



Faculty Research Fund Annual Report 2005-2006

2005-2006 BFRF Members

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Executive Summary

Creation of the BFRF

In spring 2005, the Babson faculty voted to merge two independent internal funding committees, the Board of Research (BoR) and the Faculty Research Facility (FRF). In fall 2006, five faculty members were elected to the new entity, the Babson Faculty Research Fund (BFRF), and charged with the task of drafting Bylaws, policies, and procedures. This task was completed during the fall semester.

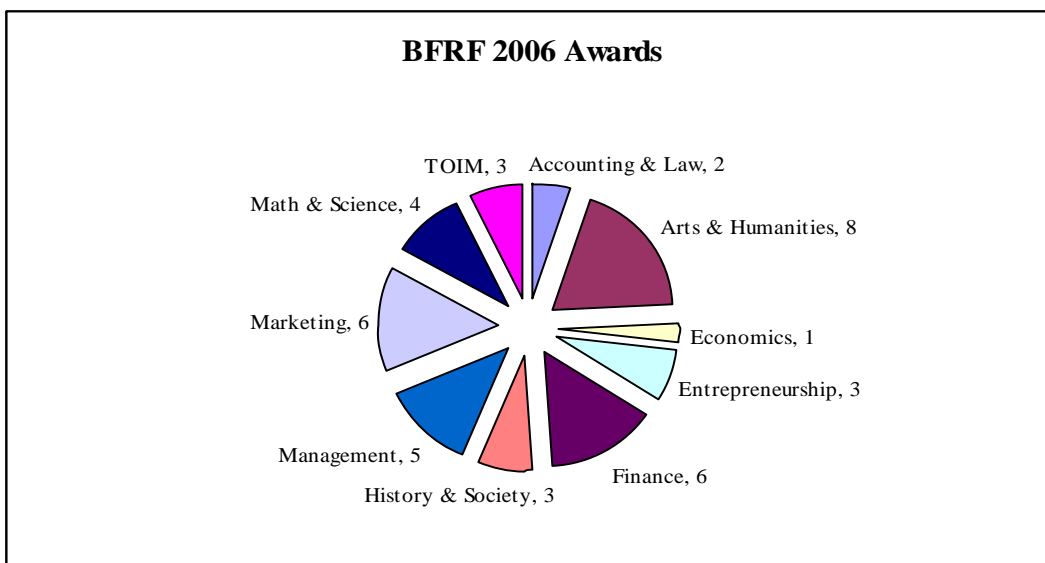
Mission Statement

The Babson Faculty Research Fund's mandate is to encourage and support a variety of thought leadership and research activities, with the following objectives paramount:

- to sustain, enhance, and renew the intellectual vitality of faculty by supporting the building of intellectual capital through meritorious research; and
- to increase the public visibility and academic reputation of the College and its faculty, regionally, nationally, and internationally.

