

A photograph of the Bond University campus. In the foreground, there is a paved walkway lined with green grass and several trees, including a prominent one with purple blossoms on the left. In the background, there are modern university buildings with a mix of stone and concrete facades. A tall, distinctive tower with a balcony is visible on the right side of the frame. The sky is clear and blue.

The Art of Pitching Finance Research ... responsibly

Stellenbosch Webinar

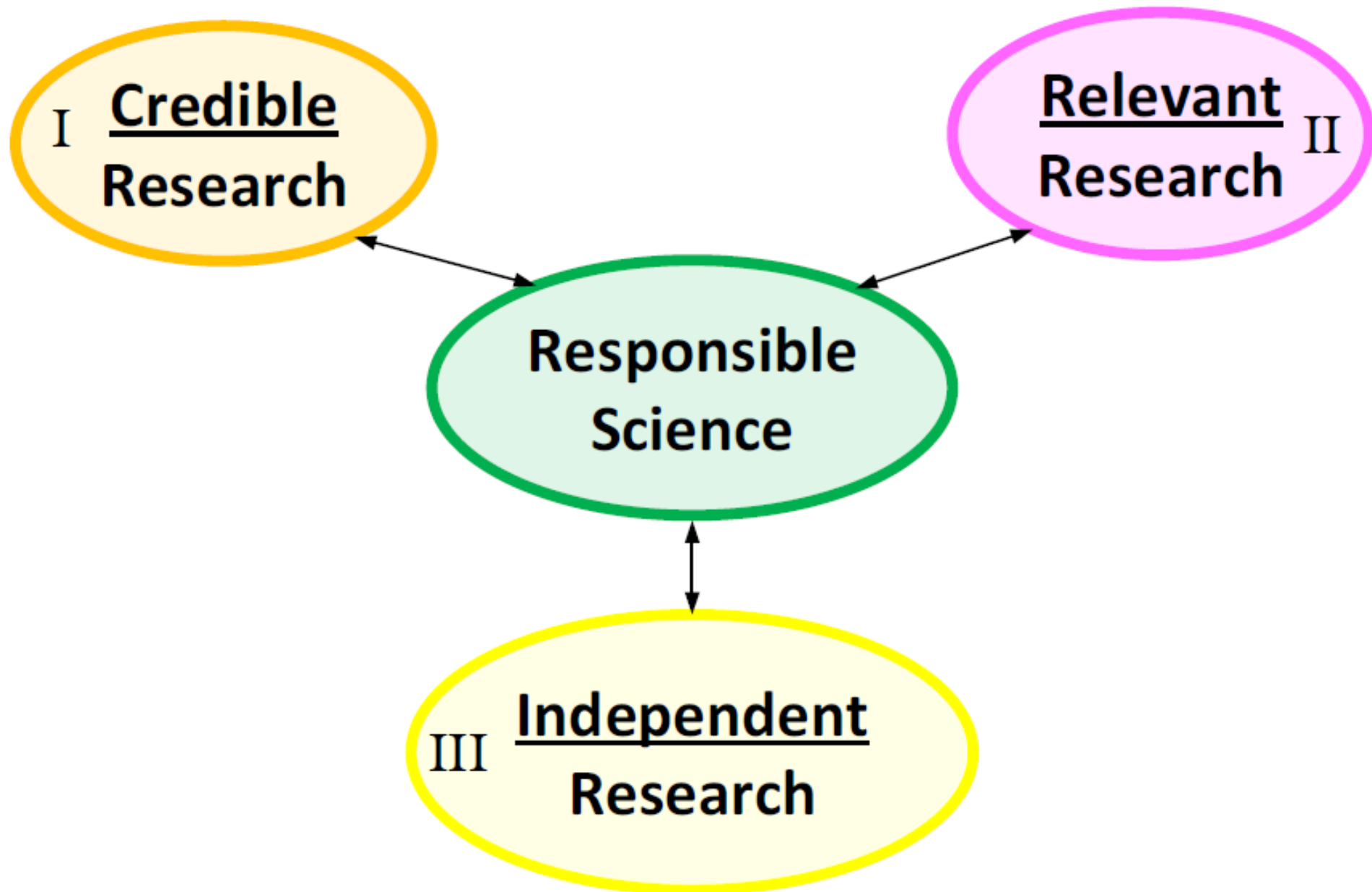
Professor Robert Faff
Bond University & University of Qld

Talk Plan ...

