Research Reaching Out: Translating the Impact of Scholarship to the Public
How to extend our scholarship and research to audiences beyond campus

Wednesday, November 14, 2:00-3:20 p.m.
Adamian 340 (Dandes Room)

PARTICIPANTS INCLUDE:

**SANDEEP PURAO**
is Trustee Professor of Information and Process Management at Bentley University. His research deals with the design, evolution and management of complex techno-organizational systems, blending research methods from organizational science and software engineering. His research results include design principles for different classes of IT artifacts, guidelines for improving deployment efforts, improved understanding of how such IT artifacts can benefit organizational work practice, and more refined explanations of how their introduction can impact organizational work and structure. These research efforts have led to outcomes including publications in archival journals, papers in conference proceedings, and software artifacts tied to empirical assessments.

**LAUREL STEINFIELD** is Assistant Professor of Marketing at Bentley University. Her research focuses on the reproduction and transformation of social stratifications, namely along gender, racial, and class-based lines. Her projects examine the potential for policies, programs, social enterprises/innovations, and grassroots movements to enact change or to increase the resilience of consumers and entrepreneurs in emerging markets. Much of her work centers on consumers and interventions in Africa. Her current project assesses social innovations that women small-hold farmers in rural Kenya can implement to increase their resilience to the effects of climate change. She is a member of Bentley's Health Thought Leadership Network, RIM (Race in the Marketplace), on the editorial board of the *Journal of Consumer Affairs*, and on the advisory boards of GENMAC and Transformative Consumer Research.

**BARBARA WIXOM**
joined MIT Sloan in June 2013 to serve as a Principal Research Scientist at the MIT Sloan Center for Information Systems Research (CISR). MIT CISR was established in 1974 as a non-profit research group, and it currently is funded by 100 corporate sponsors and patrons. The center undertakes practical research on how firms generate business value from digitization. Barbara’s work focuses on how organizations effectively deliver value from their information assets.

**MIRIAM BOERI** is an Associate Professor of Sociology at Bentley University. Her research focuses on ethnographic studies of drug user populations and alternatives to incarceration. Her recent book *Hurt: Chronicles of the Drug War Generation*, is based on life stories from baby boomers who were still using drugs past the age when they should have “matured out” of use. Through her research, Boeri aims to reduce the adverse health effects associated with drug use and the harmful social effects on drug users through a better, more holistic understanding of drug use and the impact of drug policy.