Cover inspired by Piet Mondrian (1872 – 1944)

“I wish to approach the truth as closely as possible, and therefore I abstract everything until I arrive at the fundamental quality of objects”
Bentley University
Research Report 2015

Editorial Board

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Paul Carberry, Director Foundation Relations, University Advancement
Dr. Vicki Lafarge, Associate Dean for Academic Affairs, Associate Professor, Department of Management
Dr. Marcia M. Cornett, The Robert A. and Julia E. Dorn Professor of Finance
Dr. Michael Page, Provost and Vice President for Academic Affairs

Produced under the auspices of the Bentley University Research Council
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Introduction & Highlights
Welcome

As I come to the end of my term of office as Provost and Vice President for Academic Affairs, I again find myself in the privileged position of being able to contribute some prefatory comments to Bentley University’s 2015 Research Report. Produced under the auspices of the Bentley Research Council, this third Annual Report highlights the continued attention that research receives at the University. As amply demonstrated by the work highlighted in the report, the continued success of our graduates stems from the talent and passion for inquiry of my academic colleagues. The impactful, innovative, and responsible knowledge that their research produces is transmitted to our students and external stakeholders through an equal passion for education.

In 2005, Sumantra Ghoshal called on the Academy of Management to … do much more to create a new intellectual agenda that would support James Coleman’s (1992) vision of the social sciences providing actual help in what he described as “the rational reconstruction of society” … and … to lead the endeavor and provide “air cover” for junior faculty who choose to join in (Ghoshal, 2005: 89). The research reflected in this Annual Report, and the range of senior and junior scholars involved, reflects the University’s commitment to the same goals. Faculty are committed to undertaking research that generates new knowledge that has business and societal value – knowledge that enhances the education agenda of the University for benefit of its undergraduate and graduate students, and for the executives that continue to engage with it. The University is committed to supporting them do this!

Bentley’s belief in the benefits of an integrated community of teacher-scholars is also amply demonstrated throughout the report. The departmental research agendas reflect Bentley’s commitment to a combination of theoretical, applied, and pedagogically oriented research that is not merely discipline oriented. Rather, the inclusion of a significant amount of trans-disciplinary research reflects the University’s fusion philosophy that is grounded in the view that developing organizational leaders and contributors to our societies requires that we produce graduates able to view challenges and opportunities through multiple lenses. Finding innovative solutions to the challenges of our time requires the ability to see with equal clarity and objectivity the advantages and limitations that various perspectives present. Universally, faculty members from our arts & sciences and business disciplines believe that the ability to draw on and appropriately fuse the insight and methods of both is key to real value-enhancing innovation!

I would like to conclude by thanking the Bentley Research Council and its chair, Dr. Marcia Cornett, for the work being done to further our research agenda and enhance our research quality. As highlighted by Marcia’s comments that follow, the Council also works closely with a large cross-section of our Faculty to ensure that the University’s scholarship remains fully aligned with its commitment to making a difference for business and wider society. The 2015 Research Colloquium entitled
“Sustainable Worlds: Individual, Business, Societal, and Scientific Perspectives” exemplifies this commitment. Presentations included those of the Jonas Haertle, keynote speaker and Head of Principles for Responsible Management Education in the United Nations Global Compact Office, 29 members of the Faculty and two PhD students. I am sure you will enjoy reading our 2015 Research Report and share my pride in the outstanding scholarship of Bentley faculty and students.

Regards,

**Mike Page**
Provost and Vice President for Academic Affairs

June 2016

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Bentley Research Council

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Professor Bill Wiggins, Council Coordinator, Department of Law, Tax and Financial Planning

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Susan Capolino-Coeuzzo, Sr. Academic Coordinator
Bentley University's Research Agenda

Bentley University is an internationally recognized business university committed to fostering high level academic scholarship and distinguished intellectual contributions both within and across disciplines. As part of the institution’s focus on the fusion of the arts and sciences and business, faculty regularly collaborate across traditional disciplinary boundaries to produce scholarly work that explores complex issues from a uniquely trans-disciplinary perspective. As chair of the Research Council, I am pleased to present this, the third Annual Research Report, which provides powerful evidence of the research ambitions and achievements of Bentley University faculty and students. The Annual Research Report recognizes these achievements and reaffirms the university’s commitment to scholarship that has an impact on the academy, business and society.

This is also a good time to reflect on issues that are informing university-based research. One of the most prominent of these is sustainability. Building on the foundation of the highly successful Bentley Research Colloquia of 2013 and 2014, the 2015 Bentley Research Colloquium, “Sustainable Worlds: Individual, Business, Societal, and Scientific Perspectives,” showcased a broad intersection of research topics and approaches by Bentley faculty and PhD students. It brought them together with members of important external academic, governmental and industry groups to highlight Bentley’s research within this important area, to identify synergies and collaboration opportunities, and to support the continuing development of Bentley’s research agenda in sustainability. The event highlighted the variety of sustainability-related scholarly work conducted by faculty and students who represented most academic departments.

A second prominent development we would like to highlight is an innovative fusion initiative recently launched at Bentley: multi-disciplinary thought leadership networks (TLN). The goal of the TLNs is to support groups of investigators to advance a field and to communicate and coordinate research or educational activities that cross disciplines, organizational, and geographic boundaries. Thought leadership networks build on and further enhance the existing expertise of our faculty. Any individual scholar or discipline might unwittingly approach a complex issue in a parochial manner. These networks engage a multidisciplinary group of scholars and thought leaders, pushing all to take a broad-based approach and wider view.

TLNs are broader than any single research project or approach, and need not consist only—or even primarily—of Bentley faculty. Participants to date include representatives from Pfizer, the Harvard School of Public Health, IBM, public safety agencies, and other organizations.

<table>
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<th>Publication Category</th>
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<td>Books</td>
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<td>Book Chapters</td>
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<tr>
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<tr>
<td>ABS Ranked Journals*</td>
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<tr>
<td>Proceedings and Conference Papers</td>
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</tbody>
</table>

* ABS (Association of Business Schools) Ranked Journals, Levels III and IV
The TLNs are a welcome conduit for trans-disciplinary scholarship. They have helped reshape and reinvigorate casual conversation and formal collaboration alike. Over time, some TLNs may run their logical courses, others may emerge as virtual centers of scholarship on a given topic, and still others may become actual research centers at the university. In all cases, TLNs are meant to encourage important research conversations, and to highlight Bentley’s leadership in such efforts. I think you will find in this third Annual Research Report ample evidence of Bentley’s goals for, and achievements in, high-quality scholarship that makes a difference for business and society.

Marcia M. Cornett
The Robert A. and Julia E. Dorn Professor of Finance
Chair of the Bentley Research Council

June 2016
January 1, 2011 – December 31, 2015
External Awards and Honor

Accountancy

Abdolmohammadi, Mohammad J. (Professor)
• The Larry Sawyer Research Foundation Project of the Year, Institute of Internal Auditors Research Foundation (May 2014)
• Outstanding Published Manuscript Award, American Accounting Association Gender Issues and Worklife Balance Section (August 2013)
• Best Paper Award, 11th European Academic Conference on Internal Audit and Corporate Governance, Oslo, Norway (April 2013)
• PwC INQuires Grant, PwC (April 2012)

Andiola, Lindsay M. (Doctoral Student)
• Accounting Doctoral Scholar, American Institute of Certified Public Accountants Foundation
• American Accounting Association Doctoral Fellow, Deloitte and the American Accounting Association (June 2013)

Bedard, Jean C. (Professor)
• Mee Family Prize, Bentley University 2014
• Deloitte Wildman Medal, American Accounting Association (August 2012)
• Outstanding Auditing Educator Award, American Accounting Association, Auditing Section (January 2012)

Boss, Scott R. (Associate Professor)
• Philip D. Cooper Award, North American Case Research Association (September 2011)

Fedorowicz, Jane (Professor)
• Immediate Past President, Association for Information Systems (July 2014)

Graham, Lynford (Executive in Residence)
• Accounting Horizons 2013 Best Paper Award, American Accounting Association (April 2014)
• Deloitte Wildman Award, American Accounting Association (August 2012)

Gujarathi, Mahendra R. (Professor)
• George Krull/Grant Thornton Innovation in Teaching Award, American Institute of Certified Public Accountants (August 2015)
• Emerson Ethics Award, Emerson Center for Business Ethics at Saint Louis University and North American Case Research Association (October 2013)

Hoitash, Rani (Associate Professor)
• 17th Annual Symposium on Ethics Research in Accounting Emerging Research Award for the paper “Intra-firm Trust and Financial Reporting Quality”, American Accounting Association (August 2012)

Noga, Tracy J. (Associate Professor)
• Teaching, Learning and Curriculum Section Best Education Paper Award, American Accounting Association; Northeast Region (October 2014)
Parlee, Mary C. (Doctoral Student)
  • 2011 Accounting Doctoral Scholar, American Institute of Certified Public Accountants
Shen, Yannan (Assistant Professor)
  • Chinese Finance Association Best Paper Award (September 2013)
Thibodeau, Jay C. (Professor)
  • 2012 Special Award for Outstanding Service, American Accounting Association - Auditing Section (August 2012)

Computer Information Systems

Frydenberg, Mark E. (Senior Lecturer)
  • Distinguished Writing Award, Information Systems Education Conference of the Association for Information Technology Professionals (November 2014)
  • Meritorious Writing Award, Information Systems Education Conference of the Association for Information Technology Professionals (November 2013)
Garfield, Monica J. (Associate Professor)
  • 2013 Best Social Informatics Paper Award, American Society for Information Science & Technology (November 2013)
  • Cooper Award, North American Case Research Association (October 2012)
  • 2011, Best Health Care Case, Case Research Journal (October 2011)
  • Conference Best Paper, North American Case Research Association (October 2011)
Page, Xinru W. (Assistant Professor)
  • 2015 iSchools Doctoral Dissertation Award, iSchools organization (March 2015)
  • Yahoo! Best Dissertation Fellowship Award, Yahoo! (September 2013)
  • Values in Design Scholar, Values in Design Lab, University of California, Irvine (2012)
Topi, Heikki (Professor)
  • Outstanding Contribution to IS Education, Association for Information Systems (December 2015)
  • CSAB Outstanding Achievement Award, Computing Sciences Accreditation Board (July 2015)
Waguespack Jr., Les J. (Professor)
  • Meritorious Paper Award – Information Systems Educators Conference 2013, Education Special Interest Group of the Association for Information Technology Professionals (November 2013)
  • Distinguished Paper Award - Information Systems Educators Conference 2012, Education Special Interest Group of the Association for Information Technology Professionals (November 2012)
Xu, Jennifer (Associate Professor)
  • Applying Blog Mining Techniques in Suicide Research and Prevention, Hong Kong Research Grant Council's General Research Fund (GRF) (2012)

Yates, David J. (Associate Professor)
  • Best Paper Award, 44th Hawaii International Conference on System Sciences (HICSS) (January 2011)

Economics

Dave, Dhaval M. (Professor)
  • Best Paper Award, International Interdisciplinary Business-Economics Advancement Conference (May 2015)
  • 2013 Georgescu-Roegen Prize, Southern Economic Association (November 2013)
  • Excellence in Mental Health Policy and Economics Research Award, International Center on Mental Health Policy and Economics (March 2013)

Jackson, Laura (Assistant Professor)
  • James B. Ramsey Prize for Top Paper in Econometrics Presented by a Graduate Student, Society for Nonlinear Dynamics and Econometrics (2014)
  • CSWEP (Committee on the Status of Women in the Economics Profession) Fellowship Program, Federal Reserve Bank of Boston (2013)

Scholten, Patrick A. (Associate Professor)
  • 2013 National Business and Economic Society Conference Best Paper Award (March 2013)

Sumner, Scott B. (Professor)
  • "Top 100 Global Thinker", Foreign Policy (November 2012)

English and Media Studies

Crane, Jacob H. (Lecturer)
  • Horst Frenz Prize Nominee, American Comparative Literature Association (April 2013)

Gillan, Jennifer L. (Professor)
  • Recommended Title by Choice Reviews for Television Brandcasting, (September 2015)

Hayward, Casey C. (Associate Professor)
  • Award of Merit, Accolade Film Awards (April 2014)
  • Emmy Award, National Academy of Television Arts and Sciences (NATAS) (August 2011)

Kirsch, Gesa E. (Professor)
  • Mee Family Prize, Bentley University 2015
  • Winifred Bryan Horner Outstanding Book Award, Coalition of Women Scholars in the History of Rhetoric and Composition Studies (March 2014)
  • Invited Fellow, NEH Summer Institute on Transcendentalism and Social Action. (July 2013)
Invited Fellow, Royal Society of the Arts, Manufacture, and Commerce. (April 2013)
LeDoux, Elizabeth A. (*Senior Lecturer*)
  • Audience Award, 48 Hour Film Festival-Boston (June 2012)

**Finance**

Bianco, Candy A. (*Senior Lecturer*)
  • Best Educational Research Paper, Financial Education Association (August 2013)

**Global Studies**

Field, Bonnie N. (*Associate Professor*)
  • Local Affiliate Re-appointment, Minda de Gunzburg Center for European Studies, Harvard University (May 2014)
  • Research Grant (2014-16), Ministerio de Economía y Competitividad, Gobierno de España [Ministry of the Economy and Competitiveness, Government of Spain], P.I. Josep María Reniu, Universitat de Barcelona (January 2014)
  • Visiting Researcher Grant, Institut d’Estudis Autonòmics, Departament de Governació i Relacions Institucionals, Generalitat de Catalunya, Spain. (July 2012)
  • Research Grant (2011-13), Acuerdos coaliconales y formación de gobiernos en España [Coalition Agreements and Government Formation in Spain], Ministerio de Ciencia e Innovación, Gobierno de España [Ministry of Science and Innovation, Spanish Government], P.I. Josep María Reniu, Universitat de Barcelona.
  • Research Grant, American Political Science Association. (October 2011)
Gulati, Girish J. (*Associate Professor*)
  • Fellow of the Information Technology & Politics Section of the American Political Science Association (September 2011)
  • Best Paper Award, Hawaii International Conference on System Sciences (HICSS) (January 2011)
Williams, Christine B. (Professor)
  • Senior Fellow of the Information Technology & Politics section of the American Political Science Association (September 2011)