- 1) Responsible Science – quick primer
- 2) PRF – quick teaser
- 3) Finance example(s)

+ Bonus content ...

(1) What is Responsible Science?



Three Pillars of Responsible Science

- Credible Research => Reliable Knowledge ...
- Relevant Research => Useful Knowledge ...
- Independent Research => Unbiased Knowledge ...

Some incidental “markers” of Responsible Science

- ☐ “Good” science
- ☐ A true “contest of ideas”
- ☐ Avoidance of twisted/contorted narratives
- ☐ Genuine recognition of the fact that “the science” is never “settled”
- ☐ There is no emotion
- ☐ No bullying/ no cancelling/ no de-platforming
- ☐ No advocacy/activism
- ☐ The question is paramount/ the answer is “what it is ...”

For a more detailed explanation ... essential reading

Consult the SSRN paper =>

Faff, Robert W., Responsible Science Matters (July 5, 2021). Available at SSRN: <https://ssrn.com/abstract=3880341>

(2) Pitching Research Framework (PRF)

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Pitching Research®

37 Pages • Posted: 4 Jul 2014 • Last revised: 8 Mar 2021

Robert W. Faff

University of Queensland; Bond University

Date Written: March 8, 2021

Abstract

“Pitching Research” (Faff, 2015) is a research planning framework (based on a small set of organizing principles – namely, to be structured, brief, simple, methodical, clear, & focused). The framework challenges a (novice) researcher to effectively communicate their research ideas to an academic field expert. You have a total budget of 1,000 words \pm 20%, to be allocated across 11 items. (A) Working Title – 10-12 words. (B) Research Question – 20-30 words (1-2 sentences). (C) Key Papers – 60-70 words (3 papers). (D) Motivation – 150-200 words (4-6 sentences or dot points). (E) Idea; (F) Data; & (G) Tools – 100-150 words each (3-6 dot points each). (H) Novelty; (I) “So What?”; & (J) Contribution – 50-100 words each (2-4 sentences each). (K) “Other Considerations” – 50-100 words (3 dot points). The current paper digs deeper on all these elements, gives practical guidance and, above all, is designed to be an enduring compass for all researchers on the “hazardous” journey of scientific discovery.

Keywords: new research ideas; pitching; template; research proposal; novice researcher advice; supervisor advice; research mentor advice; PhD coordinator advice

JEL Classification: G00; M00; B40; A20; B00; C00; D00; E00; F00; H00; I00; J00; L00; Q00; R00; Z00

Suggested Citation:

Faff, Robert W., Pitching Research® (March 8, 2021). Available at SSRN: <https://ssrn.com/abstract=2462059> or <http://dx.doi.org/10.2139/ssrn.2462059>

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A Simple tool: A methodical mindset

FOUR	Four Big Picture Anchors
(A) Working Title	
(B) Basic Research Question	
(C) Key paper(s)	
(D) Motivation/Puzzle	
THREE	Three essential Building Blocks
(E) Idea?	
(F) Data?	
(G) Tools?	
TWO	Two key questions
(H) What's New?	
(I) So What?	
ONE	One bottom line
(J) Contribution?	
(K) Other Considerations	

You have 1,000 words \pm 20% (2 pages)

5 golden rules – make your chosen 1,000 words:

- Clear - focused & to the point
- Meaningful
- Effort-based
- Connected
- Start a conversation (i.e. communication)

The PRF ...

