AFDEN

RBUS6914: Module #1 Session #3

“Pitching Research”

based on V12 of SSRN paper at:

AACSB “Innovations that Inspire”

70 second video:

https://www.youtube.com/watch?v=oe8hpIw9gUU
The Pitch Whisperer
The Pitch Doctor
What is the **Hardest** thing about doing Research?
What is the **Hardest** thing about doing Research?

**STARTING!**
What is the 2nd **Hardest** thing about doing Research?
What is the **Hardest** thing about doing Research?

FINISHING!
BUT

IF you never **start** then **finishing** is not an issue …

Pitching Research is all about **Starting**!
A Question

How can we help **NOVICE RESEARCHERS** overcome the despair of feeling totally clueless and utterly lost at the **beginning** of their research journey?

=> The “**starting research**” problem
Hey. Hey. Uh, are you waiting for Prof. Smith?

Yeah, looks like he double-booked us.

But we scheduled my meeting weeks ago!

Yeah, well... join the club.

Next! You go first.

www.phdcomics.com
DID YOU GET THE E-MAIL I SENT, PROF. SMITH?

PROBABLY. LET ME CHECK.

AH, HERE IT IS.

I HAD FILED IT UNDER "I SHOULD PROBABLY REPLY BUT I CAN'T RIGHT NOW, SO I'LL JUST FORGET ABOUT IT FOR NOW AND WAIT FOR THE STUDENT TO E-MAIL ME AT LEAST TWICE MORE BEFORE TAKING IT SERIOUSLY."

YOU HAVE A SPECIAL FOLDER FOR THAT?

IT'S CALLED MY INBOX.
Academics behaving badly

https://www.youtube.com/watch?v=GzRJfo_NPqM
Another Question

How can we help time poor and heavily over-committed RESEARCH MENTORS overcome the despair of feeling totally confused and mentally swamped by excessive, random and disconnected ideas created by their junior research partners?

=> The “research mentoring” problem
An Answer

Provide a simple **2-page template (mentoring) tool**, SO THAT a **novice researcher** can confidently and succinctly convey all the essential elements of a new research proposal to an **academic expert**.
“The Power of 3”

- Starting Research Problem
- Enabling Tools
- Research Mentoring Problem

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Things to keep in mind ...

What pitching research is “about”:

- About starting
- Specialist academic audience/technical feedback
- Mentor: time poor/over-committed/grumpy
- Written/oral
- Private (but can be public)
- Timeframe = 15/30 minutes
- Words = 1,000 (approx.)
- Iterative/non-linear
- Ongoing/long term
- Not just thesis research
- No such thing as a wrong pitch
- Starting a conversation
- Connectivity
- TOOL: 2-page template
Multi Purpose Research Tool

(a) research planning tool (e.g. Chang and Wee, 2016; Menzies, Dixon and Rimmer, 2016)
(b) research skills development tool (Faff, 2016b)
(c) research learning tool (Faff, Ali, et al., 2016; Ratiu, 2016)
(d) research mentoring tool (Faff, Godfrey and Teng, 2016; Ratiu, Faff and Ratiu, 2016)
(e) research collaboration tool (Wallin and Spry, 2016)
So, what does the template look like?

<table>
<thead>
<tr>
<th>Pitcher’s Name</th>
<th>FoR Category</th>
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</thead>
<tbody>
<tr>
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<td>(B) Basic Research Question</td>
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<tr>
<td>(C) Key paper(s)</td>
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<tr>
<td>(D) Motivation/Puzzle</td>
<td>Three core aspects of any empirical research project i.e. the “1DioTs” guide</td>
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<tr>
<td>(E) Idea?</td>
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<td>(F) Data?</td>
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<td>(G) Tools?</td>
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<tr>
<td>(H) What’s New?</td>
<td>Two key questions</td>
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<tr>
<td>(I) So What?</td>
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<td>(J) Contribution?</td>
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PR Template – in three Parts

“The Dinner Party”

- **Part I:** Items (A) – (D) => “Entrée”
- **Part II:** Items (E) – (J) => “Main meal”
- **Part III:** Item (K) => “Dessert”
“The Power of 3” – applied to PR Template
“The Power of 3” – applied to PR Template

(A) Working Title

Informative

Brief

Simple
“The Power of 3” – applied to PR Template

(A) Working Title (near the end)
“The Power of 3” – applied to PR Template
(B) Key Research Question

Paradigm Choice?

Focus Choice?
[descriptive, explanatory, prediction, critical, qualitative, analytic …]

Discipline Choice?
“The Power of 3” – applied to PR Template
(C) 3 Key Papers

Key Paper #1

X

Key Paper #2

Key Paper #3
“The Power of 3” – applied to PR Template

(C) Each Key Paper

“Guru” Author

Very Recent

High Quality Journal

X

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The Cocktail Glass Approach to Reading/Filtering the Literature

Diagram:
- Wide-ranging initial literature search
- Filtering of literature toward evolving research question
- Key research papers
- Narrow literature base
“The Power of 3” – applied to PR Template

(D) Motivation

Real World Phenomena

Theory/Model feature(s)

Key Stakeholders
“The Power of 3” – applied to PR Template

(E) Idea

Key Research Question

Motivation

Core Hypothesis

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“The Power of 3” – applied to PR Template

(F) Data

Data - “supply side”

Data - “demand side”

Sampling Strategy

X
“The Power of 3” – applied to PR Template

(G) Tools

Tools – “supply side”

Tools – “demand side”

Core Design Feature(s)
“The Power of 3” – applied to PR Template

(H) What’s New?

- Aspect #1
- Aspect #2
- Aspect #3
“The Power of 3” – applied to PR Template

(I) So What?

- Discipline
- Significance?

- Stakeholder Impact?

- Δ the way we Think?

- Eg Econ Sig
“The Power of 3” – applied to PR Template

(J) Contribution

What’s New?

So What?

Supreme priority angle?
Eg future directions

X
“The Power of 3” – applied to PR Template (K) “Other”

Target output?

Collaboration?

Research “risks”?

X
... and what about (broader) “connectivity”?
“The Power of 3” – applied to PR Template
(B) – (D): “preliminaries”
“The Power of 3” – applied to PR Template

(E) – (G): “IDioTs” guide

(E) Idea

(F) Data

(G) Tools

X
“The Power of 3” – applied to PR Template

(H) – (J): “where the rubber hits the road”
“The Power of 3” – applied to PR Template
Parts (I) – (III)

(I) Entrée
(II) Main
(III) Dessert

X
Main message?
Main message?

Less is More!
Main message?

Structured Less is More!