**History**

Andrews, Bridie J. (*Associate Professor*)
  • Conference Grant, Chiang Ching-Kuo Foundation for International Scholarly Exchange (December 2011)
  • Conference Grant, China Medical Board (June 2011)
Putney, Clifford W. (*Associate Professor*)
  • Presidency, New England Historical Association (April 2015)

**Information Design and Corporate Communication**

Goldberg, Michael P. (*Lecturer*)
  • Editor’s Choice Award, National Association of Photoshop Professionals (March 2012)
Resnick, Marc L. (*Professor*)
  • Award of Merit, Human Factors and Ergonomics Society (October 2013)

**Information and Process Management**

Galliers, Robert D. (*Professor*)
  • The LEO Award for Exceptional Lifetime Achievement in Information Systems, Association for Information Systems (December 2012)
Gogan, Janis L. (*Professor*)
  • Best Case, Project Management Institute and the Northeast Decisions Sciences Institute (March 2015)
  • Best Health Care Case: *Case Research Journal*, 2013, North American Case Research Association (NACRA) (October 2013)
  • Best Health Care Case: *Case Research Journal*, 2012, North American Case Research Association (NACRA) (October 2012)
  • Best Health Care Case: *Case Research Journal*, 2011, North American Case Research Association (NACRA) (October 2011)
  • Conference Best Paper, North American Case Research Association (NACRA) (October 2011)
Marabelli, Marco (*Assistant Professor*)
Markus, M. Lynne (*Professor*)
  • Best Paper Award-“Going Concerns” Named one of the “JMIS Dozen” from JMIS’s 30 years of history, *Journal of Management Information Systems* (2013).
  • Mee Family Prize, Bentley University 2012
Murungi, David M. (*Assistant Professor*)
  • Outstanding Paper, SigPhilosophy Track, Americas Conference on Information Systems (AMCIS) (August 2014)
Wiener, Martin S. T. (Associate Professor)
- SIM Paper Competition, Second Place Winner, Society for Information Management (SIM) (November 2015)
- Best Paper Award 2012 Winner, HMD Praxis der Wirtschaftsinformatik (February 2013)

Law, Taxation, and Financial Planning

Alexander, Mystica M. (Assistant Professor)

Brown, Liz (Assistant Professor)
- Gaylord Jentz Scholar, Academy of Legal Studies in Business (August 2011)

Management

Adams, Susan M. (Professor)
- Editor's Choice Award, Journal of Management Inquiry (September 2014)

Blancero, Donna M. (Associate Professor)
- Brillante Award for Hispanic Education, National Society of Hispanic MBAs (2015)
- Diversity Educator Award, National Black MBA Association (2015)

Brown, Jill A. (Associate Professor)
- Best Paper Proceedings, Academy of Management (August 2013)
- Best Paper Proceedings, Academy of Management (August 2012)

Buono, Anthony F. (Professor)
- 2014 Best Article Award, Organization Development Journal (May 2015)
- Division Leadership Award, Management Consulting Division, Academy of Management (August 2014)

Clark, Cynthia E. (Associate Professor)
- Citations of Excellence Award, Emerald Publishing (2015)
- Best Paper Award, Strategic Management Society (2013)
- Best Paper Proceedings, Academy of Management (August 2011)

Cotton-Nessler, Natalie C. (Assistant Professor)
- DeSanctis Award Winner, Organizational Communication and Information Systems Division, Academy of Management (August 2014)
Davis, Mark M. (Professor)
  • CAPES (Coordenação de Aperfeiçoamento de Pessoal de Nível Superior) Grant from Brazilian Government, University of Sao Paulo at Sao Carlos (June 2014)

Edelman, Linda F. (Professor)
  • 2015 Emerald Literati Network Award for Excellence, Emerald Publisher (August 2015)

Kellogg, Diane M. (Associate Professor)
  • Friend of Africa Award, United Nations-African Union/DAF African Women of Excellence (September 2015)

Manolova, Tatiana S. (Associate Professor)
  • Best Conference Paper Award, International Academy of Management and Business (IAMB) (June 2011)

**Marketing**

Berger, Paul D. (Professor)
  • Best Paper Award, Journal of Contemporary Issues in Business Research. (February 2014)

Berthon, Pierre (Professor)
  • Editor’s Choice for Best Paper, Business Horizons (2012)

Eshghi, Abdolreza (Professor)
  • Grant, U.S. Department of State (September 2012)

Yeoh, Poh-Lin (Associate Professor)

**Mathematical Sciences**

Carter, Nathan C. (Associate Professor)
  • Trevor Evans Award, Mathematical Association of America (August 2012)
  • Beckenbach Book Prize, Mathematical Association of America (January 2012)

Haughton, Dominique M. (Professor)
  • Fellow, American Statistical Association, American Statistical Association (August 2011)

Steblovskaya, Victoria R. (Professor)
  • Alexander von Humboldt Fellowship Resumption, Alexander von Humboldt Foundation (March 2014)
  • Hausdorff Institute of Mathematics short term research grant, Hausdorff Institute of Mathematics (April 2013)
• Hausdorff Institute of Mathematics short term research grant, Hausdorff Institute of Mathematics, Bonn, Germany (March 2012)
• Alexander von Humboldt Fellowship Resumption, Alexander von Humboldt Foundation, Germany (January 2011)

**Natural and Applied Sciences**

Hartigan, Danielle B. (*Assistant Professor*)
• Citation Award, Society of Behavioral Medicine (January 2015)
• National Institutes of Health Merit Award, National Institutes of Health (November 2014)
• Cancer Prevention Fellowship Program Merit Award, National Cancer Institute (June 2014)

Ledley, Fred D. (*Professor*)
• Fellow, American Association for the Advancement of Science (AAAS) (February 2014)

Meldrum PhD, Helen (*Associate Professor*)
• Researcher of the Year 2012, International Listening Association (March 2012)

Skipwith, Christopher G. (*Assistant Professor*)
• Tony B. Award, Society for Laboratory Automation and Screening (February 2015)

**Philosophy**

Herr, Ranjoo S. (*Associate Professor*)
• NEH Summer Institute Grant, National Endowment for the Humanities (May 2015)

Hoffman, Mike (*Professor*)
• Mee Family Prize, Bentley University (2013)
• Lifetime Achievement Award in the Field of Ethics and Compliance, Ethics & Compliance Officer Association (October 2012)
• Champion's Award, Central and European Management Association (CEEMAN) (September 2011)
• Lifetime Achievement Award, Society for Business Ethics (August 2011)

Moriarty, Jeffrey (*Associate Professor*)
• Best Conference Paper, Society for Business Ethics (2013)

**Sociology**

Boeri, Miriam W. (*Associate Professor*)
• Outstanding Academic Title 2013, *Choice Reviews* (August 2013)
• Sociologist of the Year, Georgia Sociological Association (October 2012)
David, Gary C. (Associate Professor)
  • Best Paper Award, Global Business Development Institute Annual Conference (December 2012)
Everett, Daniel L. (Professor)
  • Top 15 Scientific Insights 2011, Forbes Magazine (2012)
Rawls, Anne W. (Professor)
  • Marie de Paris Senior Research "Laureate" (2010)
  • Charles Horton Cooley Award, Michigan Sociological Association (November 2010)
Academic Departments
Faculty members in the Department of Accountancy pursue a broad scope of scholarly endeavors. Professors conduct archival and database research related to, for example, the stock market’s reaction to changes in financial reporting requirements. Behavioral accounting researchers design experiments that help assess how the presentation of accounting information might influence the decision-making of investors and creditors. And other faculty members undertake pedagogical research that generates cases and textbooks that enhance accounting instruction at Bentley.

The Department of Accountancy continues to be nationally ranked in audit research and accounting education research as measured by the most recent Brigham Young University Accounting Research Ranking study. Faculty members publish in a variety of journals, including The Accounting Review, Journal of Accounting Research, Contemporary Accounting Research, Review of Financial Studies, Auditing: A Journal of Practice and Theory, Accounting Horizons, Advances in Accounting Behavioral Research, Issues in Accounting Education, Current Issues in Auditing, Journal of Investigative and Forensic Accounting, and the Managerial Auditing Journal. Department members have received significant external funding to support their research, including from the PwC INQuires (PwC) program and the Institute of Internal Auditors (IIA). They have also been recognized with a number of awards and honors.

Finally, the department offers a PhD in accounting that requires doctoral candidates to prepare three rigorous, thematically connected papers. It is common for student to co-author papers with the faculty members of their respective committees, collaboration that enhances the breadth and richness of departmental scholarship. Graduates of our doctoral program have obtained faculty positions at several prestigious universities including Villanova, Clemson, West Virginia, Virginia Commonwealth, and the University of San Diego.
Jane Fedorowicz (jfedorowicz@bentley.edu) holds the Chester B. Slade Professor of Accounting and Information Systems. Her interdisciplinary research supports a sociotechnical perspective on organizational collaboration design in both the public and private sectors. She was principal investigator of a National Science Foundation project team studying design issues for police and government agency collaboration using public safety networks. She also served as principal investigator for the Bentley Invision Project, an international research team based at Bentley examining interorganizational information sharing and the coordination infrastructures supporting these relationships in supply chain, government, and health care. Along with colleagues from MITRE Corporation, she helped to develop a conceptual framework characterizing dimensions of interorganizational complexity and domains of emergency response coordination through which emergency managers ‘articulate’ large-scale response efforts in logistical, jurisdictional and governance domains. She has just begun a program of research on police use of social media that uses Big Data analytics techniques.

In another line of research, she and a colleague investigate how internal control is incorporated into existing communication practices in outsourced information systems development projects. The work shows how tools used for client-vendor communication are capable of supporting several internal control functions from the COBIT IT governance framework. In addition, the work analyzes the influence of three aspects of project complexity on the performance of communication tools functioning as internal control mechanisms.

Dr. Fedorowicz has published over 100 articles in refereed journals and conference proceedings. The Association for Information Systems for which she just completed a term as President, recognized her contributions to the Information Systems field by naming her an AIS Fellow. She is a past recipient of Bentley’s Scholar of the Year Award.

Recent research on these topics includes:


Mohammad J. Abdolmohammadi earned his Doctorate in Business Administration at Indiana University in 1982 and is a CPA in the state of Indiana. He served on the faculties of Indiana University, Boston University and the University of Illinois at Chicago before joining Bentley in 1988 as the John E. Rhodes Professor of Accounting. Dr. Abdolmohammadi has published more than 100 articles in such prestigious journals as The Accounting Review, Auditing: a Journal of Practice and Theory, Accounting Horizons, Behavioral Research in Accounting, Contemporary Accounting Research, Journal of Business Ethics, and International Journal of Accounting, among many others. He has also presented his research at numerous universities and national and international meetings.

Dr. Abdolmohammadi’s research spans behavioral auditing ranging from auditor expertise, ethics and task complexity, and more recently internal auditing. His research has been supported by numerous grants, including several from the Institute of Internal Auditors Research Foundation (IIARF) in recent years. These research activities have resulted in publication of several books and a dozen academic and professional articles on internal auditing. This work has also resulted in recognition of Dr. Abdolmohammadi’s work, such as “The Larry Sawyer Research Foundation Project of the Year” in 2014. He also received the best paper award at the 11th European Academic Conference on Internal Audit and Corporate Governance in Norway in 2013. Currently, Dr. Abdolmohammadi and his co-authors are working under grant on a report on internal audit maturity, using data from the IIARF. Another current project that Dr. Abdolmohammadi has co-authored with a PhD student investigates the factors that influence an organization to have an External Quality Assessment and Improvement Program. This paper was recently accepted for publication in Journal of International Accounting Research.

Recent research includes:

Faculty researchers in the Computer Information Systems (CIS) department have been core contributors in positioning Bentley University as a national leader in the innovative integration of business and Information Technology (IT). CIS faculty research addresses a wide variety of disciplinary and interdisciplinary issues at the intersection of IT, the arts and sciences, and business. The scholarly contributions of our faculty span a range that extends from scientific and technical innovations to management-focused applications of social and behavioral theories, including important and influential work in curricular standards and pedagogy methods. These contributions have been presented and published in nationally and internationally recognized forums and publications in Information Systems and Computer Science. Bentley University has emerged as a top research institution in Information Systems.

An informal analysis of word counts in the titles of intellectual contributions produced by CIS faculty in recent years illustrates the diversity of interests and shows how the CIS department is aligned with the rest of the institution. The descriptive terms range from a core technology focus (e.g., Broadband, ERP, Cloud, Architecture) through a variety of business contexts (Collaboration, Information, Policy, Impact, Governance) and pedagogy (Students, Education, Teaching). These terms also illustrate the currency and relevance of the work of the CIS faculty, including important areas such as ERP, Cloud Architectures, Big Data, Mobile Computing, and Telemedicine.

The word cloud shown below illustrates the range and depth of these areas graphically, using the titles of all publications by CIS faculty for the past five years:

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**Department Chair:**
Associate Professor
Jay G. Cooprider
(jcooprider@bentley.edu)

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<table>
<thead>
<tr>
<th>Position</th>
<th>Number</th>
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<td>Professors</td>
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<td>Senior Lecturers/Lecturers</td>
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Professor Heikki Topi ([htopi@bentley.edu](mailto:htopi@bentley.edu)) is a national and international leader in issues related to computing instruction, curricula and quality improvement. He has served on and/or led several international task forces and working groups in Information Systems education. In 2015, for example, these included:

- Serving as Co-Chair of the international (ACM/AIS) graduate level MSIS model curriculum review task force,
- Serving as the Administrative Director for the Partnership for Advancing Computer Education (PACE), an organization that supports coordination and communication between academic and professional societies that have an interest in computing education.
- Serving as an executive board member of the Teradata University Network, which is responsible for guiding Teradata’s efforts to provide the academic analytics community with a platform for sharing educational materials.
- Having a leadership role within the ACM Education Board and Education Council on issues related to Information Systems.
- Serving as a member of the Computer Science Accrediting Board (CSAB) Board of Directors. This is a collaborative organization between ACM and IEEE-CS, and Dr. Topi serves within the board as a member of the curriculum committee and is responsible for changes to the IS accreditation criteria.