“...is designed to allow a research-enabled learner [of any level] in virtually any academic discipline to identify the core elements of a viable and worthwhile empirical research proposal...” Faff (2021, Conclusion)

Written ... private ... communication



... a catch cry ... PRF

“... connecting emerging scholars with research mentors”

For a more detailed explanation ... essential reading

Consult the SSRN paper =>

Faff, R., (2021), "Pitching Research", Available at SSRN:
<http://ssrn.com/abstract=2462059>

(3) Pitching Finance Research ... an example

A Worked Example ... a reverse-engineered pitch

Mesias Alfeus, Christina S. Nikitopoulos, Ludger Overbeck
“Implied Roughness in the Term Structure
of Oil Markets Volatility”, April 25, 2023

(A) Working Title

“Implied Roughness in the Term Structure of Oil Markets Volatility”

(B) Research Question

"How can the application of rough volatility models and deep learning improve the accuracy of oil futures pricing and the pricing of options on oil futures?"

(C) Key Papers

1. Horvath, B., Jacquier, A., and Tankov, P. (2020). Volatility options in rough volatility models. *SIAM Journal on Financial Mathematics*, 11:437–469. (Justification: This paper provides a comprehensive understanding of volatility options in rough volatility models, which is crucial to our research.)
2. Kang, B., Nikitopoulos, C., and Prokopczuk, M. (2020). Economic determinants of oil futures volatility: A term structure perspective. *Energy Economics*, 85(5):104743. (Justification: This paper explores the economic determinants of oil futures volatility, providing a foundation for our research.)
3. Zhu, Q., Wu, C., and Diao, X. (2022). From stochastic to rough volatility: A new deep learning perspective on the hedging. Available at SSRN 4098535. (Justification: This paper presents a novel perspective on the transition from stochastic to rough volatility using deep learning, which aligns directly with our research question.) |

(D) Motivation/ Puzzle

The field of financial derivatives pricing, particularly oil futures, has seen significant advancements with the application of rough volatility models. These models capture the inherent complexity and irregularities of financial markets more accurately than traditional stochastic volatility models. However, their application in oil futures pricing remains relatively unexplored. Furthermore, the potential of deep learning techniques in enhancing the accuracy of these models has not been fully realized. This research aims to bridge this gap, providing insights that could revolutionize oil futures pricing and hedging strategies.

(E) Idea

This research employs rough stochastic volatility specifications to model the term structure of oil futures options prices. The core idea is to provide a comprehensive assessment of the volatility roughness in oil markets and its importance for pricing applications in oil derivatives markets. The research introduces the Hurst parameter as an additional parameter to capture the evolution of the rough attributes.

(F) Data

The research uses prices of WTI oil options on futures traded on the NYMEX from 30-Oct-2006 to 20-Oct-2010. This period is selected for its high volatility in the oil markets, particularly around the Global Financial Crisis. The data includes both prices and implied volatilities, with the latter reaching 60% during 2008. The American-style options prices are converted to European prices using the approximation method provided by Barone-Adesi and Whaley (1987).

(G) Tools

The research employs optimization-based calibration methods to minimize the distance between model data and observed market data. Matlab's "fmincon" routine is used to search for the minimal point of the objective function. The ODEs in equations for the classical model are solved by Matlab's "ode45". For the rough model, the numerical scheme proposed by Callegaro et al. (2020) is used to solve fractional ODE. The integral in the model is computed by the Gauss-Legendre quadrature formula.

(H) What's New?

This research is unique in its application of rough volatility models and deep learning techniques to oil futures pricing. While rough volatility models have been applied in other financial derivatives, their use in oil futures remains limited. Furthermore, the integration of deep learning techniques presents an innovative approach to enhancing the accuracy of these models.

(I) So What?

By improving the accuracy of oil futures pricing, it could lead to more effective hedging strategies and risk management in the oil industry. Furthermore, the insights gained could be applied to other financial derivatives, potentially revolutionizing the field of financial derivatives pricing.

(J) Contribution

This research contributes to the existing body of knowledge by exploring the application of rough volatility models and deep learning in oil futures pricing. It expands on the current understanding of these models and provides a novel perspective on their potential use in financial derivatives pricing.

(K) Other Considerations (Key Findings)

Potential target journals for this research include the SIAM Journal on Financial Mathematics, Energy Economics, and the Journal of Banking & Finance.