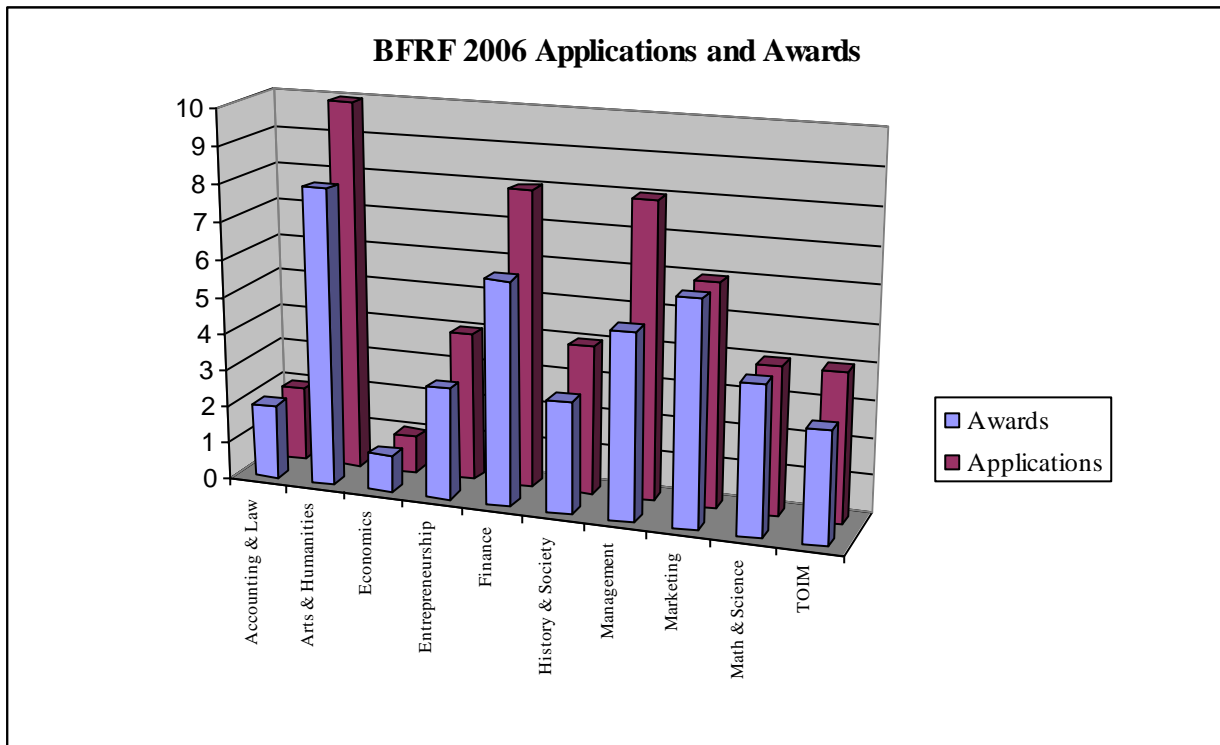
Awards

Through a competitive process the BFRF provides financial support and course releases for research projects it deems to have the most promise of fulfilling the BFRF's mission. The BFRF made 41 awards – 2 major awards, 15 course releases, 13 summer stipends, 1 full proposal for research-related expenses and 10 Mini-Grants (awards of less than \$2500). In total 21 course releases, 13 summer stipends, and over \$22,000 for research expenses were distributed.



Babson Faculty Research Fund Awards

In January, the BFRF reviewed its first set of proposals for major awards (7), 2006 summer stipends (4), and 2006-2007 course releases (11). Stipends and research expenses totaling almost \$47,000 as well as 16 course releases were awarded. A second call was held in March for 2006 summer stipends (10) and spring 2007 course releases (6). Five course releases and \$72,000 were distributed. During the course of the year, the BFRF also funded 10 of 12 Mini-Grant applications for research-related expenses.



2006 Summer Stipend Awards

I. Elaine Allen, Mathematics and Science, A Comprehensive Look at Online Education in the U.S.

This research analyzes differences between and among schools that have or have not adopted online education as well as looking at patterns in the programs and courses being offered online in an attempt to profile types of schools adopting online education and examining the business lifecycle of online education.

Lisa Colletta, Arts and Humanities, Is Satire Dead? Postmodern Irony in the Age of Jon Stewart.

This research focuses on the question of satire's social and political efficacy.

Lisa DiCarlo, History and Society, Preliminary Archival Research on "Losing our Religion: Turkey's New Christians." This field research focuses on the decision-making process and the transformations of social networks on Muslims who convert to Christianity in contemporary Turkey.

Julie Levinson, Arts and Humanities, Success Reassessed: Ambitious Women/Midlife Men. Levinson investigates the representation of gender in Hollywood movies as it relates to American ideologies about work and success.

Kathleen McKone-Sweet, Technology, Operations and Information Management, A Taxonomy of Supply Chain Capabilities. This study identifies strategic groups of manufacturers with similar supply chain capabilities using a data-based analytical approach.

Mary O'Donoghue, Arts and Humanities, *One with You in the Dark*: A Novella and Short Stories.

O'Donoghue is writing a novella and short stories dealing with care-taking and companionship amid circumstances ranging from filial responsibility to infirmity to bereavement.

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Ross Petty, Accounting and Law, Dead Celebrities -- The Use of Their Images in Advertising: A Legal and Policy Analysis. Petty compares the marketing effectiveness of dead celebrities versus living celebrity spokespeople in advertising and examines the related legal and policy issues.