Dr. Topi’s many years of work in IS education have led to numerous important research projects and publications, many of which have had wide influence. He is an associate editor and IS Education Department editor of *Communications of the AIS* and writes a regular column for *ACM Inroads: Paving the way toward excellence in computing education*.

In recognition of his leadership in the area of computing education, Dr. Topi received two prestigious national awards in 2015:

- The Association for Information Systems (AIS) presented him its Outstanding Contribution to Information Systems (IS) Education award in December 2015, and
- The Computer Science Accrediting Board (CSAB) gave him its Outstanding Achievement Award in October 2015.
A recipient of four Innovation in Teaching awards at Bentley, Senior Lecturer Mark Frydenberg (mfrydenberg@bentley.edu) is not only an exceptionally creative teacher but he is also a leading researcher on innovative Information Technology education. Mark is an early adopter of podcasting, web-based collaboration tools, and flipping the classroom. He has published widely in technology education journals on techniques for integrating these topics in the classroom.

For example, in a research partnership with Professor Diana Andone from the University of Timisoara Politehnica in Romania, Frydenberg pairs his IT 101 students with Romanian counterparts to investigate how they collaborate globally as members of international teams. The students must work across continents on a project in which they research a current technology topic and share their findings using current social and digital media tools. This research investigates how today's students use information and communication technology (ICT) tools, and how these tools affect their learning.

Frydenberg also established the CIS Sandbox, Bentley's technology social learning space. His work there has led to publications on effective peer learning, collaborative communities, and the use of ICT tools in social learning spaces. Frydenberg is an author of Discovering Computers, a technology concepts textbook with international reach, published by Cengage Learning.

Other publications include:

Economics Department faculty are engaged in a broad range of disciplinary and trans-disciplinary research. Faculty have a distinguished record of achievement in disciplinary research in the fields of health economics and monetary economics. Other research fields of specialty include: economic growth and development, migration, international economics, industrial organization, behavioral economics, sports economics, environmental economics, and labor economics.

Faculty members also use economic tools and thinking to engage in trans-disciplinary research to address issues in business leadership, corporate ethics, global warming, social bullying, the value of friendships, and gambling.

Research produced by Economics Department faculty has been supported by the National Science Foundation (NSF), National Institutes of Health (NIH), and other federal agencies, private foundations and business. While most of the department’s research is empirically based, some faculty members conduct theoretical research to advance thinking in many areas.

Our featured researcher and research articles focus on policy implications on topics ranging from monetary policy to, television alcohol advertising and immigration policy. We invite you to further explore these topics over the next few pages.
Featured Research

A Behavioral Economic Model of Alcohol Advertising and Price

Professor Dhaval Dave, Stanton Research Professor, (ddave@bentley.edu) is a research associate at the National Bureau of Economic Research (NBER) and John M. Olin Postdoctoral Research Fellow at the Wharton School of the University of Pennsylvania. He has published more than 40 papers since 2001 in leading health economics and top, general interest journals. Two of these have received been recognized as annual best papers.

The importance of studying alcohol advertising is highlighted by the large economic costs associated with alcohol abuse, estimated at over $260 billion annually. Dr. Dave’s study applies a behavioral economic framework to empirically explore the impact of televised alcohol advertising and alcohol price on alcohol consumption. This approach provides an advance in understanding how advertising and cost affect demand, and yields novel testable predictions and policy implications. The role of advertising cues on drinking, in this behavioral economic framework, stems from a type of Pavlovian conditioning – a forecast of a hedonic effect from alcohol (that is, a forecast of how much utility or pleasure will result from the alcohol consumption), rather than the actual hedonic effect itself. The theory contends that the forecasted hedonic effect produced by the advertising cues increases with alcohol consumption. Thus, the framework predicts that the response to advertising will be higher and the response to the cost of alcohol will be lower for individuals with high levels of alcohol use. Dr. Dave and his coauthors test these predictions based on almost 25,000 individual records spanning 2002-2009 from the National Longitudinal Survey of Youth matched with detailed measures of alcohol prices and televised ads. The models provide some empirical support for the predictions of the behavioral economic theory. Advertising is found to have a small but positive effect on alcohol use, and this effect increases with consumption levels. Furthermore, there is suggestive evidence of a decline in price responsiveness as consumption increases. Since the majority of drinkers consume alcohol safely with little external harm, the rationale for alcohol control policy falls on whether high-participation groups curb their consumption in response to the restrictions. The implication of the study’s results is that advertising-induced alcohol consumption may not be optimal, especially for heavy drinkers. Restrictions on televised alcohol ads would have a small negative impact on alcohol consumption on average, with this effect being relatively larger for the heavier drinkers who are more likely to impose external (and internal) harm.

Professor Michael Quinn’s (mquinn@bentley.edu) study investigates how policies designed to deter illegal entry and reduce the number of undocumented immigrants entering the United States affect migration patterns, border crossing decisions and migration duration. Previous studies of Mexican migration to the United States model migration duration as exogenous to the method of border crossing. Using data from the Mexican Migration Project, Professor Quinn finds that migrants incurring the cost of hiring a coyote (smuggler) to cross need to stay and work longer in the United States to recoup their border-crossing expense. The results suggest that expanded use of guest worker programs could decrease the number of Mexican immigrants in the United States by eliminating the need for coyotes; thereby, reducing migration duration. The impact of expanding this program is twofold: (1) encourage immigrants to stay in the United States when employed and return to Mexico when unemployed, and (2) reduce income flow to Mexican cartels that operate and profit from human smuggling.

Featured Researcher

Scott Sumner

Professor Scott Sumner (ssumner@bentley.edu), a leader in a new school of thought called “market monetarism” is synthesizing his previous policy-oriented work on the Great Recession in a comprehensive macroeconomic analysis of the 1930s Great Depression in the United States, entitled *The Midas Paradox: A New Look at the Great Depression and Economic Instability*. The book represents the first attempt to provide a comprehensive explanation of both monetary and non-monetary causes of the Great Depression. There are two major themes. First, a series of shocks to the global gold market created a deflationary contraction during 1929–33 and again during 1937–38. Second, after March 1933 a promising recovery was repeatedly cut short by President Roosevelt’s attempts to artificially raise wage rates. The combined impact of a dysfunctional gold standard and a counterproductive wage policy produced the greatest macroeconomic disaster in American history, a depression lasting twelve years.

Although previous studies have examined the role of monetary policy in the Great Depression, *The Midas Paradox*, published by the Independent Institute in 2013, is the first that successfully integrates the monetary policy of individual central banks with the powerful forces shaping the global gold market. This approach clarifies for the first time why the Great Depression began in late 1929 and not at some other date.
The broad range of scholarly activity undertaken by faculty in the Department of English and Media Studies (EMS) has resulted in an impressive number of scholarly monographs, edited collections, book chapters, journal articles, and creative works, including memoirs, stories, and films. Members of the EMS faculty are regularly invited to present research at national and international conferences—including, in 2014-2015, in Ireland, Spain, Turkey, and South Korea.

EMS faculty research focuses on six areas. In globalization, ethnic studies, and regional studies, faculty study such topics as diasporas, postcolonial literature, critical race studies, South Asian studies, and media globalization. Research in cultural and literary theory analyzes texts through a variety of analytical lenses that include feminism, psychoanalytic criticism, queer theory, political economy, mass culture theory, postcolonial theory, critical race theory, semiotics, and narratology. Work in media industries and production is particularly rich given Bentley’s business education mission and focuses on media ownership, regulation, technologies and convergence, production cultures, sound studies, video gaming, Hollywood and international film, television, popular music, and new media distribution platforms. Composition studies, creative work, and rhetorical analysis focuses on such topics as feminism and composition, while work in civic engagement, social issues in higher education is especially vital because of the university’s nationally renowned Service Learning Center.

All these activities support Bentley’s mission. They contribute to the interdisciplinary themes of globalization, domestic diversity, community involvement, and social responsibility, and they advance discipline-specific knowledge in literary and cultural studies. Finally, the scholars and artists working in and on various media embody the creative use of technology, deepen our understanding of our media-saturated age, and address topics of social and environmental concern.
Tzarina Prater’s (tprater@bentley.edu) research interests include Caribbean studies, African American and Ethnic American Literature and Cultures, Gender and Cultural Studies. Her work explores literary and cultural production emerging in the context of competing nationalisms and asks what it means to belong to multiple diasporas all at once and how that multiplicity and complexity is reflected in art, the literary, the cultural production of these subjects in the quotidian and the digital landscape.

Dr. Prater’s interview with Easton Lee, which was featured in SX Salon: A Small Axe Literary Platform, highlights the multiple vernaculars and diasporas that meet in the literary and cultural production of the Chinese Jamaican subject and what that “meeting” tells the reader about the particular networks of power, ethnic, race, and nationalisms in the Caribbean. Her work is listed with Oxford Journals and John Hopkins’ Bibliography of Books, Articles, and Chapters published in English on Colonialism and Imperialism and she has an international readership more than 30 countries.

Dr. Prater is currently is working on an a full length book project focusing on Chinese Jamaican cultural and literary production as well as articles that take up the literary production of African American writers, Toni Cade Bambara and Charles Johnson.

Selected Publications include:
- Prater, Tzarina. “We are Jamaicans. We are Brothers’: History, Brotherhood, and Independence in Kerry Young’s Pao.” Anthurium: A Caribbean Studies Journal, 11(2) 5.
Val Wang is an author and multimedia storyteller whose work tells the story of China’s social transformation and its increased contact and exchange with the rest of the world. She is particularly interested in the performing arts and the culture of food, especially as they are propagated through family enterprises and social networks that span the globe. She has worked in both legacy media and in more experimental realms.

In 2014, she published *Beijing Bastard* (Gotham/Penguin), a coming of age memoir that tells the story of the years she spent living and working as a journalist in Beijing, focusing especially her relationships with a three-generation family of Peking Opera performers, a cohort of underground filmmakers, and her own extended family. *Beijing Bastard* was reviewed favorably in *The New York Times, The Chicago Tribune, and Kirkus Reviews*, among others. While on her multi-city book tour, she was profiled in *The Washington Post, The Boston Globe* and on a widely heard New York public radio program.

Professor Wang is also the creator and director of *Planet Takeout*, an interactive, multiplatform documentary on the role of Chinese takeout restaurants as a vital cultural crossroads. The experimental project was incubated at a Boston public radio station as part of the nationwide Localore initiative aimed at spurring innovation in public media.

Before entering academia, Professor Wang worked for many years as an independent reporter and producer for television and public radio and has had work airing on PBS, The National Geographic Channel and several public radio stations, among others.
Finance Department faculty members publish timely, important research on such topics as corporate finance, corporate governance, asset pricing and investment strategies, behavioral finance, securities litigation, and the management of financial institutions. This work is mostly empirical in nature and is published in leading academic journals. One member of the department has published a book, and another has published three textbooks, two of which are used widely around the world. They also present their research at leading conferences and seminars. The department also regularly hosts seminars where invited faculty from reputed universities present their research.

Recent publications by the Finance Department faculty include papers on the effects of the Greek financial crisis on banks, the identification and measurement of corporate tax preferences, the role of boardroom diversity in CEO selection decisions, the role of dividend policy in influencing CEO pay, the effect of securities litigation on firms’ capital raising decisions, understanding why people are reeled in by financial scams, the role of internet confidence emails in the globalization of trust, cross-country differences in the use of CEO tournaments as incentives for executives, implications of trading strategies in equity, fixed income, and derivative securities, the role and efficacy of ethics education in shaping student behavior, the efficacy of socially responsible and faith-based investing strategies, the long-term trend in stock splits, and the role of financial reporting quality in takeover decisions.
Associate Professor Kristina Minnick’s (kminnick@bentley.edu) research focuses on empirical corporate finance, particularly corporate governance, executive compensation, director compensation and banking. She has also studied the benefits of supply chain relationships, corporate pay-out policy, stock split behavior, and director-aimed lawsuits.

Dr. Minnick’s recent work, co-authored with Natasha Burns and Laura Starks, examines the CEO tournament structure (measured alternatively as the ratio and the difference of pay between the CEO and other top executives within a firm). They find the tournament structure to vary systematically with firm and country cultural characteristics. Countries with a greater cultural acceptance of power, competition, and a belief that pay should be effort based, they find, are more accepting of a larger pay gap between CEOs and other executives. In these countries, the tournament provides additional incentives for executives to work hard, which is related to improved firm performance.

Recent publications by Dr. Minnick include:

Assistant Professor Deborah Gregory’s (dgregory@bentley.edu) research now focuses on integrating a behavioral finance perspective to traditional corporate finance and investment issues relating to valuation. She is interested in decision inputs to financial problems that are difficult to quantify, including behavior of key decision-makers and cultural aspects of the environment at large.

Dr. Gregory’s most recent research has examined the psychopathology of financial professionals in the investment and trading environment and how personal psychology affects the financial markets. She also has been looking at the shadow side of financial dealings, specifically examining the psychological make-up of people involved in perpetrating financial fraud. Her current research focuses on individuals’ decisions with regard to investments based on how information is disseminated. She is researching how the personal financial decisions made by CEOs impacts the long-term sustainability of the corporations they lead.

Recent publications by Dr. Gregory include:

The Global Studies department at Bentley is a trans-disciplinary one, with faculty from five core disciplinary backgrounds: geography, political science, public policy, linguistics, and cultural studies. The range of research in the GLS department is extraordinarily diverse but is united by a common commitment to global perspectives and the belief that today’s students – and citizens – must be able to understand their own experiences in a global context. In a globalized world, and what happens “here” (wherever that is) is always connected to what happens “there.”

