

February 2012

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Research @ Babson is published by the Babson Faculty Research Fund

TIF Fall Awards

The **Teaching Innovation Fund (TIF)** provides support for the development of cases, simulations, exercises, tutorials, industry notes—anything considered pedagogical material. Any Babson faculty may apply. During the fall semester, the TIF made the following awards:

<u>Project Name</u>	<u>Author(s)</u>
Booz Allen Hamilton: Social & Beyond.....	PJ Guinan (TOIM) & Sal Parise (TOIM)
Makerbot: Challenges in Building a New Industry.....	Ruth Gilleran (TOIM) & Erik Noyes (Entrepreneurship)
Trump in Scotland.....	Wendy Jeffus (Finance)
When Creativity Meets Performance Measurement Systems: The Case of Mona Lisa.....	Cristiano Busco (Accounting & Law)
Radius Tracking Systems.....	Bob Caspe (Marketing)

Upcoming Research Chats

Wednesday, February 29

Marjorie Feld, History & Society
“Jewish Women’s Leadership in the Anti-Apartheid Movement”

Kenichi Matsuno, Marketing
“Corporate Entrepreneurship, Marketing-R&D Integration, and Market Performance: A Japanese Study”

Tuesday, March 13

George Bradley, Entrepreneurship
“The Epistemology of Entrepreneurial Orientation: Conceptual Formation, Modeling and Operationalization”

Xinghua Li, History and Society
“The ‘Organi-vore’s’ Dilemma: A Comparative Analysis of Organic Food Advertising in China and U.S”

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

Faculty News

Liberal Arts Faculty Members Secure Book Contracts

Two members of the History and Society division have new book contracts. *Postcolonial Politics: Theory and Analysis* by **Kevin Bruyneel** will be published in Routledge Series on Interpretive Methods. Palgrave MacMillan will publish *American Jews and the Struggle over Apartheid* by **Marjorie Feld**.

In the Arts and Humanities Division, **Jon Dietrick’s** *Bad Pennies and Dead Presidents: Money in American Drama 1935-2001* will be published by Cambridge Scholars Press; this project was supported by the BFRF. The BFRF and BoR also supported **Julie Levinson’s** book project, *The American Success Myth on Film*, which Palgrave Macmillan will publish. And, Republic of Letters Press will publish *Doubling the Voice: Torture Survivors and Human Rights Workers Address Torture in the Post 9/11 Era* by **Elizabeth Goldberg**.

New Faculty Member Has Two Recent Publications

Wendy Murphy, who joined the Management Division last fall, has two new publications to her credit. “From E-Mentoring to Blended Mentoring: Increasing Students’ Developmental Initiation and Mentors’ Satisfaction” appeared in *Academy of Management Learning & Education*, 2011, Vol. 10, No. 4, 606–622. *Journal of Management* published “A Review of Developmental Networks: Incorporating a Mutuality Perspective” which Wendy co-authored with Shoshana Dobrow, Dawn Chandler, and Kathy Kram.

Share Your ‘Research News’

Please forward the details of your activities and publications to the [Babson Faculty Research Fund](#).

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Final Products Accepted

Bradley George, Entrepreneurship, “The Epistemology of Entrepreneurial Orientation: Conceptual Formation, Modeling and Operationalization”

In this manuscript we examine the evolution of the Entrepreneurial Orientation concept in an effort to identify areas of concern for the future development of knowledge around the construct and provide conceptual analyses to suggest how we might best move forward in the construct’s development. We suggest that the continued accumulation of knowledge in the field is best facilitated by conceptualizing EO as a reflective model utilizing three dimensions that can be extended through the use of a classical classification scheme and that additional subcategories of EO should be developed within the EO conceptual family utilizing new measurement items.

Mary Godwyn, History and Society, “Organizational Interventions and Women’s Leadership”

Robin Ely and Irene Padavic recommend that those who research sex differences develop “mesolevel theorizing, which focuses on the interplay between organizational features and individual-level processes (2007:1121). We agree. Further, we contend that several important studies have achieved this goal. Here we briefly review three of these studies and also contribute data from our on-going research. The studies we review are Claude Steele’s work on stereotype threat, Uri Treisman’s study on students taking calculus, Jane Margolis and Allen Fisher’s research on computer science majors, and our own on-going research on women’s leadership. In our descriptions and analysis of these studies, we will isolate a process common to all that is equally relevant to the social construction of race as it is to gender. Analysis of these four studies suggests methods that can be applied to a wide range of organizations. Therefore, the question is no longer *how* to neutralize the stereotypes so central to discriminatory practices, but whether we have the desire and conviction to eradicate the inequality caused by them.

Kandice Hauf, History and Society, “The Geographical and Cultural Context for the Rise of Charismatic Masters and Devoted Disciples”

This chapter analyzes the geographical and cultural context of the home base of the four main Wang Yangming disciples in south central China, namely, Ji’an prefecture in Jiangxi province. This prefecture enjoyed a steady rise in academic success from the 12th century into the mid-Ming dynasty (Ming 1368-1644). During the 16th century which is the main focus of this study Ji’an’s academic success was beginning to wane. The chapter provides the context to understand the education, inclination, and opportunity for these members of the local and national elite to become devoted disciples of a Confucian master.

Xinghua Li, History and Society

“The “Organi-vore’s” Dilemma: A Comparative Analysis of Organic Food Advertising in China and the U.S.”

This essay compares organic food advertisements in China and the U.S. and focuses on the cultural and ideological factors that interrupt the cross-cultural translation of the idea of “organic.” My analysis shows that organic foods in China, at its nascent stage of mass marketing, is represented as a luxury product targeted at the upper and upper-middle class consumers. Their ads highlight the elite status of the consumers and are symptomatic of the social desire to distance the elites from the masses, the rich from the poor, and the urban from the rural. The American ads, nevertheless, structure the notion of “organic” around an imagined harmonious community. By addressing “the common people,” they reflect the traditional rhetoric of populism and the founding ideology of social equality. These ads attempt to mask the fundamental inequality embedded in the production and consumption of the organic food. I argue that organic food, as it is absorbed into the industrial capitalist system, has nothing holistic about it. The notion of “organic”, on the one hand, is a consumerist fantasy that covers the anxiety surrounding food (e.g. food as contagion, food as a scarcity, or food as an excess); on the other hand, it is a symptom of deep-seated social inequality and class antagonism that have always motivated the production and consumption of food.

News from the Library

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- Type of review (blind, editorial, peer),
- Acceptance rate,
- Addresses, telephone numbers, e-mails
- Website link