Mark Potter, Finance, Forgive and Forget? Investor Reaction to the Mutual Fund Scandal. This empirical study examines the effects of the scandal in terms of consumer reaction, fund performance and industry reaction, using ten years of data and a sample of thousands of mutual funds.

Anne Roggeveen, Marketing, Changing False Beliefs from Repeated Advertising: The Role of Claim-Refutation Alignment. This study addresses the refutation of false beliefs formed on the basis of repeated exposure to advertisements.

Joel Shulman, Entrepreneurship, Return on Nothing.

This research explores new methodologies in which organizations can achieve significant entrepreneurial, organic growth without significant capital investment.

Denise Troxell, Mathematics and Science, Further Results on Channel Assignments of Generalized Peterson Graph.

Troxell continues the study of the minimum number of labels in an L(2,1)-labeling of a cylindrical structure called generalized Petersen graph which is of particular interest in engineering applications.

Janice Yellin, Arts & Humanities, Status Markers on Meroitic Offering Tables from Karanoq and Faras.

This investigation develops and compares evidence for the status and social/political organization of elites from both southern and northern Meroe.

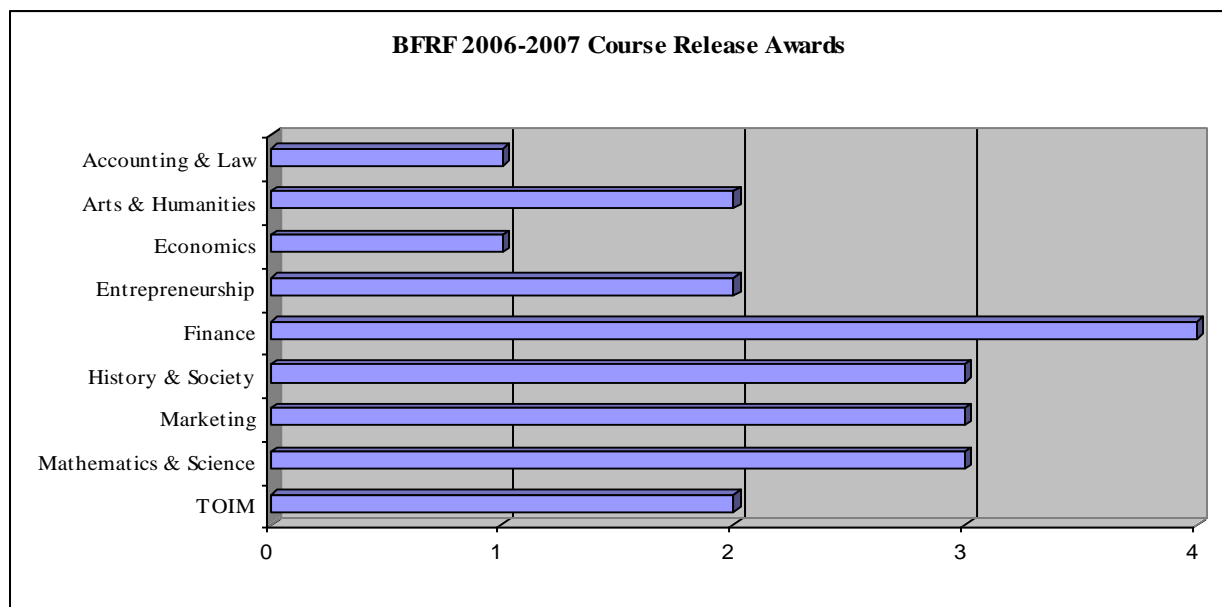
Zhen Zhu, Marketing, A Three-Stage View of Perceived Control in Technology-Based Self-Services Recovery. This study examines the impacts of customers' perceived control before, during, and after a critical self-service event – service failure – on customers' willingness and actual behaviors in solving the service problem.

Major Awards

The BFRF made two Major awards (three course releases each) to support book projects.

Marjorie Feld, History and Society. Feld's book, *Lillian Wald: Ethnic Progressive*, challenges the conventional views of Wald and of the Progressive reform movement.

Dessislava Pachamanova, Mathematics and Science. Pachamanova's contributions to the co-authored book, *Robust Portfolio Estimation and Optimization Techniques*, focus on optimization under uncertainty, 'robustification' of traditional portfolio risk optimization, and robust optimization.