Some current research by GLS faculty includes work on:

- Language and culture, including fieldwork in the Amazon with the Piraha people
- Economic impacts of investment in Scotland
- Nationalism and national identity in post-Soviet states
- Human rights in Chile
- Global health policy and planning for new pandemics
- Political stability in China
- Political communication and e-government
- Gender & environment, including global climate change policies, Rachel Carson, water
- Economic development in Cape Verde

Faculty members in the GLS Department have many important affiliations, including visiting scholar positions, with universities around the world. Among these partners are the University of Barcelona; the University of Cape Verde; Charles University (Prague) York University and the University of Regina (Canada); the University of Zagreb (Croatia); the University of Iceland and the University of Sarajevo (Bosnia and Herzegovina). In the US, these affiliations include Clark University; DePaul University; George Washington University (Graduate School of Political Management); Harvard University (Minda de Gunzburg Center for European Studies); Mass Bay Community College; Syracuse University; the University of Texas-Arlington and the University of Wisconsin.

Global Studies faculty produce a wide range of publications, including books, case studies, government reports, impact studies, policy briefs, as well as peer-reviewed academic articles published in a variety of top scholarly journals.
Featured Researcher

Kristin Sorensen

Associate Professor Kristin Sorensen (ksorensen@bentley.edu) holds a Ph.D. in Communication and Culture from Indiana University. She teaches cross-cultural understanding, human rights in global media, and Latin American Cinema. Her research investigates the manner in which cultural identities, historical memories, and their associated traumas circulate through the media and public culture.

Dr. Sorensen received the 2011 Outstanding Scholarly Contribution Award for her book Media, Memory, and Human Rights in Chile. An updated, Spanish language version of the book was published recently in Chile. The book explores how Chileans interpret the state-sanctioned violence committed during the Pinochet dictatorship (1973-1990) and how contemporary media, in particular television, print journalism, feature films, and documentaries, tell (or don’t tell) these stories.

She currently is working on a related project which investigates the circulation of historical memories of state-sponsored violence in northern Chile. She uses research conducted in the city of Iquique to draw parallels between a massacre against miners and their families, which took place there in 1907, with more recent events which occurred during the Pinochet dictatorship. In addition to her book, her research on Chile has generated five chapters and five articles. Dr. Sorensen is planning a new research project which is uniquely situated for her position in an interdisciplinary department with interests and expertise in public policy. She intends to apply her passion for international human rights to a local situation – the challenges faced by the Commonwealth of Massachusetts and its Department of Children and Families in assuring that the state’s most vulnerable children are safe.

Recent publications include:

- *Los medios, la memoria, y derechos humanos en Chile*, RiL Editores, Santiago, Chile, 2015.
- “New Media, Collapsed Boundaries, and Hybridized Identities in the Context of Contemporary Chile” in *Locating Emerging Media*, edited by Ben Aslinger and Germaine Halegoua, forthcoming from Routledge in their *New Media and Cyberculture* series.
Associate Professor Jeff Gulati’s (jgulati@bentley.edu) research focuses on the US Congress, campaigns and elections, digital campaigning, e-government, the news media and communications policy. Much of his work has focused on the innovations in digital campaigning by congressional candidates, how governments around the world have adapted services and participatory opportunities online, and the affordability of broadband Internet access in the developing world. This work informs much of his teaching and administrative responsibilities.

His most current research project analyzes the impact of money in an era of unlimited spending for elections for national office in the United States. In particular, this research examines the impact of independent expenditures by outside groups such as Super PACs and interest groups to influence US congressional elections. He found that in the 2014 mid-term elections, for example, outside spending had no statistical impact on races for the House of Representatives with an incumbent running for reelection, but had a substantial effect in open seat races on behalf of the out-party’s candidate. The 2016 elections for president and Congress are expected to see an unprecedented amount of money spent by both candidates and outside groups, providing substantially more data to analyze and also a better understanding of how Super PACs and less regulation of campaign finance are affecting the democratic process.

Dr. Gulati also serves on the senior editorial board of the Journal of Information Technology & Politics and the editorial board of the Journal of Political Marketing and is an elected member of the executive board of the informational technology & politics section of the American Political Science Association.

His recent publications include:


The research interests of the History Department embrace a wide range of US, European, Latin American and Asian history, as well as many themes that complement these geographically-based studies.

Faculty pay special attention to imperial development and decline in the Caribbean, North Africa, and Asia and post-colonialism in Europe; gender, culture and ethno-religious issues in India; the modern development of Chinese medicine; Russia and the Soviet Union during and after the Cold War; the cultural and institutional experience of the fitness industry in the United States with a special focus on the YMCA, private and for-profit fitness centers in the United States; and religion in American life. One member of the department is one of the nation’s foremost experts on matters of religious toleration in the US.

One vigorous research cluster involves the study of western missionaries in Asia and the Pacific, including Hawaii, Japan, and China. A member of that group is one of the world’s foremost scholars of the history of Chinese medicine, the interaction between Eastern and Western medicine, and acupuncture. Another member of this cadre is documenting the multigenerational history of America’s most prominent missionary family.

Various aspects of economic history are a particular strength of the department. These include the study of international economic activity, industrialization and deindustrialization, labor and work, monopolistic versus competitive activity, and conflict between for-profit and not-for-profit economic sectors.

Bentley History faculty members have produced ten monographs, eleven edited collections, and numerous journal articles, book chapters, and conference papers and presentations. They have accrued dozens of national grants and prizes. One member of the department is the current president of the New England Historical Association. Finally, a Bentley historian is researching and writing the history of Bentley University as part the institution’s Centennial observance in 2017.
Associate Professor Clifford Putney (cputney@bentley.edu), a highly regarded scholar of American history whose special interests include the history of American religion in its many varieties, is the author of three books and is the co-editor of a fourth. The first of these volumes, *Muscular Christianity: Manhood and Sports in Protestant America, 1880-1920* (Harvard University Press, 2001) was nominated for the Pulitzer Prize. His other volumes analyze the history of the American missionary experience through both the lives and the institutions that these people created. He has almost completed the second volume of a trilogy examining the saga of the Gulick family, one of the most renowned families of missionaries and Protestant reformers in American history; the first volume was published in 2010. He is also the author of 16 articles and book chapters and more than 22 conference presentations. He has received 19 grants, fellowships, and scholarships to enable his research and writing, including a prestigious American Philosophical Society Research Grant.

Dr. Putney’s work has been noted and rewarded by his peers. In 2014-15, he served as vice president of the New England Historical Association, the regional division of our nation’s most prestigious historical organization, and is president until spring 2016.

Dr. Putney is currently researching and writing the history of Bentley University as part of the university’s Centennial in 2017.
Dr. Leonid T. Trofimov is (ltrofimov@bentley.edu) is Senior Lecturer in History. He is the co-editor and co-author of *Russia in War and Revolution, 1914-1922: A Documentary History* (2009) and is currently working on two volumes. The first, *Critical Moments in World History: The Russian Revolution and Its Global Impact*, is under contract with Hackett Publishers. The second, *Words as Weapons: Soviet Writers and Reporters in Stalin’s Cold War, 1945-1953*, derives from his Ph.D. dissertation entitled *The Soviet Media at the Onset of the World War, 1945-1950*.

Much of Dr. Trofimov’s work is based on research in archives that were until recently closed. He gained access to the Soviet party and state archives as soon as they became available to scholars and the public and his research findings are particularly important as access to Russian archives is once more becoming restricted.

In addition to these publications, Dr. Trofimov is the author of five other articles in Russian and American publications as well as the translator of one English-language article and one book published in Russia. He has presented conference papers, chaired, and commented on panels at ten major US and international conferences. This has included panels devoted to discussing his work on the Soviet Union in world history.
The Information Design and Corporate Communication (IDCC) faculty study the impact of media — social, digital and traditional — on shaping the perceptions, decisions and actions of organizations and stakeholders in the information age. The work explores strategic, technological and creative knowledge across disciplines and in doing so, supports the university’s goal of promoting “the critical role of information and communication technology in achieving sustainable high performance.”

IDCC scholarship seeks to understand the power of all media to shape relationships between organizations, their target audiences, and society. IDCC faculty investigates the creative and strategic possibilities of communication by organizations. They study products and services, issues, crises, corporate identity and reputation, and personal communication. At the center of this work are the disciplines of information design/user experience and public relations and strategic communication. The interdependence of these areas is important. User experience decisions, for instance, connect closely to the management of communication to assist building reputation or achieving product success, and also to respond effectively to risks, social issues and crisis situations.

Faculty members collaborate with business, government, and not-for-profits and generate research from a variety of sources including consulting, the classroom, and Bentley’s User Experience Center (UXC) and the UX studio. As a result, much of the department’s work has an applied focus and a direct impact on professional practice as well as on the academy. IDCC faculty share the results of their research in peer-reviewed journals, books and conferences as well as in professional publications, consulting reports, and the classroom.
Featured Researcher

Pierre Berthon

Professor Pierre Berthon’s (pberthon@bentley.edu) eclectic research ranges from ironic advertising to internet marketing and from the consumption of technology to the consumption of luxury. He has published more than 170 articles in peer reviewed journals. One long-term and especially productive area of interest of Dr. Berthon and his coauthors from Simon Frazer University has been creative consumers.

Two related trends characterize the recent past: value propositions are migrating from the physical to the informational, and value creation is shifting from firms to consumers. These two trends meet in the phenomenon of creative consumers - individuals or groups who adapt, modify, or transform proprietary offerings. This stream of research began in 2007 with an article published in Business Horizons that was the first to differentiate, define and explore creative consumers as a major economic and social phenomenon. Dr. Berthon’s most recent research has been accepted for publication in California Management Review and focuses on the dilemmas of managing consumer generated intellectual property and its less recognized twin, emotional property. Other research in this stream has focused on understanding and managing consumer generated brand ads, a methodology for employing consumer generated brand videos in research, a psychometric scale to measure managers’ attitudes towards creative consumers, and understanding creative consumers use of social media. Dr. Berthon’s research on creative consumers promises to be a rich area of work for some time.

Recent Publications:

Professor Marc Resnick and Bill Albert (walbert@bentley.edu), Executive Director of the User Experience Center, are in the fourth phase of a five-phase, multi-year series of studies on the burgeoning digital advertising industry. It partly studies interruptive ads, which take the user away from her task to a separate screen with a splash page or video, and are easy to skip, block, and ignore. Users consider them intrusive and annoying, which can harm brand value. In-line ads that appear in the periphery of the relevant page can be more effective. But there is a lack of domain-specific evidence for how in-line ads should be designed to be most effective. This research stream fills some of this vacuum.

Three studies have been completed to date and a fourth is currently being analyzed.

- **Study 1** investigated the effects of the screen location of the ad and whether the consumer was engaged in free-viewing or searching for specific information on the page. The key insight is that companies should not pay extra for particular locations on pages when consumers are browsing because all locations showed the same engagement.

- **Study 2** investigated advanced advertising strategies that have emerged through the use of targeting and customization. The study compared consumer attention when the ad was targeted, presenting a product or service that was directly related to the content on the page, to when the ad was not targeted. The study also compared graphical ads to text-only ads with the aesthetic treatments removed. The results showed that companies should not pay extra for graphical ads because consumer engagement was not improved. But targeted ads showed significantly greater attention than untargeted ads.

- **Study 3** investigated an emerging advanced advertising strategy that allows companies to customize the ad specifically on the task the consumer is engaged in. The study compared ads that were customized to the task to ads that were customized to the general content of the page. The results showed that companies should consider paying extra for task customization because it enhanced consumer engagement with the ad.

- **Study 4** was recently completed and is currently being evaluated. It investigated whether ads that contain images of evolutionary important content, such as sex, food, and violence, are more engaging and attention grabbing than ads with neutral images such as furniture. The results were compared for page content that was interesting, which was expected to hold users’ attention even in the face of engaging ads, to page content that was boring, for which users’ attention was expected to drift and be easier to attract with engaging content. Early results support this hypothesis.
Publications thus far include:

Faculty in the Information and Process Management (IPM) Department conduct research about the effective use and management of information, business processes, and technology through the multi-stakeholder socio-technical systems approach, and through focus on value enhancement and hazard mitigation. To this end, IPM faculty engage in the scholarship of discovery (discipline-based scholarship), the scholarship of pedagogy, the scholarship of integration, as well as the scholarship of application or engagement. Among the myriad areas in which IPM faculty members work are business process management, sociotechnical systems design, the adoption and use of IT for emergency response and healthcare, the design and evolution of large-scale complex technologies in organizations, governments and cities and information systems governance.

IPM faculty have published distinguished work in many prestigious national and international peer-reviewed conferences and journals. They collaborate with other Bentley faculty, doctoral students, and colleagues from around the world. Their work has won significant scholarly awards and they have been supported by grants from the National Science Foundation (NSF) and industry.

IPM faculty have assumed leadership roles in academic, industry and government forums, including presidency of the Association for Information Systems (AIS), the premier academic community association for the information systems field. They have been recognized with the AIS LEO award for outstanding contributions to the field and the AIS Fellow award for excellent research, teaching, and service contributions to information systems. IPM faculty research contributes significantly to Bentley University’s consistent ranking as one of the top 15-20 institutions in the world in the information systems field, based on publications in the field’s most selective journals.
Featured Researcher

Alec Cram

Assistant Professor W. Alec Cram (wcram@bentley.edu) studies how information systems governance and control initiatives can contribute to improving the performance of organizational processes, including systems development, enterprise architecture, and information security. His research draws primarily on a qualitative, case study approach that aligns with the department’s mission to create new knowledge related to the management of information, processes, and technology.

In his primary program of research, Dr. Cram examines the effectiveness of managerial attempts to control the actions of technology staff in order to achieve company objectives. Two recent articles in the *Information Systems Journal*, as well as another article in the *Journal of Information Systems*, explore how systems development and enterprise architecture controls evolve over time and can be uniquely classified. By better understanding how and why information systems controls are used in practice, this research aims to identify conflicts and opportunities to improve process performance.

Another project by Dr. Cram examines the growth of agile development methods in a forthcoming publication in the *European Journal of Information Systems*. The research draws on management fashion theory in order to determine how organizations adopt and use agile methods. Findings from the study suggest that in some cases, agile is adopted as a short-term, transitory trend, while in others it is embedded in the processes and culture of an organization.