The key findings of this study are:

- 1) Rough volatility models can improve the accuracy of oil futures pricing.
- 2) Deep learning techniques can enhance the performance of these models.
- 3) The insights gained could be applied to other financial derivatives.

More Finance examples ...

Topic Area	Hyperlink
Governance	http://bit.ly/2wYlQ7k
Banking	http://bit.ly/2hZSilz
Behavioural Finance	http://bit.ly/2uDFFc8
Public Policy & Regulation	http://bit.ly/2vD39vh
Market Microstructure	http://bit.ly/2vxLExJ
Islamic Finance	http://bit.ly/2vW5GTA
Research Advice	http://bit.ly/2hYUjoe
Stock Liquidity	http://bit.ly/2wK2bNX
Non-bank Financial Institutions	http://bit.ly/2w4P8tg
Bank Subsidy	http://bit.ly/2w4tkhl

More Finance examples ...

Topic Area	Hyperlink
Hedge Funds	http://bit.ly/2fGW3lz
Finance	http://bit.ly/2uWA0cm
Price Discovery	http://bit.ly/2wYrP0E
Board Governance	http://bit.ly/2vylFq0
Financial Literacy	http://bit.ly/2uWvv1n
Superannuation	http://bit.ly/2w55Ubz
Informed Trading	http://bit.ly/2uI0aQK
Imputation Tax Credits	http://bit.ly/2uWpz8J
Executive Overconfidence	http://bit.ly/2vycS7w
Real Estate	http://bit.ly/2vydD0p

More Finance examples ...

Topic Area	Hyperlink
Research Funding	http://bit.ly/2vCSdxK
Insider Trading	http://bit.ly/2w7I7XM
Property Investment	http://bit.ly/2w4DIpw
Risk Management	http://bit.ly/2w7YT9h
Innovation/Finance	http://bit.ly/2uIN0D8
Political Finance	http://bit.ly/2vCST6a
Foreign Portfolio Investment	http://bit.ly/2uI5ILf
Default Risk	http://bit.ly/2wK8aIN
CEO Compensation	http://bit.ly/2wYvtaL
Credit Ratings	http://bit.ly/2uElHhr

More Finance examples ...

Topic Area	Hyperlink
IPOs	http://bit.ly/2wYvtY7
Executive Compensation and Debt	http://bit.ly/2w7ZOX8
Bank Risk	http://bit.ly/2vCWT6p
Governance and Leverage	http://bit.ly/2vCzvGl
Spillovers	http://bit.ly/2vDuZao
Banking	http://bit.ly/2fGsWys
Weather & Finance	http://bit.ly/2vypaNa
Refinancing Risk	http://bit.ly/2hZMKxM
Impact Investing	http://bit.ly/2w57SJd
CEO Incentives	http://bit.ly/2uWhzVg

More Finance examples ...

Topic Area	Hyperlink
Corporate Governance	http://bit.ly/2w80QTe
Volatility Linkages	http://bit.ly/2vyiy1n
Interest Rate Risk	http://bit.ly/2w893H2
Innovation/Ownership	http://bit.ly/2uWrA4C
Corporate Control	http://bit.ly/2uE4ZP8
Financial Herding	http://bit.ly/2iuQMZY
Sustainability Investing	http://bit.ly/2vDjHTO
Gender/Insider Trading	http://bit.ly/2i0zBo6
Insider Selling	http://bit.ly/2vWnu17
Financial Risk Tolerance	http://bit.ly/2wKkx19

More Finance examples ...

Topic Area	Hyperlink
Governance/Default Risk	http://bit.ly/2w8cZay
Gender & Risk Tolerance	http://bit.ly/2uWzF9u
Research Agenda	http://bit.ly/2ihJ3lb
Reverse-engineering Pitching	http://bit.ly/2vyXjN6
Earnings>Returns Relation	http://bit.ly/2lmSH83
Bank Risk Exposure	http://bit.ly/2wYMDVG
Momentum Trading	http://bit.ly/2kN33uM
Diversification	http://bit.ly/2kBqdn1
CEO Overconfidence	http://bit.ly/2wYWQ4p
Informed Trading	https://bit.ly/2LhR1XO

More Finance examples ...

