

March 2012

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Research @ Babson is published by the
Babson Faculty Research Fund

TIF NEWS

The **Teaching Innovation Fund (TIF)** is pleased to announce that the following cases have recently been published and added to the Babson Collection:

Toto, Ltd., BAB693 – **Ken Matsuno**, Marketing.

Intelligent Medicine: The Novartis Proteus Alliance, BAB1009 – **Anirudh Dhebar**, Marketing.

Using Food to Teach Chinese History and Culture** – **Kandice Hauf**, History & Society. Published in *Journal Publication: Education about Asia*, Winter 2011.

Appirio: New Venture on a Cloud, BAB694** – **Bala Iyer**, TOIM and **Erik Noyes**, Entrepreneurship.

Saving the Children of Costa Rica (B), BAB 1015 – **Candida Brush**, Entrepreneurship.
Crisis Communication on a College Campus: Norovirus Outbreak Hits Babson College, BAB1014 – **Laura Foote**, Management.

Blue Heron Capital Partners, LLC, BAB1012 – **Kathleen Hevert**, Finance.

Vera Bradley (B), BAB1010 – **Angelo Santinelli**, Entrepreneurship.

Theo Chocolate, BAB692 – **Michael Cummings**, Management and

Gary Ottley, Marketing.

Best Buy: Merging Lean Six Sigma with Innovation, BAB1017 – **Jay Rao**, TOIM.

** Generously funded through Teaching Innovation Fund

Upcoming Programs

Teaching Innovation Fund

Thursday, April 5

Noon-1:15pm - Wellesley Room,
“Publishing and Beyond”

Research Chats

Wednesday, April 11

Joel Shulman, Entrepreneurship
“The Rich Get Richer and So Can You”
Cristiano Busco, Accounting & Law
“Does Control Kill Creativity?”

Thursday, April 26

Mary Godwyn, History and Society
Anne Roggeveen, Marketing

Chats are held in the
Needham Room, Olin Hall
from Noon to 1:15 PM

SAVE the DATE

Thursday, April 19

Faculty Roundtable Luncheon
“Negotiating Book Agreements”

Faculty News

While on sabbatical, **Ryan Davies**, Finance, has been very busy. He has been an invited academic visitor at several universities: Visiting Scholar, Université Paris Dauphine, Paris, France, Oct.-Nov, 2011; Visiting Scholar, University of the West Indies, St. Augustine, Trinidad, Jan, 2012; and Senior Visiting Fellow, University of New South Wales, Sydney, Australia, Feb-April, 2012. He presented two BFRF-supported papers. “Intraday Portfolio Return Autocorrelation Dynamics” was presented at six invited research seminars; “Pink Pills for Pale People: A Snapshot of Entrepreneurship, Patent Medicine, and Finance in 1905” was presented at an invited research seminar at ICMA Centre, University of Reading.

“Collaborative Product Development for Competing Suppliers” by **S. Sinan Erzurumlu**, TOIM, was published this month by World Scientific Publishing Company, in *Perspectives of Supplier Innovation: Theories, Concepts, Empirical Insights on Open Innovation and the Integration of Suppliers*, Brem and Tidd, editors.

The Committee on Scholarly Editions (CSE) awarded the CSE seal to volume 1 of *Collected Writings of Charles Brockden Brown, Letters and Early Epistolary Writings*. Philip Barnard, Elizabeth Hewitt, and Mark L. Kamrath edited the volume, and John R. Holmes and **Fritz Fleischmann**, Arts and Humanities, acted as consulting editors. The volume will be published by Bucknell University Press. As part of the Modern Language Association, CSE honors excellence in editing by awarding emblems to qualified volumes.

“The Rich Get Richer and So Can You: Investing in a Billionaires’ Index” by **Joel Shulman** and **Erik Noyes**, Entrepreneurship, has been highlighted as the lead article in the latest issue of Institutional Investor’s *Journal of Index Investing*.

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Final Products Accepted

Salvatore Parise, TOIM, "Predicting the Diffusion of Social Media Technologies in Organizations"

Based on 70 in-depth interviews, in which we spoke directly to executives and practitioners, and an in-depth survey of 1,050 companies on emergent social media strategies and practices, we see that there are four distinct approaches to social business strategy, each differing from the next depending on tolerance for uncertain outcomes and intended scale. First is a creative experimentation strategy. Creative experimenters embrace uncertainty, designing small scale tests to discover ways to potentially improve discreet functions and practices. Rather than focusing on an urgent business goal, they aim to learn. Second is a predictive practitioner strategy, which also limits the scale of its social business ambition to a specific area of the business like customer service or human resources. However, predictive practitioners try to avoid uncertain outcomes, always trying to deliver predictable results with established measures. Third is a social champion strategy, which also seeks to minimize uncertainty and deliver well-defined results. However, social champions' efforts are large in scope and scale, often requiring careful global collaboration across multiple functions and levels of seniority. Fourth is a social transformer strategy, which aspires to innovate enterprise and culture. To do this, social transformers continuously learn from the unexpected in real-time, using previously invisible social interactions as the basis of strategy, decision making, and collaboration. We profile a best practice organization for each strategy to illustrate emerging design principles and decisions that prospective adopters will need to consider.

Janice Yellin, Arts and Humanities

"Creating a typology for Meroitic Offering tables as a tool for dating/establishing Meroitic Chronology"

This new database of Meroitic offering tables allows me to catalogue and organize offering tables (212 now entered) according to significant visual and textual features carved on stone altars that were used in Meroitic funerary rites. The typology includes sub-groups that can be dated & used to identify regional variations. These categories of offering tables will allow scholars to date Meroitic offering tables and their contexts more accurately as well as to explore regional trade and manufacture. Offering tables are found in cemeteries - establishing dating criteria through this typology enables archaeologists to accurately date contexts in which they are found. Typically pottery plays this role, but there is no established chronological pottery sequence for Meroitic ceramics. Having readily datable offering tables enhances establishment of chronological sequences which are the basis for building history.

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News from the Library

Library reviewing new and expanded Statistical Series source from ProQuest for acquisition

As part of our ongoing review and testing of new services and sources, the Library has been trialing the **Proquest Statistical Insight and Statistical Datasets Service** from one of our premier information providers.

We have been very impressed during our trial and demo period, especially with

- Data sources and series from US and international providers, over 2/3 of which are not freely available on the web
- Simple, click-through discovery of data series availability
- Graphical interface for simple viewing in charts and tables with statistical conversions and easy correlation overlays
- Data variety from many disciplines including voting, capital markets, trade, health care, commodity, commerce and education statistics in depth and detail
- Inclusion of full history of statistical publications including Federal Reserve Bulletin, OECD, Monthly Labor Review and many others for historical access to articles as well as data

We are excited that this service may provide faster, simpler and deeper access to data for use by faculty in many disciplines for both research and teaching needs. Stay tuned as we make our decision to subscribe. For more details, contact Patricia Berens at pberens@babson.edu.

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