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Course Releases

Lisa Colletta, Arts and Humanities, Forest Lawn and Perpetual Youth – Chapter Four of *Voluntary Exiles: British Novelists in Hollywood, 1935-65*. This chapter focuses on the British fascination with the theme park-like cemetery, Forest Lawn.

Ryan Davies, Finance, Using Matched Samples to Test for Differences in Trade Execution Cases. Using a Monte Carlo simulation, this research measures differences in the cost of trading on different stock exchanges.

Ryan Davies, Finance, Funds of Hedge Funds Portfolio Selection. This project develops a new technique for a fund of hedge funds manager to decide how to optimally allocate capital across various hedge fund strategies.

Steven Gordon, Technology, Operations and Information Management, The Role of Information Technology in Supporting Business Innovation. 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.

Katherine Harris, Marketing, Growing Sprouts into Greenback Greens. Using in-depth interviews, this exploratory study examines the beliefs and attitudes that less enthusiastically green customers have about hybrid vehicles to determine what might motivate them to buy a hybrid vehicle.

Gang Hu, Finance, Is there Skill and Is it Rewarded? Agency Costs and Relationship between Institutional Brokers, Buy-side Traders, and Portfolio Managers. This study focuses on the feasibility of monitoring brokers and holding them accountable for the quality of the execution they provide to large size institutional orders.

Gang Hu, Finance, Costly Arbitrage and Idiosyncratic Risk: Evidence from Short-Sellers. Hu's research explores the conjecture that the relation between short interest and subsequent returns is greatest in stocks with high transaction costs and high idiosyncratic risk.

Ajaz Hussain, Economics, Disequilibrium in Airline Networks: Is there an Argument for Re-Regulation? This research focuses on developing a theoretical model of the interrelations between point-to-point and hub and spoke networks.

Donna Kelley, Entrepreneurship, Survival of Technology-Based Ventures as a Function of Technology Resources. This research examines shorter-term and longer-term survival in Korean technology-based ventures as a function of internal technology resource accumulation and external resource-based expansion.

Donna Kelley, Entrepreneurship, Corporate Entrepreneurship Management Practices: Agency Theory, Stewardship Theory. Kelley examines (1) the level of autonomy of project leaders and (2) the frequency and nature of managerial involvement as a function of: (1) the level of project innovativeness and (2) the competence and motivation of project leaders.

Yoo-Taek Lee, Technology, Operations and Information Management, A Taxonomy of Supply Chain Capabilities. Using a data-based analytical approach, Lee's research identifies strategic groups of manufacturers with similar supply chain capabilities

Joan Lindsey-Mullikin, Marketing, Price Evaluation: Appreciation of Store Pricing Format Due to Gender Differences. This study is to test gender differences in two commonly seen pricing formats: every day low pricing versus special (Hi Lo) price promotions

Mary O'Donoghue, Arts and Humanities, Not Their Muse: Irish-Language Poets, Their Translators and Cross-Gender Linguistic Ventriloquism. This research considers ownership and misappropriation of voice, and the subjugation of linguistic and literary identity, in the translation of recent Irish-language poetry.

Ross Petty, Accounting and Law, Initial Interest Confusion: A Consumer Protection Perspective. This research analyzes the trademark concept of initial interest confusion from a consumer protection/advertising law perspective

Zhen Zhu, Marketing, Marketing, Patient's Cognitive, Emotional, and Behavioral Responses to Self-Scheduling Technology Failures. Using two computer-based experiments on ambulatory care patients using SST to schedule appointments, this research analyzes customer psychology in using SSTs and the alignment in managing SSTs and customer-contact employees.

Other Funding

The BFRF also provides funding for research-related expenses. The BFRF supported a full proposal from members of the Finance Division for an enhanced data server. Ten of twelve Mini-Grant requests (\$2500 max) were funded this year.

Kevin Bruyneel
Lisa Colletta
Jeffery Ellis
Carlos Rufin
Denise Troxell
Lin Xu
Zhen Zhu

History & Society
Arts & Humanities
Management
Management
Mathematics and Science
Management
Marketing

Books and Harvard Lib Card
Book Index
Travel
Research Assistant and Travel
Page charges
Copy editing
Copy editing

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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.