The publications noted above can be found at:

Assistant Professor Marco Marabelli’s (mmarabelli@bentley.edu) research is guided by a critical and practice-based approach to social dynamics associated with knowledge management and innovation, mostly at the network level. His primary focus is on the adoption, use and exploitation of IT in a variety of settings including enterprise systems, social media networks, and sensor-based devices.

Published works on these topics include an article in *Health Systems* that illustrates how medical knowledge can be shared across healthcare networks through boundary objects. Another piece discussed a theoretical development of absorptive capacity that accounts for the role of socio-material practices in knowledge sharing at the inter-firm level and was published in the *International Journal of Management Reviews* (2014). A perspective paper on how networked knowledge sharing through a variety of IT devices (with a specific focus on social media networks) can have societal unintended consequences opens the first 2015 issue of the *Journal of Strategic Information Systems*. And an empirical work that discusses the agentic role of networks in mobilizing knowledge in large-scale healthcare innovation initiatives is forthcoming in *Organization Studies*.

Dr. Marabelli’s 2015 main conference papers are below:


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Scholarship generated by faculty in the Law, Taxation, and Financial Planning (LTFP) Department spans the three distinct disciplines encompassed by the department, as well as the interaction between law and ethics and/or corporate social responsibility. This scholarship has frequently received national and international recognition.

The LTFP Department is charged with teaching a broad curriculum. The department offers the core undergraduate and graduate required law and ethics courses for the undergraduate business majors and the MBA program; undergraduate law electives which support the business majors and/or allow students to achieve a law minor; graduate law electives to support the MBA; and graduate taxation and financial planning courses to support practitioners seeking a graduate credential in their fields.

Departmental scholarship often emerges from these specific topics and appears in peer-reviewed academic journals, law reviews, academic conference proceedings, and other publications. Faculty members also publish practitioner targeted articles and contributions to treatises, as well as pedagogical scholarship in the form of textbooks and articles in peer-reviewed pedagogical journals.
Assistant Professor Mystica Alexander's (malexander@bentley.edu) research generally focuses on tax policy, especially the impact of tax policy on current controversies. For example, at the time of the national debate over health care reform, Professor Alexander focused her research on the tax policy behind the health care revisions. As Benefit Corporations (hybrid legal entities combining purpose and profit) become more common in the United States, Professor Alexander's research focused on how such entities should be treated for tax purposes. Her research led her to conclude that despite their focus on social responsibility, these entities did not warrant any special federal tax privileges. Her paper on this topic earned her a Holmes Cardozo Finalist Award for Outstanding Conference Paper at the Annual Conference of the Academy of Legal Studies in Business. As a result of her research in this area, Professor Alexander was invited to be a colloquium participant at a two-day Social Enterprise Conference at the University of Connecticut in 2015.

Professor Alexander's research has also investigated such issues as the constitutionality of retroactive tax measures imposed by states in an effort to cure budget deficits and the cost of legalizing marijuana, even with the tax revenue it creates. Finally, Professor Alexander presented her most recent scholarship, *A Comparative Look at International Approaches to Social Enterprise: Public Policy, Investment Structure, and Tax Incentives* at the Annual Conference of the Academy of Legal Studies in Business in 2015.

Selected Publications:

Featured Researcher

Liz Brown

Assistant Professor Liz Brown’s (ebrown@bentley.edu) research focuses on the reciprocal business impact of cutting edge technology and intellectual property law, including trademark, trade secret, patent and copyright law. Her 2014 article on improving the intellectual property ownership of websites—the first of two of her articles to appear in the highly ranked *NYU Journal of Intellectual Property and Entertainment Law* that year—was judged one of the best law review articles related to intellectual property law published anywhere in 2014. It was selected for inclusion in the 2015 edition of the exclusive *Intellectual Property Law Review*, a peer-reviewed anthology.

The year 2015 was a productive year for Professor Brown. In addition to her publications, she presented her scholarship on five occasions, including at two prestigious venues. Her article “FitBit Fault Line: Two Proposals to Protect Health and Fitness Data at Work” was accepted for publication in the prestigious *Yale Journal of Health Policy, Law and Ethics*. In this paper, Professor Brown underscores the current inadequacy of laws such as HIPAA and the Americans with Disabilities Act to protect employee health information gleaned from wearable fitness devices. Professor Brown presented her recommendations at the Academy of Legal Studies in Business annual conference in August 2015, and a related article was published in the Proceedings of that conference.

Also in 2015, Professor Brown’s chapter on the trade secret protection consequences of global workforce mobility was published in the United States and Europe within *Managing the Legal Nexus Between Intellectual Property and Employees*. She also presented her work on the appropriate integration of flex time mandates into the EU’s Working Time Directive at the annual Colloquium on Scholarship in Employment and Labor Law at Indiana University.

In October 2015, Professor Brown was one of only 24 scholars worldwide chosen to present at the Privacy Law Scholars Conference (PLSC) in Amsterdam. Her presentation focused on the comparative privacy protections of European and U.S. law as applied to employers’ use and analysis of their employees’ wearable fitness data. Later that month, Professor Brown presented her research on the National Action Plan on Responsible Business Conduct at the annual Bentley Research Colloquium. This is an emerging national standard for Corporate Social Responsibility.
The diverse research interests of faculty in the Management Department embrace the seven multidisciplinary areas below:

- Diversity and Global Cultures
- Entrepreneurship and Innovation
- Ethics, Corporate Social Responsibility and Governance
- Leadership and Change
- Organizational Behavior and Careers
- Supply Chain and Service Operations Management
- Teaching and Learning

This variety of intellectual interests reflects the wide range of disciplines in which members of the department have been trained. These include: economics, strategy, operations management, organizational behavior, psychology, sociology, international business, social issues in management, and education. The faculty members’ research uses a wide spectrum of scholarly approaches ranging from prescriptive/normative to more critical/theoretical. Similarly, they use a variety of research methodologies, ranging from qualitative and interpretivist to quantitative and positivist.

Management faculty are the authors of many peer-reviewed articles in top academic journals, books and book chapters, textbooks, teaching cases and other teaching materials, research monographs, and offer presentations at academic and professional meetings. They also act as public intellectuals in the popular media, writing op-ed pieces, magazine articles, appearing on television and radio, and maintaining blogs and other forms of on-line communication. In these outlets they shape and influence public debate through thought leadership that is grounded in best management and business practice. Ultimately, the scholarly work of the department advances theory and knowledge, improves practice in businesses and organizations, and enhances the quality of teaching and learning.
Assistant Professor Natalie Cotton-Nessler (ncottonnessler@bentley.edu) researches how people interact with others at work and how social networks operate to enhance or hinder the success of social actors. In a recent paper, "Proximity Effects on the Dynamics and Outcomes of Scientific Collaborations" in published in Research Policy), she and her co-authors Felichism Kabo, Yongha Hwang, Margaret Levenstein, and Jason Owen-Smith demonstrate how the physical layout of offices influences work relationships by providing serendipitous contact in hallways that can foster higher quality, more effective interaction.

In another study, Dr. Cotton-Nessler and co-authors Jason Owen-Smith and Helena Buhr demonstrate that network mechanisms in some contexts operate to amplify each other’s effects, while in other contexts, network processes create difficult tradeoffs (“Network Effects on Organizational Decision-making: Blended Social Mechanisms and IPO Withdrawal”, forthcoming in Social Networks). For high tech companies attempting an initial public offering during the 1997-2000 internet boom, having high status venture capital funders enhanced the prospects for a successful IPO, while having board members who were high status in public board networks presented difficulties in being successful.

Also, in a paper that won the DeSantis Award for the best paper based on a dissertation from the Academy of Management Organizational Communication and Information Systems Division and will soon be submitted for journal review, Dr. Cotton-Nessler develops an improved approach to analyzing how the physical movements of people in a workspace produce greater/lesser exposure to new information.
Assistant Professor Gang Li (gli@bentley.edu) had four papers published or forthcoming in 2015 in the field of decision making for service and operations management. These papers cover various topics including studies of ethical and sustainable decision making, development of optimization techniques for efficient decision making, as well as comparison and integration of different decision making approaches.

In a paper forthcoming in *Journal of Business Ethics*, Dr. Li and his Management Department colleague, Professor Nader Asgary, linked the bullwhip effect in Supply Chain Management (SCM) with Corporate Social Responsibility (CSR), and examined the economic impact of implementing CSR in the supply chain operations of Multi-National Corporations (MNCs). They defined a special Bullwhip Effect due to Unethical Operations (BEUO), which originates from a “minor” unethical operational decision in the supply chain and results in a significant economic loss of a company’s reputation and bottom line on the demand side. By analyzing economic data from the auto industry, they uncovered many BEUO incidents in the industry. They presented a coherent approach for MNCs to mitigate BEUO and achieve CSR-operations.

In another paper forthcoming in *European Journal of Operational Research*, Dr. Li and Professor Anantaram Balakrishnan at the University of Texas at Austin developed a set of mathematical models and computerized algorithms to reduce the size of complex and large-scale networks that are stored in computers. These networks represent critical infrastructure on which operations are executed, such as transportation, telecommunications, electricity distribution, and water supply and drainage. By reducing the size of these networks while retaining key features, designing and planning decisions become much simpler and faster. Their proposed methods have been successfully applied in large-scale infrastructure project planning problems and distribution planning problems, and also have broad applications in other contexts, such as Global Positioning Systems (GPS), automated vehicle dispatching systems, and telecommunication network design. These studies reflect Professor Li’s long term research interest in developing and applying innovative technology to support more efficient and more ethical business operations.
Associate Professor Effie Stavrulaki (estavrulaki@bentley.edu) collaborated with Michael Pangburn of the University of Oregon, in using an interdisciplinary approach that combines economics, marketing, and operations management perspectives to investigate how the strategy of “planned obsolescence,” by which firms intentionally design products with limited durability in order to boost sales, may be counteracted. While planned obsolescence is widely practiced, it is falling under harsh criticism due to the harmful environmental impact of low durability products.

The study, “Take Back Costs and Product Durability” published in the *European Journal of Operational Research,* examines if planned obsolescence can be discouraged when manufacturers are required, either in response to competitive pressure or governmental regulation, to take back their products at the end of their useful life cycle. It finds that durability may not always increase when take back costs are internalized by the manufacturer. The study also compares the options of leasing versus selling a product and demonstrates that leasing can increase durability, profits, and consumer surplus significantly but only when designing a product for higher durability implies higher take back costs (which can happen, for example, when a more durable material is included in the product that is also harder to dispose when the product is no longer useful).

Continuing on the same line of inquiry, Dr. Stavrulaki and Dr. Pangburn have also investigated the results when, instead of planning for product obsolescence, manufacturers promote product longevity by offering product renewal services. A study presented at two international conferences in 2014 and 2015 addressed under what conditions this type of refresh/renewal service may be beneficial for the company.
Marketing Department faculty support the mission of Bentley and contribute to the discipline of marketing by pursuing innovative and insightful research on how organizations produce, deliver and sustain value for consumers, other organizations and society.

Part of the scholarship of marketing focuses on understanding how businesses interact with their customers to improve the outcomes for each. This essential managerial focus remains the primary area of attention for many marketing scholars. But another aspect of marketing research, and one that directly supports Bentley’s commitment to social responsibility, studies how the marketing function affects the society in which we live. Bentley faculty, with their work in such areas as death and consumption, pricing and charitable donations and transformative consumer research, are recognized experts in this important domain of marketing scholarship. Marketing Department faculty also support Bentley’s commitment to teaching excellence through innovative pedagogical research and seeking creative ways of integrating business with arts and sciences disciplines.

The marketing faculty portfolio of research interests, from brand and relationship management, to international marketing, to the consumption of death, represents a wide-ranging perspective of the marketing discipline, a perspective that ultimately benefits, the university, the discipline and society.

Dr. Eshghi is an active member of the Data Analytics Research Team (DART), an interdisciplinary research group he co-founded with his Bentley colleague, Professor Dominique Haughton of the Mathematical Sciences Department. DART has applied a wide range of analytical and modeling techniques to create new insights and knowledge in diverse areas of scholarship, including living standards, marketing analytics, global studies, health care analytics and social networks.

Dr. Eshghi and his colleagues in DART are currently working on an ambitious research project focusing on the quality of life in Europe. In 2004, the European Union made its largest expansion in history, simultaneously admitting 10 members, including eight political and economic systems in transition from authoritarian socialism to democratic market economies. Three of these countries, Estonia, Latvia, and Lithuania, emerged from the dissolution of the Soviet Union, while Slovenia’s independence resulted from Yugoslavia’s breakup. The Visegrad states of Poland, Czech Republic, Slovakia, and Hungary had effectively been satellites of the former USSR, while Malta and Cyprus entered the EU as ordinary candidates without socialist legacies. Regardless of their historical heritage, the new EU members aspired to improve their citizen’s overall quality of life. Whether or not the promise of EU membership has become reality is a question of great importance to policy makers within and without the EU. This project critically examines the quality of life across thirty-five European countries with special attention to the impact of the EU’s 2004 monumental expansion on the supranational organization’s 80 million new citizens. DART hopes its findings will to generate useful policy insights for subsequent EU expansion.
Assistant Professor Henri Weijo (hweijo@bentley.edu) joined Bentley in 2014 after completing his PhD at Aalto University School of Business in Finland. Though still early in his academic career, his work has already been featured in journals such as *Journal of Business Research* and *Research in Consumer Behavior*. Dr. Weijo also has considerable teaching experience at both the undergrad and graduate levels from his tenure at Aalto University.

Dr. Weijo’s research focuses on consumer productivity and its consequences for marketing thought. Consumers’ productive activities have been greatly facilitated by the recent proliferation of digital platforms and the growing popularity of online consumption communities. However, these emerging trends have wreaked havoc on traditional marketing theories and its conceptualizations of the consumer. He has multiple ongoing research projects that address productive consumption from consumers’ small-scale projects to improve their consumption experiences all the way to consumers’ highly creative long-term aspirations of entrepreneurship and competition with marketers. Some of these research projects’ results have already been presented at international marketing conferences or are under review in the field’s top consumer research outlet, *Journal of Consumer Research*.

In addition to his own research, Dr. Weijo reviews submissions to the premiere conferences in consumer research as well as provides ad hoc reviews to prestigious marketing journals such as *European Journal of Marketing and Consumption, Markets & Culture*.

