

## Internet Appendix A43: Research Advice

### A43.1 Illustrative Pitch Template Example

This is a reverse engineered pitch for Stokes, D., (2013), “Generating Innovative Research Ideas”, *Journal of Accounting and Management Information Systems*, 12, No. 2, 145-155.

Pitcher's Name	Robert Faff	FoR category	Research Advice	Date Completed	8 August 2015
<b>(A) Working Title</b>	“Generating Innovative Research Ideas”				
<b>(B) Basic Research Question</b>	What are good strategies for coming up with ideas that will ultimately attract journal (editors) attention?				
<b>(C) Key paper(s)</b>	Caldwell M. (2008), <i>Outliers: The Story of Success</i> , New York: Hachette Book Group. Johnson S. (2010), <i>Where Good Ideas Come from: The Natural History of Innovation</i> , New York: Riverhead Books. Weisberg R. (2006), <i>Creativity: Understanding Innovation in Problem Solving, Science, Invention and the Arts</i> , Wiley, New Jersey.				
<b>(D) Motivation/Puzzle</b>	Many researchers complain that it is too hard to even try and win over “Tier 1” journals in their field – that the competition is too tough, that the process is too long and the pain of rejection too much to endure. Yes, it is very challenging goal to publish in the elite journals – but what are simple strategies that we can all follow that will improve our chances of doing this and, if nothing else, should help give us higher quality research outcomes?				
<b>THREE</b>	<b>Three</b> core aspects of any empirical research project i.e. the “ <b>IDioTs</b> ” guide				
<b>(E) Idea?</b>	To reflect on the author’s own personal experience as a long-term successful accounting researcher and the experiences of other successful academic researchers over many years. Further, draw on findings and insights regarding creativity and innovation at a general level. Convert this thinking specifically to the goal of generating “innovative” research ideas, with a specific target of high quality academic journals. From this, distil and identify strategies – not just as standalone actions but recognise that they often naturally relate and reinforce each other. Deliver these messages clearly and succinctly.				
<b>(F) Data?</b>	Identify, list and discuss key examples from each category of strategy.				
<b>(G) Tools?</b>	Descriptive approach, making an effort to use clear examples, simple explanations and logical structuring of strategies so that the readers from varied backgrounds can most easily understand and execute the strategies. Narrative based on distilling/synthesising personal experience, other leading researchers’ experiences and relevant broad reading around the topic of innovative ideas, with a specific emphasis on what we can learn from the historical “evolution” in this space.				
<b>TWO</b>	<b>Two</b> key questions				
<b>(H) What’s New?</b>	Core novelty derives from the combination of strategies in a simple, clear, cohesive and short narrative. One way of looking at the novelty is to challenge us to think of the innovative idea “drivers” inhabiting the intersection of: (a) our personal passion (supply side); (b) journal passion (demand side); and (c) our academic training.				
<b>(I) So What?</b>	Supreme, age-old challenge for any / all researchers – where do ideas come from? Without innovative ideas impactful research is almost impossible to achieve – the implied main target audience are novice researchers who desperately need this guidance and who need to be challenged to set their sights high (or conversely NOT to always set their sights too low) in terms of the ultimate quality of research that they can deliver. The extent to which the guidance works, novice researchers gain confidence early, make better progress early and are less likely to be left languishing in a state of confusion/ despair.				
<b>ONE</b>	<b>One</b> bottom line				
<b>(J) Contribution?</b>	The core contribution comes from recognizing and stressing the power emanating from a “combination” approach of: (a) looking for creative “opportunity conditions” available to us, (b) applying “approach conditions” conducive to being creative and (c) utilizing “thinking strategies” to generate innovative research ideas.				
<b>(K) Other Considerations</b>	Other relevant aspects not mentioned above				
<b>(k1) collaborations?</b>	Not needed – decision to take a single academic’s view based on a long and successful publishing and research record				
<b>(k2) external advice?</b>	Accumulated experiences that have been influenced by many other academics and researchers over a 30-year period as an accounting academic				
<b>(k3) target journal(s)?</b>	Modest target journal, just to get the message out there quickly and effectively: <i>Journal of Accounting and Management Information Systems</i>				
<b>(k4) research risks?</b>	Low risk in all dimensions: no real competitive threat; no risk of obsolescence since generating research ideas is the age old challenge facing all researchers; “results” (ie simply a matter of bringing together deep experiences and views over long career) are effectively guaranteed by definition.				
<b>(k5) scope?</b>	Scope is fine, not too broad – not aiming to be exhaustive, but rather aiming to “cherry pick” some of the key sources of help/guidance for young researchers.				
<b>(k6) funding?</b>	NA				
<b>(k7) governance?</b>	NA				
<b>(k8) ethical?</b>	NA				
<b>(k9) deal breakers?</b>	NA				
<b>(k10) miscellaneous?</b>	NA				