor Relations & Human Resource Management; Business Law; Public Responsibility and Ethics; Technology & Innovation; Public Administration and Small Business Entrepreneurship. Papers are also invited papers on teaching issues such as: curriculum, ethics in higher education, promotion and tenure, accreditation, teaching methods and styles, administration, technology in the classroom, faculty evaluation, and related topics.

Qualified individuals will referee papers submitted through a process of double blind peer review. Accepted papers will be published in Conference Proceedings. Selected completed papers will be considered for publication in the International Journal of Business & Economics (ISSN 1543-1614) (<http://www.facultyforum.com/ijbe>). All completed papers will be considered for the Best Paper Award in their respective areas.

Proposals for cases, workshops, symposia, colloquia, panels, tutorials on current topics of interest, and other special sessions are also invited. Manuscript for Submission: Papers must be written in English. Either Electronic or Hard Copy submissions are acceptable. The URL for conference is <http://www.facultyforum.com/gcbe>

Electronic Submissions should be sent in MS Word format to: Gupta@Lynchburg.Edu
Or Hard Copy submissions (four (4) copies of your manuscript or abstracts) should be sent to:
Dr. Atul Gupta, School of Business & Economics, Lynchburg College, 1501 Lakeside Dr., Lynchburg, VA 24501, USA, Telephone: (434) 544-8651; Fax: (434) 544-8639; E-mail: Gupta@Lynchburg.Edu

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