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Research @ Babson is published by the
Babson Faculty Research Fund

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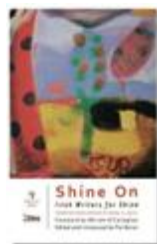
“Trends and Gaps in the Use of Case-Based Research in
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Steven Gordon

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Faculty News

Mary O’Donoghue, Arts and Humanities, currently on sabbatical and working on her next novel, has had work appear in two poetry anthologies. Her poem “Lethargy. Resulting from the Sudden Extinction of Light” appears in *Body and Soul: Narratives of Healing from Ars Medica* (Toronto, Canada: University of Toronto Press, 2011) and her poem “My Daughter in Winter Costume” appears in *Shine On*, an anthology supporting those affected by mental ill-health (Dublin: Dedalus Press, 2011). Her poems have appeared in Spanish translation in the anthology *Irelandesas: 14 Poetas Contemporáneas* (Buenos Aires, Argentina: Bajo La Luna, 2011.)



She has recently completed a translation manuscript entitled *Sreangsc áлта Beaga B áiteacha ón Domhan/ Small Pale Telegrams from the World*, supported by a BFRF summer stipend. *Sreangsc áлта* features translations into Irish of the poetry of Tomas Transtrómer. Born in Stockholm in 1931, Transtrómer was recently awarded the Nobel Prize in Literature “because through his condensed, translucent images, he gives us fresh access to reality”.

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MIS Quarterly, 36(3), 629-643 recently published “Innovation Impacts of Using Social Bookmarking Systems” by Peter Gray, **Bala Iyer**, TOIM, and **Salvatore Parise**, TOIM.

“Bridging the Institutional Divide: The governance of partnerships in Subsistence Markets,” by **Miguel Rivera-Santos**, Management, Carlos Rufin, and A. Kolk, will appear in *Journal of Business Research*, 2011.

Digital Knowledge at Babson

Digital Knowledge at Babson ([DKB](#)) is a digital collection or institutional repository that captures, preserves, and disseminates the intellectual property created within the Babson College community. It is designed to promote Babson based research, creative activity and other output and enable their discovery via the Web. Administered by the Horn Library, *Digital Knowledge at Babson* provides a single location to store, organize and preserve these materials. Authors and/or publishers hold copyright.

The BFRF [Working Paper Series](#), which features the completed research projects that have been supported by the BFRF, are published on DKB.

BFRF Final Products Accepted

Marjorie Feld, History and Society, “Jewish Women’s Leadership In the Anti-Apartheid Movement,” chapter in *American Jews and the Struggle Over Apartheid*. *American Jews and the Struggle Over Apartheid* chronicles American Jewish involvement in a transnational movement to end the system of racial injustice in South Africa. It explores the complex relationships among Jews’ diasporic identity, the contested legacies of the Nazi Holocaust, and Jewish commitments to the principles of liberation. “Jewish Women’s Leadership in the Anti-Apartheid Movement” studies the individual experiences of four white American women who fought apartheid from the 1950s through the 1990s. It highlights the compelling intersections of their work for South Africa, especially the ways in which they explicitly linked their Jewish family histories with political activism, the personal with the political. Combining feminist critiques of the American Jewish establishment and the anti-apartheid movement—seeing both as male-dominated, often “macho”-driven—these women chose to stand outside of the organized Jewish world and yet saw their activism as intricately bound up in their Jewish identities. This chapter offers a pioneering analysis of this central tension as it places these women in the history of a global movement for human rights.

Steven Gordon, TOIM, “Trends and Gaps in the Use of Case-Based Research in Information Systems and Technology Research”

The purpose of this research is to identify gaps and trends in case-based research in the field of information systems (IS). We argue that case-based research is necessary in all sub-disciplines of the field, but that the use of case-based methodologies has been uneven, concentrated in some sub-fields, such as enterprise resource planning and knowledge management, and almost lacking in others, such as security and project management. The findings presented here should motivate researchers to augment their research with case studies in areas where it has been lacking. It should also help doctoral students and case researchers who have yet to specialize or who would like to broaden their research interests to identify promising topics for case-based study.

Mary O’Donoghue, Arts and Humanities, *Sreangsc áalta Beaga B áiteacha ón Domhan/ Smale Pale Telegrams from the World*. The abstract of this work is currently unavailable pending publication.

G. Shankar, TOIM, “Investigating the Role of Non-Transactional Data in Business Enterprises: Implications for Data Quality, Governance and Enterprise Architecture”
Data is an organizational asset and it is critical that organizations manage the quality of their data resources. The primary source of organizational data has been business transactions. In the recent past, data generated by social media technologies have become part of organizational data. This data is being used for marketing, product innovation and customer support. In this paper, we present the observations from our preliminary study into examining the quality of social media data and the impact of social media data on the quality of transactional data. Specifically, we look at the traditional dimensions of data quality and examine their applicability to social media data. We believe this is a first step towards gaining a better understanding of how to evaluate the quality of social media data. It also offers insights into the use of social media data for improving the quality of transactional data.

Rosa Slegers, Arts and Humanities, “A Pragmatist Approach to Emotional Intelligence and Managerial Regret”
This essay offers a philosophical perspective on the concept of “emotional intelligence” as it is commonly understood and explores the temptation to use this concept to simplify, categorize or reject “irrational” sensations. William James’s pragmatism shows that the acknowledgement of “emotional vagueness” in general, and a common form of regret in particular, makes a difference in our experience (a pragmatist requirement) and enriches the decision making process by resisting the intellect’s simplifying, labor-saving inclinations. It is argued that the current debate around emotional intelligence calls for the attitude described by James as “tough-minded empiricism.”

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External Funding

Corporate, Foundation, and Government Relations Office (CFGR)

Wendy Silverman, Director, CFGR

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.

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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