

January 2012

IN THIS ISSUE

Proposal Deadline
BFRF Spring Chats
Faculty News
Final Product Accepted
CFGR
Library News

Research @ Babson is published by the
Babson Faculty Research Fund

Research Fund Proposal Deadline Wednesday, February 8

The Research Fund has 2012-2013 course releases and 2012 summer stipends available to support faculty research projects. The BFRF has 13 course releases and 12 summer stipends to award.

For application information, revised forms, and funding guidelines, please visit the [Research Fund web site](#).

Proposals must be sent via email attachment to the [BFRF](#) by 4:30 PM on February 8. In addition, a hard copy of the proposal Cover Sheet with both applicant and division chair signatures must be sent to the BFRF office.

If you have any questions, contact [Susan Chern](#) (x5339) or any of the BFRF members: Joel Shulman, Chair, John Edmunds, Dhruv Grewal, Kandice Hauf, and Bala Iyer.

1st BFRF Spring Chat Wed, February 1

Cristiano Busco, Accounting and Law
“Control and Creativity in Small and Medium-sized Enterprises: formal vs. informal controls in two comparative case studies”

James Hoopes, History and Society
“Corporate Dreams: Big Business in American Democracy from the Great Depression to the Great Awakening”

Mark Your Calendar

Tuesday, February 14

Sebastian Fixson, TOIM

“Shifting grounds: How industry emergence changes the effectiveness of knowledge creation strategies – The case of the U.S. automotive airbag industry”

Rosa Slegers, Arts and Humanities
“Primates, Philosophers, and Virtue”

Wednesday, February 29

Marjorie Feld, History and Society
Kenichi Matsuno, Marketing

Programs run from Noon to 1:15 PM
Needham Room, Olin Hall

Faculty News

“Production, Process Investment and the Survival of Debt Financed Startup Firms” by **S. Sinan Erzurumlu**, TOIM, and co-authors Fehmi Tanrisever and Nitin Joglekar, is being published in *Production and Operations Management*, (Financial Times Top 45 Most Influential Business Journals). This project was supported by BFRF 2009 summer stipend.

“Shifting grounds: How industry emergence changes the effectiveness of knowledge creation strategies – The case of the U.S. automotive airbag industry,” by **Sebastian Fixson**, TOIM, and W. H. Lee, has been published in *Technology Analysis and Strategic Management*, 24 (1), 1-19.

Denise Troxell, Mathematics and Science, has two new publications. “Dynamic monopolies and feedback vertex sets in hexagonal grids,” co-authored with Sarah Spence Adams, and S. Luke Zinnen of Franklin W. Olin College of Engineering, appeared in the December 2011 issue of *Computers and Mathematics with Applications*. *Discrete Applied Mathematics* will publish “Exact λ -numbers of generalized Petersen graphs of certain higher-orders and on Möbius strips,” co-authored with Sarah Adams, Paul Booth, Harold Jaffe, and S. Luke Zinnen, all from Franklin W. Olin College of Engineering.

Share Your ‘Research News’

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

[Back to Top](#)

Final Product Accepted

CFGR

Kenichi Matsuno, Marketing, “Customer Equity and Business Performance for Entrepreneurial Firms: Impact of Marketing-R&D Integration and R&D Strength in Corporate Settings”

The authors investigate the structural relationships among entrepreneurial proclivity, marketing-R&D integration, and R&D strength in achieving three critical performance criteria for organizations: customer equity, business growth, and financial return. Based on the analysis of data collected from SBUs of large Japanese manufacturers, the authors find nuanced effects of organization’s entrepreneurial proclivity on the critical organizational process, resource, and business performance. Specifically the study shows that: 1) entrepreneurial proclivity directly and positively influences both marketing-R&D integration and R&D strength; 2) entrepreneurial proclivity’s effect on business growth and financial return is positive and mediated by customer equity; 3) marketing-R&D integration has a moderating effect on the positive impact of R&D strength on customer equity; and 4) customer equity is a strong driver of business growth and financial return. Implications to growth through customer equity and new product development in the context of corporate entrepreneurship are discussed.

Corporate, Foundation and Government Relations Office

Wendy Silverman, Director, CFGR

The Office of Corporate, Foundation and Government Relations (CFGR) within the Advancement Division at Babson 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.

News from the Library

Librarian Liaisons

If you are working on a research project or a need materials for a class, Babson’s Librarian Liaisons are here to assist you.

Division/Area of Responsibility	Name	Extension 781-239-	E-mail
Accounting & Law	Mary Gavett-Orsi	x5605	gavettorsi@babson.edu
Arts & Humanities	Dominique Winn	x6482	dwinn@babson.edu
Economics	Patricia Berens	x5486	pberens@babson.edu
Entrepreneurship	Jack Cahill	x4578	jcahill@babson.edu
Finance	Jack Cahill	x4578	jcahill@babson.edu
History & Society	Dominique Winn	x6482	dwinn@babson.edu
Management	Jack Cahill	x4596	research@babson.edu
Marketing	Nancy Dlott	x4987	dlott@babson.edu
Math & Science	Jack Cahill	x4578	jcahill@babson.edu
TOIM	Nancy Dlott	x4987	dlott@babson.edu

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 all of the completed research projects that have been supported by the BFRF, are published on DKB.