

Piching Template

Your Name

Invalid Date

The pitching was developend by [Faff \(2017\)](#). Follow the link for a lot more information and details.

Below you can delete all the non-title text by your answers. You do not need to include the questions (nor this sentence.)

Description

Working Title

Succint/informative title

Basic Research Question

In one sentence, define the key features of the research question.

Key Papers

Identify the key paper(s) which most critically underpin the topic. Provide a link to the paper. Ideally one paper, but at most 3 papers. Ideally, by “gurus” in the field, either recently published in Tier 1 journal(s) or recent working papers e.g. on SSRN

Motivation

In one short paragraph (say a max of 100 words) capture the core motivation - which may include identifying a “puzzle” that you hope to resolve.

THREE

Three core aspects of any empirical research project. See the IDioTs guide in [Faff \(2017\)](#).

Idea

Keep your answer short. You will not be able to answer all questions. That is fine.

Identify the “core” idea that drives the intellectual content of this research topic. If possible, articulate the central hypothes(es). Identify the key dependent (“explained”) variable and the key test/independent (“explanatory”) variable(s). Is there any serious threat from endogeneity here? If so, what is the identification strategy? Is there a natural experiment or exogenous shock that can be exploited? Is there any theoretical “tension” that can be exploited?

Data

1. What data do you propose to use? e.g. country/setting; Why? Unit of analysis? Individuals, firms, portfolios, industries, countries ...? sample period; sampling interval? Daily, weekly, monthly, quarterly, annual, ... Type of data: firm specific vs. industry vs. macro vs. ...?
2. What sample size do you expect? Cross-sectionally? In Time-series/longitudinal?
3. Is it a panel dataset?
4. Data Sources? Are the data commercially available? Any hand-collecting required? Are the data to be created based on your own survey instrument? Or by interviews? Timeframe? Research assistance needed? Funding/grants? Are they novel new data?
5. Will there be any problem with missing data/observations? Database merge issues? Data manipulation/”cleansing” issues?
6. Will your “test” variables exhibit adequate (“meaningful”) variation to give good power? Quality/reliability of data?
7. Other data obstacles? E.g. external validity? construct validity?

Tools

Basic empirical framework and research design? Is it a regression model approach? Survey instrument issues/design? Interview design? Econometric software needed/appropriate for job? Accessible through normal channels? Knowledge of implementation of appropriate or best statistical/econometric tests? Compatibility of data with planned empirical framework? Is statistical validity an issue?

TWO

Ultimately the contribution of your research project boils down to two questions.

What's new?

Is the novelty in the idea/data/tools? Which is the “driver”, and are the “passengers” likely to pull their weight?¹ Is this “Mickey Mouse” [i.e. can you draw a simple Venn diagram to depict the novelty in your proposal?] See [Faff \(2017\)](#) for more information.

So what?

Why is it important to know the answer? How will major decisions/behaviour/activity etc be influenced by the outcome of this research?

One

One bottom line

Contribution

What is the primary source of the contribution to the relevant research literature?

Other considerations.

Is Collaboration needed/desirable? – idea/data/tools? (either internal or external to your institution)

Target Journal(s)? Realistic? Sufficiently ambitious?

“Risk” assessment [“low” vs. “moderate” vs. “high”: “no result” risk; “competitor” risk (ie being beaten by a competitor); risk of “obsolescence”; other risks? Are there any serious challenge(s) that you face in executing this plan? What are they? Are they related to the Idea? The Data? The Tools? Are there ethical considerations? Ethics clearance?

Is the scope appropriate? Not too narrow, not too broad.

¹I am probably as confused as you are with this sentence. I could not find any more explanation in the original paper.