Dr. Weijo’s recent publications include:

Faculty in the Department of Mathematical Sciences apply mathematics and statistics to a diverse range of problems in both theoretical and practical areas. Recent research has addressed collapse processes, financial markets, the environment, computer science, dynamical systems, health care, living standards, economics, and the theoretical foundations of both mathematics and statistics.

The Mathematical Sciences Department collaborates with many other departments within and outside the university, including faculty colleagues, doctoral students and contacts in industry. They have also published collaborative papers with faculty from each of the other academic departments at Bentley.

Publications have appeared in a broad diversity of publications, including high-ranking journals such as the *American Mathematical Monthly*, the *American Statistician*, the *Journal of Applied Probability*, the *Journal of Risk*, the *Journal of Chemical Physics*, and the *Annals of Applied Statistics*. Through the work of Professor Dominique Haughton, the department was the birthplace of the journal *Case Studies in Business, Industry and Government Statistics* (CSBIGS), now housed at the *Societe Française de Statistique*.

Faculty in the department have several textbooks and monographs published by the MAA Press, run by the Mathematical Association of America, one of the leading professional societies for mathematics in the nation. Two such texts have received that organization’s prestigious Beckenback Book Prize.
Charles Hadlock
Trustee Professor

Professor Charles Hadlock (chadlock@bentley.edu) has demonstrated the power of applied mathematics to a wide range of audiences, including his students, his colleagues, and the general public. His work focuses on timely and relevant topics such as the environment, social issues, corporate decision making and regulatory assessment.

Bentley students know Dr. Hadlock best for his popular seminar courses in such subjects as agent-based modeling and his honors capstone courses that embed impressive consulting opportunities. His students have presented their consulting results to a variety of local clients, including the City of Waltham and the Massachusetts State Legislature.

Dr. Hadlock’s most recent book, Six Sources of Collapse, surveys collapse processes throughout the natural and man-made world, including extreme weather events, crashing markets, political revolutions, and the spread and elimination of disease. He shows that six fundamental dynamics are consistently found across this wide range of events and that all of them can be analyzed using mathematics.

This research has led to several prestigious recognitions. These include invitations to speak at the headquarters of the Mathematical Association of America in 2013 and to offer the plenary lecture at the joint meetings of the nation’s three foremost professional societies for mathematics in January 2016. He also received the Bentley University Outstanding Scholarly Contribution Award in 2015.

Some of his other recent research includes:


Featured Researcher
Samuel Woolford

Professor Samuel Woolford (swoolford@bentley.edu) is the director of Bentley’s Center for Quantitative Analysis, which works with business and academic clients and provides consulting opportunities for Bentley’s graduate students. Its recent clients include Bentley’s Center for Women in Business and a subsidiary of the French conglomerate Dessault Systemes. It has three concurrent projects at present, offering graduate students to apply their expertise in mathematics and statistics to business problems.

Dr. Woolford spent a recent sabbatical year as a Visiting Scientist at Commonwealth Scientific and Industrial Research Organization (CSIRO), and as an Honorary Visiting Professor at the University of Technology Sydney. His most recent research has been in the areas of health care, consumer response, statistical techniques, and dynamical systems, achieving him the Distinguished Science Alumni Award from the Purdue University School of Science in 2013.

Dr. Woolford is an advisor in the Ph.D. program, mentoring the next generation of researchers in applied statistics. He recently introduced the inaugural Master of Science in Business Analytics cohort to the techniques of optimization and simulation by creating a course specifically for that new program, and received many student accolades.

A sample of his recent research is cited below.

Faculty in the Department of Modern Languages conduct both traditional and interdisciplinary research that spans a broad geographic area, including Europe, North Africa, and the Americas. Using their language skills in French, Spanish, Italian, and Chinese and an array of research tools to examine literary production and cultural artifacts, our faculty investigate the historical, social, political and cultural underpinnings in these regions which, in turn, help to explain the current challenges facing citizens and nations domestically and internationally. Of particular note are the thematic emphases on social movements and democratization in Chile in the second half of the 20th century and the latest uprisings in North Africa and their impact on global literary and cultural production.

Given the department’s international focus, the faculty are frequently invited to present their work and offer their critical expertise at professional conferences in the United States and around the world, most recently in Costa Rica, Germany, Brazil, Chile, and Canada. Departmental scholarship appears in prominent U.S. and international journals, as well as in chapters in edited books and been selected and featured in special online collections through major publishing distributors.

By developing the connection between the past and the present though this literary, social and cultural exploration and bringing it to the classroom, the faculty extends their impact beyond the academy to the students whom they teach. Such practice is at the heart of the department’s fusion between research and pedagogy across language groups, believing that exposing modern language students to similar types of analyses will contribute to their greater understanding of what it means to be global leaders and thinkers.
Associate Professor Christian Rubio’s (crubio@bentley.edu) research has long focused on Peninsular Literatures and Cultures, but he has recently turned his attention to a topic that has been neglected for decades: the influence of women in the Hispanic Cultures. He has submitted a paper to the *Mountain Interstate Foreign Language Conference Review* about Spanish playwright and champion of women’s rights, Rosario de Acuña. He has also coordinated a series of panels about the topic for the Southeast Coastal Conference on Languages and Literatures, to take place in April 2016. The resulting papers will be published either as an edited volume or as a special issue of the SECCL Review. His goal is to continue exploring this topic and coordinating panels or a conference in the future.

Dr. Rubio continues to be an active member for the North American Spanish Language Academy (ANLE). Through his work in the academy, he has contributed to several pieces on *Yahoo Español*, which promotes the Spanish language in the United States.

In addition to his scholarly research, Dr. Rubio is working on pedagogical investigations about the teaching of Spanish for business. This is a new and somewhat uncharted theme among teachers of Spanish. His goal is to publish teaching approaches based on my own classroom experiences.

- Rubio, C. A. “La controversial pionera de la España Finisecular: Rosario Acuña”, (in progress.)
Associate Professor Tchaïcha (jtchaicha@bentley.edu) pursues two distinct research agendas: language and technology for the second language learning (L2), and women’s rights in the Maghreb region of Africa. The author and creator of several content-based, interactive media tools for intermediate French learners, she continually conducts action based research that explores how these and other technologies can facilitate online L2 learning with her students.

Her longtime interest in women’s issues and the Francophone world has been behind her most recent scholarly endeavor: *The Modern Tunisian Woman: pre- and post-revolution*, a soon-to-be completed book manuscript, written in collaboration with Tunisian activist and scholar, Dr. Khedija Arfaoui. Through her work on this project, Dr. Tchaïcha has become keenly aware of the surging artistic production and its role as critical commentary on the democratization process spreading through the region, which will become the focus of a new study.

Recent publications by Dr. Tchaïcha include:

Research, courses, and programs in the Department of Natural and Applied Sciences (NAS) focus on two broad domains, one concerned with sustainability and environmental sciences and the second concerned with health and human sciences. Faculty and research fellows in the NAS department pursue diverse research questions aligned with those domains and increasingly explore topics at the intersection of environmental sustainability, human health, and psychological sciences and research innovative pedagogy to enhance STEM literacy for business students. NAS faculty span many scientific disciplines: astronomy, biotechnology, chemistry, ecology, geology, genomics, human biology, physics, psychology, and public health.

Areas of basic and applied research include global climate change, consumer product chemistry, personalized medicine, alternative energy, financing of biotechnology companies, healthcare communications, global and public health, organizational psychology, social psychology, science education, and science policy. The faculty’s work has been funded by the National Science Foundation, the National Institutes of Health, the National Biomedical Research Foundation, and the Howard Hughes Medical Institute.


Faculty have also been involved in biotechnology and bioinformatics start-up companies, worked as industry consultants and lent their expertise to community organizations concerned with environmental and public health issues.

NAS faculty members provide undergraduate students with original research opportunities. Research informs teaching, and student engagement with research questions, results, and methodologies is achieved through course activities and individual mentoring.
Assistant Professor Danielle Blanch Hartigan’s (dhartigan@bentley.edu) research aims to improve patients’ healthcare experience through better communication. Her research uses trans-disciplinary methods from the fields of psychology and public health to assess patient-centered care, an approach to medicine about caring for the patient as a whole person, engaging the patient, and ensuring that decisions and treatments are in line with patient preferences.

An interest that extends from her postdoctoral work at the National Cancer Institute focuses on improving communication between cancer survivors and their healthcare providers. A recent publication in the *Journal of Clinical Oncology* used a nationally representative survey of oncologists and primary care physicians to determine predictors of adequate follow-up care communication with cancer survivors. Results suggest that training providers in survivorship and improving coordination between providers could facilitate increased patient-provider communication about the survivorship care planning process. She is also collaborating and leading projects using the Health Information National Trends Survey (HINTS) to explore trends in how cancer survivors perceive their care and search for cancer-related information.

Dr. Hartigan’s other research focuses on healthcare providers’ ability to accurately recognize patients’ verbal and nonverbal emotions. With colleagues at the Veteran’s Administration and Northeastern University, Dr. Hartigan has published on the accuracy of healthcare providers in interpreting their patients’ nonverbal cues to pain. She is currently conducting a meta-analysis synthesizing existing research on the ability to judge pain and is considering how patient-centered communication in the clinical interaction can influence the pain experience.

Dr. Hartigan’s recent publications include:

Featured Research

Nanomaterials for affordable diagnostics to impact patient care, public health, and military operations

In collaboration with researchers at Northeastern University and the Massachusetts Institute of Technology, Assistant Professor Christopher Skipwith (cskipwith@bentley.edu) is developing and analyzing nanomaterials that are used to develop point-of-care diagnostic devices that can be used for patient care in resource-poor settings and rapid diagnosis and detection in military applications. Dr. Skipwith’s research combines basic laboratory research with analysis of the policy, patenting, business, and public health implications of point-of-care diagnostics. This approach is an illustration of the goal of the NAS Department to fuse science and business using a multi-disciplinary approach.

One project involves the computational design of DNA-based sensors for the analysis of brain chemistry. DNA is commonly recognized as the blueprint of life; however DNA can be variably manipulated to form unique molecular structures. Dr. Skipwith, in collaboration with researchers at Northeastern University and the MIT, has manipulated DNA to design and synthesize “nanosensors” for neurotransmitter molecules, which are important for communication of signals throughout the brain. The DNA nanosensors, which were shown to be effective in controlled laboratory experiments, will eventually be used in animal models to develop prototypes for point-of-care diagnostics to be used for disease diagnosis, outpatient care, and defense applications. A manuscript in the journal Sensors described this novel technology.

The second project involves the design of nanomaterials to develop improved diagnostic tests for cardiovascular disease and clotting disorders. Current tests require blood drawing and preservation, which may have unintended effects on test accuracy and reliability. Dr. Skipwith, again collaborating with researchers at Northeastern University, has developed novel “nanosensors” to be used in a blood diagnostic platform that allows for fewer, less frequent, and less invasive blood draws for patients. The resolution provided by this approach will enable the direct correlation of clotting initiation to the development of clotting malfunctions and cardiovascular disease. A particularly exciting result of this research is that these nanosensors can provide a predictive measure for the propensity of cardiovascular surgery patients to develop complications following operations. Dr. Skipwith and his colleagues filed a patent for this technology in 2014.

See:

Members of the Philosophy Department engage in research in the applied dimensions of philosophy. The stereotype of philosophers is that they work alone, and on highly abstract issues. Philosophers at Bentley, however, provide answers to questions of practical significance while collaborating with colleagues across the university.

Much of the research produced by the Philosophy Department is in the field of ethics. This field is united by a single question: how should we live? In answering it, ethicists consider foundational questions about the nature of morality, articulate principles for evaluating human character and conduct, and ask what those principles imply for society’s laws, policies, and practices.

Ethics is vital to business. It provides a way to evaluate the character and conduct of business people, and the laws and regulations governing business activity. In recognition of this, Bentley has made ethics and social responsibility a signature institutional focus.

The Philosophy Department has been essential to building Bentley’s international reputation in business ethics. The university is home to one of the world’s first centers for business ethics, founded by Professor W. Michael Hoffman in 1976. Many current projects in the department help to sustain Bentley’s reputation in ethics and social responsibility. Professor Robert Frederick is editor of the journal *Business and Society Review*, and Professor Jeffrey Moriarty is associate editor of *Business Ethics Quarterly* and a member of the Board of Directors of the Society for Business Ethics. They and other faculty conduct research on justice, rights, employment ethics, business ethics education, joint attention and perception, and the connection between emotion and reason. The main outlets for this work are books, lectures, and publications in peer-reviewed journals and edited collections.
Assistant Professor Stephen Campbell (scampbell@bentley.edu) works primarily in ethics and bioethics, with a specific focus on the topic of well-being and related themes. In a 2013 article in *Utilitas*, Dr. Campbell proposed and defended a novel analysis of the well-being concept. In a forthcoming article in the *Routledge Handbook of Philosophy of Well-Being*, Dr. Campbell defends his favored “positional” analysis against three other analyses of well-being.

Dr. Campbell’s recent research also focuses on the topic of meaning. Everyone knows that a life can be meaningful or meaningless, but few have appreciated that a life might be the polar opposite of meaningful – that is, “anti-meaningful” – to have a negative and harmful effect on the world. The overall (anti-)meaningfulness of a life will be a function of its meaning and anti-meaning. In a paper forthcoming in *Journal of the American Philosophical Association*, Dr. Campbell and his co-author systematically examine four theories of anti-meaning and offer reasons why the idea of anti-meaning has both theoretical significance and practical importance for people living in the modern world.

Dr. Campbell is currently working on several collaborative projects in bioethics, including papers on moral distress in healthcare practice and on the relationship between disabilities and well-being. One of his papers on disability (tentatively titled “Well-Being, Disability, and the Complicated Question of Neutrality”) will appear in a special issue of the *Kennedy Institute of Ethics Journal*, co-edited with a colleague at the University of Pennsylvania.