Topic Area	Hyperlink
Environmental Finance	https://bit.ly/2KGX7zY
Political Donations	https://bit.ly/2IWZrFG
Finance – Macroeconomic News	https://bit.ly/2IASdDL
Finance – Insider Trading	https://bit.ly/2IARbMp
Finance – Value Premium	https://bit.ly/2GCfunl
Funds – FX Risk	https://bit.ly/2IXRIMV
Finance – Negativity Bias	https://bit.ly/2GCvLZi
Finance – Investor Attention	https://bit.ly/2KLjWme
Commodity Risk Premia	https://bit.ly/2LlygCW
Dividend Imputation	https://bit.ly/2IWVoJp

Bonus content ...!

Bonus content ...!

3 x Invitations → \$free ... why not? ...

- (1) Micro-credential Course on “**Pitching Research Matters**”
- (2) Engage with PBFJ **Pre-Registered** Research Initiative
- (3) Engage with an innovative “**Centre for Responsible Science**”

Bonus content ...!

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“Pitching Research Matters” (PRM) Micro-credential Course (MC)

... a new self-paced online course!

PRM MC ... landing page (to sign up & enrol) →
<https://bond.edu.au/microcredentials/pitching-research>

Also see video Link: <https://bit.ly/3MiOCvi>

Pitching Research Matters

The Pitching Research Matters course has been designed for research-enabled students or novice researchers who may be feeling frustrated, lost, or even overwhelmed at the beginning of a research journey. If you are looking for a robust strategy to kickstart your research planning, then this course is definitely for you!

As a novice researcher, it is time-critical that you are able to effectively communicate your research ideas in a clear and succinct manner. Among other things, this skill of research communication is a necessary condition for you to receive timely expert guidance and critical feedback.

Course details



Start date: Anytime



Delivery: 100% online self-paced



Format: Microcredential course



Learning time: 10 hours

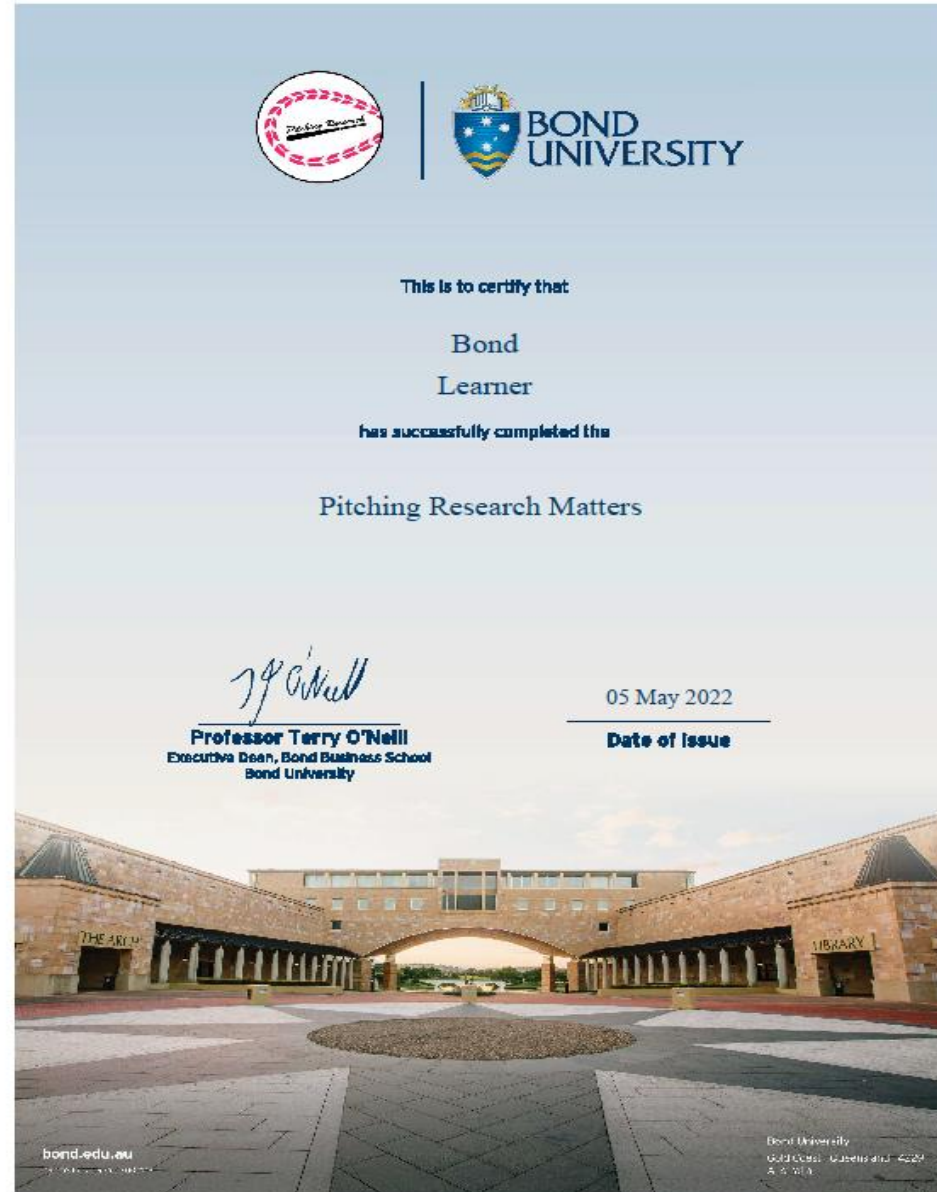
Some specifics about this course ...

