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## Research at Babson - 09/2007

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## BFRF Deadline

**Wednesday, October 17**

There is just **one due date** for major awards, 2008-2009 course releases, and 2008 summer stipends. Application forms and instructions can be found on the [BFRF website](#) or online at *k\faculty\BFRF\forms...*

If you have any questions, contact any of the BFRF members: Jennifer Bethel, Dhruv Grewal, James Hoopes, Gordon Prichett, Joseph Weintraub or Susan Chern, coordinator.

## New Faculty Research Presentations

**Noon to 1:15 PM**

**Reynolds Small Dining Room**

**Tuesday, September 25**

**Sinan Erzurumlu, TOIM**  
**Yunwei Gai, Economics**

**Wednesday, October 3**

**Jon Dietrick, Arts and Humanities**  
**Erik Noyes, Entrepreneurship**

**Thursday, October 18**

**Bradley George, Entrepreneurship**  
**Lori Houghtalen, Math and Science**

## Research Chats

**Noon to 1:15 PM**

**Needham Room, Olin Hall**

**Wednesday, October 10**

**Steven Gordon, TOIM**  
**Julie Levinson, Art and Humanities**

**Tuesday, October 23**

**Elaine Landry, Management**  
**Mark Potter, Finance.**

## Faculty News

“Changing the landscape: more institutions pursue online offerings,” by **I. Elaine Allen**, Mathematics/Entrepreneurship, has been published in On the Horizon, v. 15 no. 3, pp 130-138. This research was supported by a BFRF 2006 summer stipend.

**Gang Hu** and **Jennifer Bethel**, members of the Babson Finance Division and Qinghai Wang, Georgia Tech., have received a \$10,000 grant from Yale University’s Millstein Center for Corporate Governance and Performance. Preliminary findings of their project will be presented in October at the *Shareholders and Corporate Governance Research Agenda and Conference* that is co-sponsored by Yale and Oxford University and will be held at Oxford. This conference will examine how differing law and regulation in the US and UK affect the incentives and abilities, especially of institutional investors, to engage in active corporate governance, and whether those differences impact corporate performance.

The Millstein Center for Corporate Governance and Performance (MCCGP) at the Yale School of Management provides active support for research in corporate governance and disseminates its work to the world’s academic, policy-making and professional communities.

"Sweetchat", by **Mary O’Donoghue**, Arts and Humanities, has been accepted for publication by the journal Literary Imagination. It is part of the Oxford Journals - Humanities series. The short story was written as part of her 2006 summer BFRF project, *Small Home Truths*.

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## Babson Welcomes New Faculty

The Babson community extends a warm welcome to the new faculty members who are joining us this fall.

Patricia Arend	Visiting Assistant Professor of Sociology
Stephen Bauer	Coordinator, Graduate Business Writing
Rohit Chopra	Assistant Professor of Media Studies
Jon Dietrick	Assistant Professor of English
Arhan Ertan	Visiting Assistant Professor of Economics
Sinan Erzurumlu	Assistant Professor Operations Management
Sebastian Fixson	Visiting Assistant Professor of TOIM
Yunwei Gai	Assistant Professor of Economics
Bradley George	Assistant Professor of Entrepreneurship
Lori Houghtalen	Assistant Professor of Operations Research
Millie Kwan	Visiting Assistant Professor of TOIM
Dennis Michaud	Visiting Assistant Professor of Economics
Erik Noyes	Assistant Professor of Entrepreneurship
Stephen Shapiro	Visiting Lecturer in Marketing

## Winning Grant Proposals

The Grant Writing Workshop lead by Kerry Rourke, Director of the Writing Center, was informative and inspiring – a good blend of information and hands-on writing. The best advice Rourke has for aspiring grant writers is to write collaboratively – it provides a venue for queries and feedback. If you would like some help with a proposal, schedule an appointment with Kerry in the Writing Center, Babson 205.

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. 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.

## BFRF Final Products Accepted

The BFRF has accepted the Final Products from the following faculty members who have completed their BFRF sponsored research projects.

**Lisa Colletta**, Arts and Humanities, “Forest Lawn, Hollywood, and America”

Forest Lawn, Hollywood, and America” explores the British fascination with the themepark-like cemetery, Forest Lawn. The cemetery features prominently in the diaries, letters, and novels of various British writers, including Evelyn Waugh, Aldous Huxley, and Christopher Isherwood. It represented for most writers the search for perpetual youth and for immortality associated with the movie business and life in Southern California generally. Promising “eternal happiness for all its inmates” not based on spiritual salvation but offered “at an inclusive charge as part of the undertaking service,” Forest Lawn embodies all that appears wrong with Hollywood and American values. As Waugh writes in “In Love with Easeful Death,” anyone who gives in to the siren song of easy salvation is lost.

**Steven Gordon**, TOIM, “The Role of Information Technology in Supporting Business Innovation”

Innovation is widely acknowledged to be difficult and complex to manage. Research shows that it requires top management support, committed champions, setting of appropriate expectations, and an ability to deal with uncertainty. However, research is lacking on how information systems, tools, and technologies can support the innovation process. The purpose of this research is to learn how organizations can best develop and use their information technology resources and competences to create and sustain innovation. A multiple case study methodology is used to identify best practices and relate them to innovation success.

**Gang Hu**, Finance, “Tape Painting: Evidence from Daily Trades by Institutional Investors”

This paper studies the daily trades of 300 institutional investors over a 7-year period. The abstract is not available at this time.

### Call for Papers

#### 2008 Oxford Business & Economics Conference (OBEC)

Sponsored by Association for Business & Economics Research and International Journal of Business & Economics  
St. Hugh's College, Oxford University, UK

June 22-24, 2008

Submission Deadline: November 30<sup>th</sup>, 2007

Competitive papers (or abstracts) are invited in all areas of business. 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. Proposals for cases, workshops, symposia, colloquia, panels, tutorials on current topics of interest, and other special sessions are also invited. The conference site is <http://www.facultyforum.com/obec>.

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