Elizabeth Goldberg, Arts and Humanities.
Genocide/Witness.

This paper analyzes several fictional narratives of genocide to reveal shared strategies for dramatizing the role of the ‘distanced observer’ who witnesses atrocity through media exposure, thereby suggesting an ethic of representation in the context of human rights. I show how the texts under consideration reflect upon the role of art in testifying to historical atrocity, arguing that their exploration of loss and violence as gendered experiences models a manner of human connection through witnessing that seeks to counter the proliferation of global violence.

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.

Janice Yellin, Arts and Humanities.

Preliminary Investigation into the social/political status of elite burials in the Western Cemetery at Meroe. The political/social organization among the elites of the ancient Sudanese state (c. 750 BC – AD 350) has not been the subject of comprehensive study. Although there has been research on the role(s) and presentation(s) of the kings and queens of Meroe, it is not clear how and on what basis the elite class was organized. Three important recent studies have addressed this issue in various ways. This paper is an exploration and critique of the ideas they presented through the investigation of the elite burials in the Western Cemetery at Meroe. Decorated and inscribed funerary equipment were studied re-affirming the basic understanding of the royal status of those buried in this cemetery. The implications that Meroe may have been organized as a “segmentary state” rather than the traditional view that it was ruled as a centralized polity were taken into account in the analysis of the funerary materials. Implicit in this new theory of Meroitic polity would be specific differences in the organization and control of the elite who govern in central vs. peripheral areas. Since the elites buried in Meroe would have been closest to the center of power, the evidence from their burials will be useful for comparison to burials in the more peripheral territory of Nubia.

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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Programs

Throughout the academic year, the BFRF sponsors programs to support its mission. The Research Chats offer a venue for faculty to share their research activities, serve as a forum for the exchange of research ideas, and, in general, promote research within the Babson community.

Fall 2005

Wednesday, November 30, 2005 and Thursday, December 1, 2005

Dhruv Grewal, BFRF, Faculty Information Sessions on the BFRF's new policies and procedures.

Spring 2006

Wednesday, February 1, 2006

Dessislava Pachamanova, Mathematics & Science, Robust Optimization and Portfolio Risk Measures.

Anne Roggeveen, Marketing, What Type of Retailer Should Offer a Price Matching Guarantee?

Thursday, February 16, 2006

Kevin Bruyneel, History & Society, Politics on the Boundaries: U.S.-Indigenous Relations and the Third Space of Sovereignty.

Marjorie Feld, History & Society, Unorthodox Jews? Contemporary Expressions of Jewish Identity and Community.

Wednesday, March 1, 2006

Maria Minniti, Economics/Entrepreneurship, Being in Someone Else's Shoes: The Role of Gender in Nascent Entrepreneurship.

Ross Petty, Accounting & Law, Judo Brand Diversion – The Legal Issues Involved in Using Another's Brand to Your Advantage.

Tuesday, March 28, 2006

James Hunt, Management, Building an Internal Coaching and Leadership Development Capacity.

Julie Levinson, Art & Humanities, Hallelujah, I'm a Bum: The Glorification of Unemployment in American Film.

Thursday, April 27, 2006

Donna Kelley, Entrepreneurship, Breakthrough Technologies: An Evolutionary Learning Perspective.

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

Publications

During the academic year, Susan Chern, coordinator for both the Board of Research and the new Babson Faculty Research Fund, published five newsletters and two announcement bulletins on behalf of the BoR and BFRF. The newsletters keep the Babson community informed about the BoR/FRF merger, BoR and BFRF sponsored projects and initiatives, external funding and publishing opportunities, and the latest research accomplishments of faculty members.

External Funding

- All requests for external funds must be approved by the Office of Corporations, Foundations, and Government Relations (CFGR), within Development and Alumni Relations. Contact Wendy Silverman, ext. 5993.
- The BFRF works closely with CFGR to coordinate efforts for external funding.

The BFRF Mini-Grant funds may support faculty who are developing and preparing grant proposals for external funding. Grants up to \$1000 each may be allocated to defer proposal preparation expenses such as travel to visit granting agencies, proposal preparation and edits, copying and mailing proposals, , and other necessary expenses.

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