- **Timeframe:**
 - **5-10 hours** of activity content (reading, watching, listening, note-taking, cognitive analysing, Internet interaction, MC platform interaction)
 - **90 day window** to complete
- **Assumed Knowledge** ... the learner is “research-enabled”
- Rate of **progress** through course ...
 - Course comprises **3 modules** (**19** “lessons”)
 - **Module #1:** “Pitching Research Framework” (**7** lessons)
 - **Module #2:** “Some basic guidance on pitching” (**5** lessons)
 - **Module #3:** “Alternative types of pitching” (**7** lessons)
 - In each module there are “lessons” and the Learner is told that they are doing lesson “**X**” of “**Y**”

Some specifics about this course...

- Course **Cost**: \$free
- **Satisfactory course completion**:
 - ➔ fully determined by **Final Quiz** (20 x Qs)
 - ➔ your score $\geq 70\%$ ➔ **success**
 - ➔ Unlimited **re-dos** of Final Quiz
 - ➔ Bond University **Certificate**

PRM Certificate



... how to sign up for PRM MC

➔ See the appendix

Bonus content ...!

3 x Invitations ➡ \$free ... why not? ...

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PBFJ Pre-registration initiative ... a case study

Revised Aims & Scope

The Pacific-Basin Finance Journal (PBFJ) aims to provide a specialized forum for the publication of reliable academic research on capital markets within the **Asia-Pacific region** (but excluding papers that only use US data). Primary emphasis is placed on the highest quality empirical investigations that focus on research questions in the **broad realm of financial economics**, addressing mainstream contemporary topics relevant to e.g., investments, asset pricing, corporate finance, financial decision-making.

PBFJ Pre-registration initiative ... a case study

Revised Aims & Scope

...

Further, we generally seek to encourage researchers to engage in topics that produce more “useful” research i.e., to produce research that goes meaningfully beyond narrow academic impact. Most notably, such useful research addresses the challenge of solving important and enduring issues of critical relevance to real-world financial problems and/or practical impediments inhibiting optimal decision-making by key stakeholders operating in financial markets.

PBFJ Pre-registration initiative ... a case study

Revised Aims & Scope

...

Moreover, PBFJ strongly welcomes submissions that embrace the principles of “responsible science”, reflected in three foundational pillars:

- (1) Credible/reliable research;
- (2) Useful/relevant research; and
- (3) Independent/unbiased research.