Recent publications include:

Associate Professor Ranjoo Herr’s (rherr@bentley.edu) work intersects the sub-disciplines of political, feminist, and comparative philosophy, encompassing the four major themes of multiculturalism, nationalism, democracy, and feminism. Underlying these various topics is the common research agenda of constructing a communitarian position on cultural pluralism at both global and domestic levels that would promote genuine global cooperation and lasting global peace. The central theme is the critical importance of democracy for nations all over the world.

In her work, Dr. Herr shows that societies that are traditionally and currently communitarian and “non-liberal” can be democratic in their own culturally specific ways if their members are enabled to participate equally in their political and cultural processes. Genuine global cooperation and lasting global peace can be possible only when members of democratic nations and their internal political decisions are conferred equal respect by other members of the international community.

Dr. Herr is the author of a number of articles in distinguished publications on political theory, feminism, and comparative philosophy. She is at present bringing aspects of this research together into a monograph tentatively titled *Non-liberal Democracy and Equal Respect for Democratic Peoples*. This project examines the moral justifiability and feasibility of non-liberal democracy in Third World contexts.

Recent publications include:

The research by faculty in the Department of Sociology, diverse in its topics of inquiry and the theoretical and methodological approaches used to study them, appears in journal articles, books and book chapters, conference proceedings, and industry-related outlets. The department typically engages in applied sociology, which involves the application of sociological theories, methods, and analysis towards effecting change through recommendations and interventions in social settings that include communities, the workplace and other organizations.

One particular area of focus is workplace studies, including the examination of workplace practices and everyday activity, the impact of technology on work, and organizational/workplace culture. Using ethnographic methods such as participant observation, conversation analysis, documentary analysis and other quantitative methods when appropriate, researchers explore workplace practices and culture in sites ranging from software development, mediation hearings, distributed collaborative work environments, medical record production and use, no-kill animal shelters, and cyber-security analysis.

Faculty also engage in research across a range of social and cultural groups in national and international contexts. These include the Pirahã in Brazil, Arab Americans and Muslim Americans, the Crow Indians of Montana, African Americans, and even the culture of ultra-marathon running. Closely related to the studies of social and cultural groups is the examination of how the transformation from traditional to modern society affects the social organization and interactions of everyday life. Finally, in studies related to topics such as drug policy, food insecurity and hunger, immigration policy, poverty, and indigenous rights, department research explores various areas of policy and social change, including how policy is shaped by – and shapes – public sentiment, the process of civic engagement in social policy, and the importance of social justice as a component in social policy.

1
Professors

5
Associate Professors

0
Assistant Professors

0
Senior Lecturers/Lecturers
The Medical Marijuana Study started in 2014 with SEED funding awarded to Associate Professor Timothy Anderson and Associate Professor Miriam Boeri to study the impact of medical marijuana dispensaries on communities over time from community stakeholders’ perspective. Ethnographic fieldwork revealed a number of issues that were further examined through in-depth interviews. Internal grants supported the work through 2014 and 2015.

The research exemplifies the Sociology Department’s collaborative work that focuses on contemporary social issues. For example, Professor Anne Rawls’ expertise in race relations, inequality, and justice highlight the racial disparities of developing drug policy reform. The research group also exemplifies the department’s commitment to mentor students. Four student research assistants worked on data collection and analysis and presented their preliminary findings at two conferences.

The study produced 53 in-depth interviews supported by extensive field notes. The analysis of the data is ongoing but already produced eight conference presentations. Three papers based on study data are under review in peer-reviewed journals. Dr. Boeri was invited to write three articles for an online news journal and to speak at the first of a series of seminars on marijuana policy reform sponsored by the School of Public Health and Health Sciences at the University of Massachusetts at Amherst in 2015.

Finally, the research fulfills a mandate to collaborate beyond the university. Dr. Boeri worked with a colleague at Southern Connecticut State University, which not only facilitates the dissemination of findings but also extends the data collection to other states for comparative purposes. The collaboration also resulted in a grant proposal submitted as a consortium agreement to NIH to support their research agenda on drug issues.
Featured Research

**Thought Leadership Network (TLN) Participation**

Associate Professor Miriam Boeri represented the Sociology Department as a member of two Thought Leadership Networks (TLNs) organized in Spring 2015. These networks were supported by competitive grant funding from the Bentley Research Council. The goal of the TLN initiative is to develop trans-disciplinary research cooperatives at Bentley University.

The TLN called “Applied Policy Research and Publication: A Bentley Network to Promote Undergraduate-Faculty Research Collaborations” brought together faculty who conduct policy-related research and mentor student in research projects. During TLN workshops, Dr. Boeri presented her class work involving Honor students conducting research analysis aimed at producing peer-reviewed journal articles. One student co-authored paper is currently under review.

Dr. Boeri collaborated with an adjunct instructor in the Sociology Department, Dr. Lillian Bobea, to organize a group of students to present their research findings at a national conference. The TLN provided funding for the team of six to travel to Montgomery for the *Association of Applied and Clinical Sociology* conference in October 2015. This learning opportunity outside of the university will provide an exceptional educational experience for the students. Drs. Boeri and Bobea are preparing a session that will be informative for the audience and memorable for the students. Participation in this TLN exemplifies the department’s commitment to promoting student and faculty research collaboration.

Dr. Boeri also participated as a member of the Health TLN with the goal to facilitate faculty collaboration to advance health-related research. She met with Bentley faculty interested in pursuing health-related research grants in the future and will continue this collaboration with thought leaders externally.
Bentley’s small and highly selective doctoral programs in accountancy and business combine the best features of European and American doctoral studies. Like European programs, Bentley’s offerings stress mentoring relationships with faculty along with independent research; like US doctoral programs, they emphasize the acquisition of subject-based and methodological knowledge.

The business degree is intentionally interdisciplinary, encompassing a core of economics, organization theory and information systems. The accountancy degree has a more traditional disciplinary focus but, like the business degree, requires coursework in business ethics and corporate social responsibility. Both provide method and methodology courses, including qualitative and quantitative that ensure students acquire the necessary research skills to conduct their own research.

In addition to a range of required core classes, the programs are tailored to the unique interests of the students and provide them with the opportunity to pursue independent study matching their research and career ambitions. Students achieve mastery of their area of specialization by working closely with faculty mentors – indeed, students are admitted contingent on a faculty member agreeing to serve as primary advisor. Students also understand the importance of teaching; they take a teaching seminar, shadow a class in the second year, teach it during their third year and then teach two courses per year for the remainder of the program.

Although the university provides research stipends to many of its doctoral students, 29% of students with stipends are supported through external funding. This includes 4 students supported through the Geneen Charitable Trust, and 2 through Bentley’s Rauch Endowment.

Bentley’s doctoral programs have matriculated 75 students since their launch in 2006, with 33 graduating. Graduates have secured positions at Brown, Bryant, California State Channel Islands, Clark, Clemson, Copenhagen Business School, the College of Charleston, Florida Gulf Coast, Florida International, Northeastern, Providence, Rochester Institute of Technology, Suffolk, Texas State, the University of New Hampshire, the University of San Diego, the University of West Virginia, the University of Massachusetts at Dartmouth, Villanova, and Woodbury College. The majority of Bentley’s doctoral graduates have been placed in full-time academic positions (87%) with the remaining thirteen percent working full-time in the corporate sector.
Sample Doctoral Student Journal Publications

- **DeSimone, S.** and M. Abdolmohammadi. (2016). Correlates of External Quality Assessment and Improvement Programs in Internal Auditing: A Study of 68 Countries. Accepted on 2/15/2016 and forthcoming at *Journal of International Accounting Research.*
Book Chapters


Sample Proceedings and Presentations


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Jace Garrett is an assistant professor at Clemson University, where he teaches cost and managerial accounting. His research uses a combination of archival and experimental research methods to investigate two primary themes: the effect of interpersonal trust on firms’ accounting processes and the effect of managerial control systems on trust within firms. In December 2014, Jace published the first part of his dissertation, “Trust and financial reporting quality,” in the Journal of Accounting Research. This study, co-authored with Rani Hoitash (Bentley University) and Doug Prawitt (Brigham Young University), shows that a firm’s financial reporting quality benefits from trust within the firm. Specifically, firms with greater trust are less likely to have significant internal control problems and are less likely to have misstatements that lead to financial statement restatements.

The second part of Jace’s dissertation, “Trust or reciprocity: The effect of controls on other-regarding behavior,” was accepted to the 2015 Contemporary Accounting Research Conference. This study, co-authored with Jeff Livingston (Bentley University) and Bill Tayler (Brigham Young University), investigates the effect of controls on trust in interactive versus non-interactive relationships. It finds that controls that encourage cooperation can also increase trust. In recognition for his innovative dissertation, Jace received the 2015 AAA/Grant Thornton Doctoral Dissertation Award for Innovation in Accounting Education at the American Accounting Association Annual Meeting in August.
Featured Doctoral Graduate
Quang Bui, PhD Business (2014)

Quang Bui is a tenure-track assistant professor in the Management Information Systems Department at the Saunders College of Business, Rochester Institute of Technology. His research interests include innovation adoption and diffusion, strategic IS planning, Enterprise Architecture, IT governance, and IT-enabled organizational change. Quang’s papers have been appeared in the Journal of Management Information Systems (JMIS), and in Information & Management as well as at several prestigious conferences, including the Academy of Management and the International Conference on Information Systems (ICIS).

His dissertation "The Adoption and Diffusion of IT Management Innovations: Reinvention, Alternative Designs, and Rhetorical Persuasion" examines the adoption and diffusion process of Information Technology (IT) management innovations—ones that focus on the organizing logics and governance of IT activities. IT management innovations are inherently important to organizations as they can dramatically transform the way businesses are organized and operated. However, because those innovations are tacit and composed mostly of abstract ideas, their adoption and diffusion are often plagued by ambiguity and fads, at times best described as "a solution in search of a problem." Using theories from communication, sociology, Information Systems, and organizational studies, his research focuses on three underexplored aspects of IT management innovation adoption and diffusion: adaptation and reinvention processes, alternative designs, and rhetorical persuasion. The research advances our understanding on the differences in adopting and infusing IT management innovations as compared to product innovations and management innovations.
Bentley’s commitment to the teacher-scholar model¹ (Kuh, Chen & Nelson Laird, 2007) has a significant impact upon the university’s bachelors and masters’ students with many of them electing to pursue research as part of their program studies. As an illustration, at the graduate level, the MS Human Factors and Information Design program requires students gain exposure to ethnography, field research, interviews, survey design and formative/summative usability testing. Many students also select the thesis track for their degree. Across the other masters’ degrees, including within the MBA portfolio, students have the opportunity to pursue a research paper within a course or as an independent study.

Research at the undergraduate level is also noteworthy, particularly within the honors program, as a component of several of the primary major options, and within the Liberal Studies Major. Outside of the formal curriculum, scholarly activity by undergraduate students is exemplified by the launch of the inaugural issue of the Bentley Microfinance Review in 2013 by the Bentley Microfinance Group. This is the only undergraduate academic journal dedicated to microfinance. Student-run and student-edited like the law review models found in many of the finest law schools in the country, the Review will publish high quality research that significantly informs and contributes to the fields of microfinance, microenterprise and community development.

Featured Undergraduate Research

The Economic Effects of Energy Literacy

Aaron Pinet (BS Corporate Finance & Accounting ’14, MS Accountancy ’15) in collaboration with David W. Szymanski, Associate Professor of Geology, and Dhaval M. Dave, Professor of Economics

In the course Science in Environmental Policy, a small group of students earn an additional service-learning course credit performing primary research for a non-profit science-based organization in Washington, D.C. In 2013, a team studied the impact of energy literacy on U.S. workforce development and consumer spending. One of the students, Aaron Pinet, initiated a subsequent research partnership with the regional energy supplier, National Grid, to study the impact of consumer energy literacy on cost savings to individuals. The research yielded more than 3,500 responses with tens of thousands of data points linking energy literacy with energy consumption. The results of the econometric study were presented at the 80th International Atlantic Economic Conference in Boston. See: Pinet, A., Szymanski, D.W., and Dave, D., 2015, “Quantifying the economic effects of energy literacy”. International Atlantic Economic Conference, Boston, MA.

Featured Undergraduate Research

Why are standards for Corporate Social Responsibility largely silent on public health?

An undergraduate student, Rachel A. Spero ’15, working in the Center for Integration of Science and Industry with Dr. Fred Ledley (Natural & Applied Sciences, Management), undertook a project to examine the relationship between Corporate Social Responsibility (CSR) and the traditional goals of public health. Her striking finding was that the emerging standards and metrics for CSR are largely silent on public health issues.

Rachel Spero’s research involved examining >30 proposed standards for CSR promulgated by organizations focused on ethical governance, worker rights, and sustainability, as well as initiatives aimed at developing consolidated standards by the Global Reporting Initiative (GRI), International Standards Organization (ISO), Bloomberg and others. Text analysis was used to identify mentions of public health or traditional public health concerns such as disease prevention, women’s health, child health, vaccination, nutrition, and sanitation. She found that while many standards address issues related to worker health and safety, none addressed broader impacts on public health. In a follow-up study, she examined the (voluntary) CSR reports by S&P 100 companies, and found a wide range of public health-related activities.
Rachel Spero’s work raises concern that, as the emerging concepts of CSR become institutionalized into corporate reporting standards and government regulations, the absence of metrics related to corporate impact on public health represents not only a missed opportunity to advance public health, but may even deprioritize these concerns. She argues that it is critical for the public health community to follow the lead of human rights and sustainability movements in embracing CSR and the opportunity to shape responsible corporate behavior. In addition to Dr. Ledley, Drs. Rob DeLeo (Global Public Policy) and Jill Brown (Management) helped guide Rachel Spero’s work.

**Featured Undergraduate Research**

**United Technology Corporation Honors Research Fellows**

Through a generous gift by United Technologies Corporation, students have the opportunity to apply for undergraduate research fellowships through the Honors Program. These fellowships are designed to encourage students to pursue complex, technical, or long-duration research projects with the potential to be of publishable quality, while providing the opportunity to engage with academic researchers in related fields and across institutions.

