**Faff (2015) Research Pitching Template**

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| **Pitcher’s Name** | Your name here \* | **4 digit FoR category** | Field of research?\*\* (see <https://bit.ly/1hDBClj>) | **Date Completed** | Insert date here |
| **(A) Working Title** | Succinct/informative title here | | | | |
| **(B) Basic Research Question** | IN one sentence, define the **key** features of the research question. | | | | |
| **(C) Key paper(s)** | Identify the key paper(s) / monographs which most critically underpin the topic (just standard reference details). Give 2-3 references of the most important papers / books in the field published in high quality academic outlets as appropriate in your discipline. | | | | |
| **(D) Motivation/Puzzle** | 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 i.e. the “**ID**io**T**s” guide | | | | |
| **(E) Idea?** | Identify the “core” idea that drives the intellectual content of this research topic. If possible, articulate the central hypothesis(es). You can think of this as the core problem sitting behind your research question (at B above). | | | | |
| **(F) Data?** | You do not have to respond to all of the points below; some may not be relevant depending on your discipline (eg data cleansing)  (1) What type of data do you propose to use? Why?  (2) How much data do you expect to deal with (number of interviews / primary texts, etc.)  (3) 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? Are they novel new data?  (4) Will there be any problem with missing data/observations? Database merge issues? Data manipulation/”cleansing” issues?  (5) 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? | | | | |
| **(G) Tools?** | Basic empirical framework and research design? What is the methodology to be employed? Literary analysis? CDA? Statistical evaluation? Is it a regression model approach? Survey instrument issues/design? Interview design? Software needed/appropriate for job? Accessible through normal channels? Compatibility of data with planned empirical framework? Is statistical validity an issue? | | | | |
| **TWO** | **Two** key questions | | | | |
| **(H) What’s New?** | Is there novelty in the idea/data/tools? In what ways does this advance knowledge in your field? | | | | |
| **(I) So What?** | Why is it important to know the answer? Who will benefit from the research? How will major decisions/behaviour/activity etc be influenced by the outcome of this research? | | | | |
| **ONE** | **One** bottom line | | | | |
| **(J) Contribution?** | What is the primary contribution to the relevant research literature to be made here? | | | | |
| **(K) Other Considerations** | Is **Collaboration** needed/desirable? – idea/data/tools?  Is there scope for **publication** in journals on topics linked to the main research to be undertaken?  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? Does your research involve interaction with human subject and thus potentially require ethical clearance?  Is the **scope** appropriate? Not too narrow, not too broad. | | | | |

\*The guidelines in red should be deleted and replaced by the best available “answers” in relation to the proposed research topic, obeying an overall 2-page (1,000 word)

limit.

\*\* For a list of FoR codes follow this link: <https://bit.ly/1UeBjLy>

Adapted from Faff, Robert (2015). “A simple template for pitching research”, *Accounting and Finance* 55.2: 311-336.

For more information, instructional videos, example templates, see: https://pitchmyresearch.com/