PBFJ Pre-registration initiative ... a case study

Revised Aims & Scope

...

To this end, while we continue to invite the submission of the traditional form of original and completed full-study research manuscripts, we also offer an alternative “pre-registration” pathway to publication as detailed in the PBFJ Editorial Note (accessible using the link below):

<https://www.sciencedirect.com/science/article/pii/S0927538X22001329>

Led by this form of innovative publication, the editors of PBFJ will exercise best efforts to publish well-executed bold and exciting research, irrespective of whether or not it produces statistically significant and/or positive findings. In other words, the editors of PBFJ believe that it is critical we take a conscious stand against publication bias in order to responsibly service our scientific community.

PBFJ Pre-registration initiative ... a case study

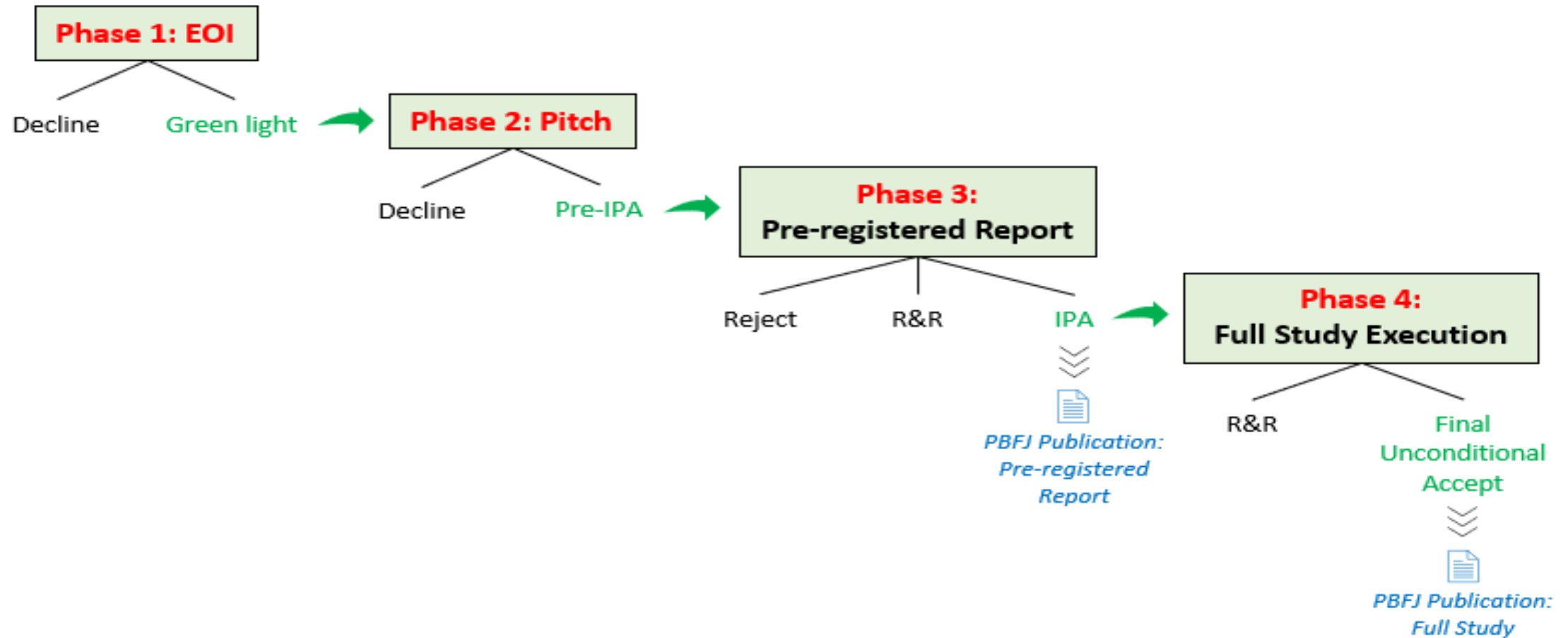
PBFJ ➔ six “flavors” ➔

- O Full original study.
- O Replication.
- O Systematic literature review.
- O Team collaboration of a “big science” or “many labs” style mega study.
- O Evidence from the field: industry or practitioner case study or survey.
- O “Engagement and Impact” study.