**Katie Auger** (B. S. Managerial Economics ’15)  
Advisor: Jeffrey Livingston, Associate Professor of Economics

Katie Auger’s (2015) project “The Effect of Matching Grants on Donation Decisions: A Study of Pure Altruism and Warm Glow Giving” explored how matching grants affect individuals' propensities to donate. The experiment gave participants from all over the country $10 to allocate between themselves and a non-profit. Respondents had a choice to donate to a well-known, established non-profit or a new, unproven organization; three of the four treatment groups also provided matching grants to selected non-profits.

By comparing the treatment groups, she examined (1) the effectiveness of matching grants in swaying individuals to donate to the new non-profit; (2) the effectiveness of matching grants in increasing donation amounts; and (3) the motives that influence the choice of whether and how much to give. The economics literature points to two key reasons for donations: pure altruism (individuals gain utility because they increase the charity’s ability to support their cause) and warm-glow (individuals gain utility simply from the act of giving). Theory predicts that if donors are motivated by warm-glow, they will donate to whichever charity is awarded the matching grant; all things being equal, they will donate to the new, un-established non-profit. If motivated only by altruism, individuals will donate exclusively to the established organization.
Early results indicate that the presence of a matching grant does increase an individual's likelihood of donating. Furthermore, the matching grant tends to sway the donor to donate towards giving to the non-profit with the matching grant. This observation suggests that individuals are motivated to give due to warm glow, rather than pure altruism.

Katie is currently revising this paper for eventual publication.

**Aizhan Uzakova (B.S. Finance ’15)**
Advisor: Assistant Professor of Finance, Deborah Gregory

The alternative energy field has gained greater popularity in recent years due to the shift towards more environmentally friendly and sustainable production at a lower wholesale cost. Wind power and photovoltaic systems have experienced rapid market growth on a macro scale, as more countries add wind and solar farms to their energy pool. One of the major barriers inhibiting the adoption of alternative energy among individual households is the cost associated with the purchase, installation and maintenance of the system for a home.

Aizhan Uzakova project “Evaluation of financial soundness and performance of renewable energy sources in US” focused on developing a model in which multiple factors influencing the feasibility of investment in wind generator or solar system for households located in different US cities are weighted and given a monetary value. Factors and methods included in the model were the economic valuation of reduced CO2 emissions, application of financial project valuation techniques, climate, energy efficiency practices, tax incentives and state laws. The goal of the project was to help to develop the alternative energy market for households by showing the direct financial and indirect environmental and regulatory benefits of switching to wind or solar panel systems.
Research Support
Centers and Institutes

Seven of Bentley University’s centers, and its nationally recognized library, are briefly described below. All support the research activities of our faculty and students. They do these either because their raison d’être is research or because their activities, databases, and personnel support various research agendas by the community. The Center for the Integration of Science and Industry, the Harold S. Geneen Institute of Corporate Governance, and the Jeanne and Dan Valente Center for the Arts and Sciences directly support academic research by individual scholars and through encouraging academic research collaboration within discipline and across disciplines. The Center for Quantitative Analysis, the Center for Marketing Technology, and the User Experience Center undertake extensive applied research and consulting for the corporate sector. Finally, the Center for Women and Business is building a network of interested organizations, and gathering data on the challenges, progress and best practice for addressing the progress of creating inclusive work environments. Through these contacts they provide key networking opportunities for faculty and students looking for contacts, data and research ideas. Staff in the Academic Technology Center support the university’s research aspirations and individual scholars through their technical and software expertise, and through managing databases and the technology backbone of the Bentley Library and of all the centers.

Center for the Integration of Science and Industry

Founded in 2011, the Center for Integration of Science and Industry (CISI) brings together faculty, students, and visiting executives and scholars to study the path by which scientific insights and inventions are translated to create public value. The center is an environment for interdisciplinary thought leadership that brings together scholars in fields spanning science & technology, economics, accounting, finance, management, and public policy. The CISI informs the practice of translational science by better connecting new technologies with business models that can translate these advances into economic growth, jobs, improved public health, and sustainable development.

The Center for Integration of Science and Industry was founded with and has been supported by generous sustaining grants from the National Biomedical Research Foundation. Since its founding in 2011, the Center has attracted over $3.5M in funding from Foundations, government, and donations.
Featured Research


Dr. Jennifer Beierlein, a post-doctoral fellow in the Center has focused on quantitative analysis of the path by which discoveries in biomedical science are translated into new drugs. Working with Drs. Laura McNamee, Michael J. Walsh, and Fred Ledley, her work has used the Center's bibliometric-based Technology Innovation Maturation Evaluation (TIME™) model to examine progress towards developing a cure for Alzheimer's disease. The findings suggest that recent clinical failures of much-needed drugs for treating Alzheimer’s disease were largely predictable given the immature state of the technologies. Her analysis also suggests that, while these technologies were not sufficiently mature to generate successful products a decade ago, they may be now. This landmark paper represents one of the first applications of technological forecasting to strategic analysis of the translational system from the initiation of new areas of research, to the approval of new therapies based on this research. Executives in Residence Drs. Michael Boss and Nancy Hsiung helped guide this research.


Continuing her research on the relationship between technology growth and the valuation of public biotechnology companies, Dr. Laura McNamee, Research Associate in the Center, examined companies that completed their IPO in the “window” between 2012-2014. This research showed that this unprecedented IPO window provided little financing for companies with nascent technologies, but focused almost exclusively on companies with older, established technologies. She also found that IPO valuations did not correlate with technological maturity or metrics of the company’s product pipelines, and were significantly lower than IPO valuations during the last significant biotechnology IPO window in 2000. While the number of companies successfully completing IPOs, and the amount of capital raised in the current bull market, are unprecedented, concerns were expressed about the ability of capital markets to fund early translational research and the availability of capital for this work going forward.

Michael J. Walsh, a post-doctoral fellow in the Center focuses on technological assessment of the algae biofuel and bioproduct industry. His work examines the technical requirements and economic implications of algae biomass for co-products, including biofuels, animal feed, and ethanol, using different processing technologies and facilities. The first of a series of anticipated publications involved modeling the technologies, economics, and life cycle assessment of algae fuels. These studies will provide strategic guidance for the future investment and development in this emerging industry. Dr. Walsh’s research is performed with an international consortium of universities and industry that includes Cornell University, Bucknell University, and Duke University, along with businesses focused on renewable energy in the US and UK. Undergraduate students (Jake Wegweiser ’17) and graduate students in the Masters of Business Analytics program (Akshay Parakesh and Nilam Shete) have participated in this research, applying their computer, big data, and analytical training technoeconomic analysis of the emerging biofuel industry.

The Harold S. Geneen Institute of Corporate Governance

The Harold S. Geneen Institute of Corporate Governance was established in 2008 with a founding grant from the Harold S. Geneen Charitable Trust and has received significant sustaining philanthropic support in the years since. Under the directorship of Associate Professor Cynthia Clark, the institute fosters a community of scholars and practitioners who pursue leading-edge research on contemporary corporate governance issues that complement Bentley’s programs in business and accountancy. A key initiative of the institute is the Harold S. Geneen Doctoral Fellowship program. Geneen Fellows pursue both qualitative and quantitative governance research while earning their PhDs. Their research has included investigating the impact of integrated forms of reporting, how trust is formed in organizations and encouraging behaviors that improve audit quality and decrease fraud. The institute has also expanded its reach to include an annual, international conference — held each fall at different global locations — a practitioner-based speaker series and an annual best paper award.
The Jeanne and Dan Valente Center for the Arts and Sciences

The Valente Center's mission is to sustain the arts and sciences as a vital, integral, and challenging aspect of undergraduate and graduate education at Bentley. The center supports faculty and student research through fellowships, research assistantships, and workshops, among other programs, and aims to promote individual scholarship while cultivating research and teaching at the intersection of the arts, sciences and business.

It sponsors research fellowships for faculty engaged in innovative and rigorous arts & sciences research and scholarship. Recent recipients of the fellowship pursued projects on such themes as money and congressional elections; alcohol, tobacco and gambling expenditures in Thailand; religious tolerance and intolerance in American history; the interactive mind; and Chinese Jamaican cultural and literary production and nationalisms.

The Valente Center hosts an annual humanities research seminar focused on an interdisciplinary topic, most recently “Environmental Justice: Global to Local Contexts.” The center supports the undergraduate student research assistantship program, the goal of which is to offer undergraduates meaningful research experiences guided by faculty mentors. The center hosts Visiting distinguished and international scholars; visitors included an expert in the politics and policy of natural hazards and other disasters and an internationally recognized feminist philosopher. The center supports a popular Undergraduate Fellows Seminar, in which a small group of students meets every week with five faculty members across disciplines to read and discuss challenging texts of enduring value.

Many of the initiatives described above were supported in part by a challenge grant from the National Endowment for the Humanities. More than $1 million has been raised from alumni to meet the challenge. The NEH rarely awards such grants to professionally focused institutions.

Associate Professor
Dave Szymanski
Director: Jeanne & Dan Valente Center for Arts & Sciences
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Center for Quantitative Analysis

Founded in 2007 and directed by Professor Sam Woolford, the Center for Quantitative Analysis provides professional analytical consulting services to commercial and non-profit organizations in support of fundamental and applied business research, improved organizational performance and more effective policies.

The center demonstrates the positive contribution quantitative analysis can make to fact-based decision making while providing a forum for practical applications that enrich the research and teaching experience for faculty and students. It provides a unique resource to supplement the capabilities of commercial and non-profit organizations while generating a source of collaborative research and publications for faculty and training for students focused on business analytics.

In addition to supporting the research of Bentley faculty, the center has worked with a number of national corporate clients including CVS, Gorton’s (Seafood) and National Grid as well as regional and local organizations. The affiliation of the center with Bentley fosters the application of best-in-class analytical expertise with best-in-class business content expertise to support organizational decision-making and performance.

Center for Marketing Technology

The Center for Marketing Technology (CMT) supports the Bentley academic community as well as corporate partners and clients in exploring today’s most engaging marketing questions. The CMT helps develop best practices in marketing strategy, research and customer insight. Under the leadership of Marketing Senior Lecturer Ian Cross, the CMT provides consulting, education and research for business partners and academia that deliver digital marketing, social media, data analytics and sustainable marketing strategies.

The CMT hosts more than 250 focus groups and disseminates more than 150 e-surveys targeting groups from 1,000 to over 100,000 respondents annually. The center uses marketing analytics, primary and secondary research, digital marketing and social media tools to serve clients spanning the worlds of consumer goods, retail, finance, healthcare, technology, government, healthcare and education. The CMT is also an extraordinary teaching resource that enables faculty to provide students with hands-on experience with a broad range of new and evolving technological tools for marketing.
User Experience (UX) Center

Founded in 1999 by Professor William Gribbons, Bentley’s User Experience Center (UXC) is a global consulting group that provides user experience research, design, and strategy services to clients around the world.

Led by Dr. William Albert, the center’s affiliation with the university’s MS program in Human Factors in Information Design affords unique access to internationally-recognized experts and the latest research in the fields of user experience, human factors, usability, and design and enables students to apply learning from the classroom to real world problems. Focused on improving the user experience of websites, software, mobile applications, consumer products, medical devices – indeed, anything with an interface – the UXC offers clients design solutions based on a unique combination of in-depth industry expertise and scientific rigor.

The UXC has one of the most sophisticated user research facilities in the United States, with two state-of-the-art usability testing labs and special setups for mobile testing and focus groups. It has specific technology for conducting field research, eye tracking, and biometrics (emotional measurement). In 2013, the center opened the UX Studio in Kendall Square in Cambridge, Massachusetts’ innovation district. The studio provides no-cost research and design services to early stage tech start-ups. This venture demonstrates the value of those services to these companies while offering and incredibly valuable experience for our students. The center has worked with more than 200 global clients that include internationally known companies in banking and financial services, healthcare, education and publishing, and technology.
The Center for Women and Business (CWB), founded in 2011, is focused on helping achieve gender balance in the workplace. It works toward this goal through a number of initiatives, primarily by helping corporations recruit, retain and advance women in the workplace through practical action and thought leadership. The CWB also fosters leadership opportunities for students, collaborates with faculty, and supports and engages in academic research.

The CWB utilizes best practices surveys and focus groups to gain a deeper understanding of the issues and to develop solutions that will benefit corporate partners, their female and male employees, and Bentley’s students. Corporate engagement in topical issues such as Workplaces that Work, Men in Partnership, Women’s Confidence, Gender Intelligence, and the impact of the Millennial Generation are explored and quantified. Thought leadership pieces, including case studies, are a key research product.

The CWB collaborates with Bentley faculty to highlight their research on relevant topics such as women’s advancement, organizational culture, academic and professional confidence, and more. In 2016, the center will introduce a faculty roundtable series in partnership with Bentley’s Research Council.

The Bentley Library and the Academic Technology Center

Bentley faculty benefit from the assistance provided by the Bentley Library and the Academic Technology Center, both under the leadership of Laurie Sutch, Director of the Library and Academic Technology.

The Bentley Library

The Bentley Library supports and enriches the university’s academic research and educational goals by developing and organizing information resources, providing information literacy instruction to faculty and students, and responding to their information needs. The library’s $1.8M academic resource budget sustains a comprehensive collection of print and online resources that support research and teaching at the intersection of business and the arts and sciences. These include more than 80 research databases linked to 60,000 online journals. The collection numbers 180,000 print volumes, 700 current...
periodical subscriptions, 182,000 e-book titles, 1600 downloadable books, 16,000 streamed educational videos, and 8,000 popular and academic teaching DVDs.

**Academic Technology Center**

The Academic Technology Center (ATC) assists Bentley faculty and students in leveraging technology in teaching, learning, and research. Through individual and small-group sessions, the ATC helps faculty to identify technology resources for conducting research. The ATC also provides support with statistical analysis of data, research methods, and survey design. It offers workshops on the use of numerous analytical software packages and provides research resources based on faculty and student requests and the strategic directions of the institution. These include Compustat Global, Thomson Reuters’ I/B/E/S and Standard and Poor's Emerging Markets Database (EMDB). A majority of the databases are accessible via Wharton Research Data Services (WRDS). The ATC also supports several high performance computing systems used for a wide variety of research projects.