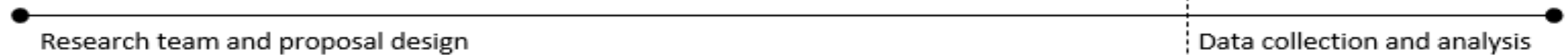
PBFJ ➔ four-phase process ... ➔

PBFJ Pre-registration initiative ... a case study

PRE-REGISTRATION PUBLICATION PROCESS



RESEARCH PROCESS



Bonus content ...!

3 x Invitations ➔ \$free ... why not? ...

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- (3) Engage with the innovative “**Centre for Responsible Science**”

InSPiR2eS Centre for Responsible Science (IC4RS)

webpage ...

<https://pitchingresearch.com/ic4rs/>

IC4RS Vision & Goal

The InSPiR2eS Centre for Responsible Science (IC4RS) provides a virtual platform for like-minded researchers to promote and engage in the **principles and practices of Responsible Science**. The primary vision and goal of IC4RS is to meaningfully facilitate a conducive environment, motivations, and incentives for the next generation of researchers to deliver **high quality research that is credible, relevant, and independent**. Moreover, the underlying vision of the IC4RS is to service, at scale, **remote and under-resourced locations around the globe** where research training and capacity building in line with the principles of Responsible Science, is, at best, a monumental challenge and, at worst, entirely non-existent.

InSPiR2eS Centre for Responsible Science

Pitching Research: Free Course

[Learn More](#)

Vision & Goal

The InSPiR2eS Centre for Responsible Science (IC4RS) provides a virtual platform for like-minded researchers to promote and engage in the **principles and practices of Responsible Science**. The primary vision and goal of IC4RS is to meaningfully facilitate a conducive environment, motivations, and incentives for the next generation of researchers to deliver **high quality research that is credible, relevant, and independent**. Moreover, the underlying vision of the IC4RS is to service, at scale, **remote and under-resourced locations around the globe** where research training and capacity building in line with the principles of Responsible Science, is, at best, a monumental challenge and, at worst, entirely non-existent.



IC4RS

R E S E A R C H C E N T R E

Nodes



~~47~~ 50

Node Leaders

6

Continents

25

Countries

Current IC4RS Nodes in Africa ...

	University Node Name	City/Country/Jurisdiction	Node Leader Name
1	AAFA	Africa	Yinka Moses
2	Strathmore University	Nairobi/Kenya	David Mathuva
3	International University of Rabat	Rabat/Morocco	Ahmed Imran Hunjra
4	Walter Sisulu University	South Africa	Joseph Akande
5	Stellenbosch University	Stellenbosch/South Africa	Mesias Alfeus

THANK YOU!

Professor Robert Faff
Bond University & University of Qld

Signature SSRN paper:
“Pitching Research”: <http://ssrn.com/abstract=2462059>

APPENDIX ... how to sign up for PRM MC

How? ... MC sign-up & enrolment guidelines

Video “fly-over” of PRM & enrolment in MC

Video Link:

<https://bit.ly/3MiOCvi>



STEP BY STEP GUIDE

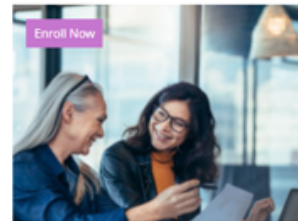
- 1** Go to the Bond Learner Portal

learner.bond.edu.au

- 2** Select **Sign Up** and follow the prompts to create an account



- 3** Search and find your course from the catalogue



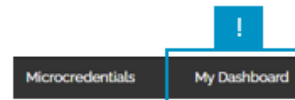
Pitching Research Matters

Self-Paced Study
8-12 hours

- 4** Enrol in your selected course

Enroll Now

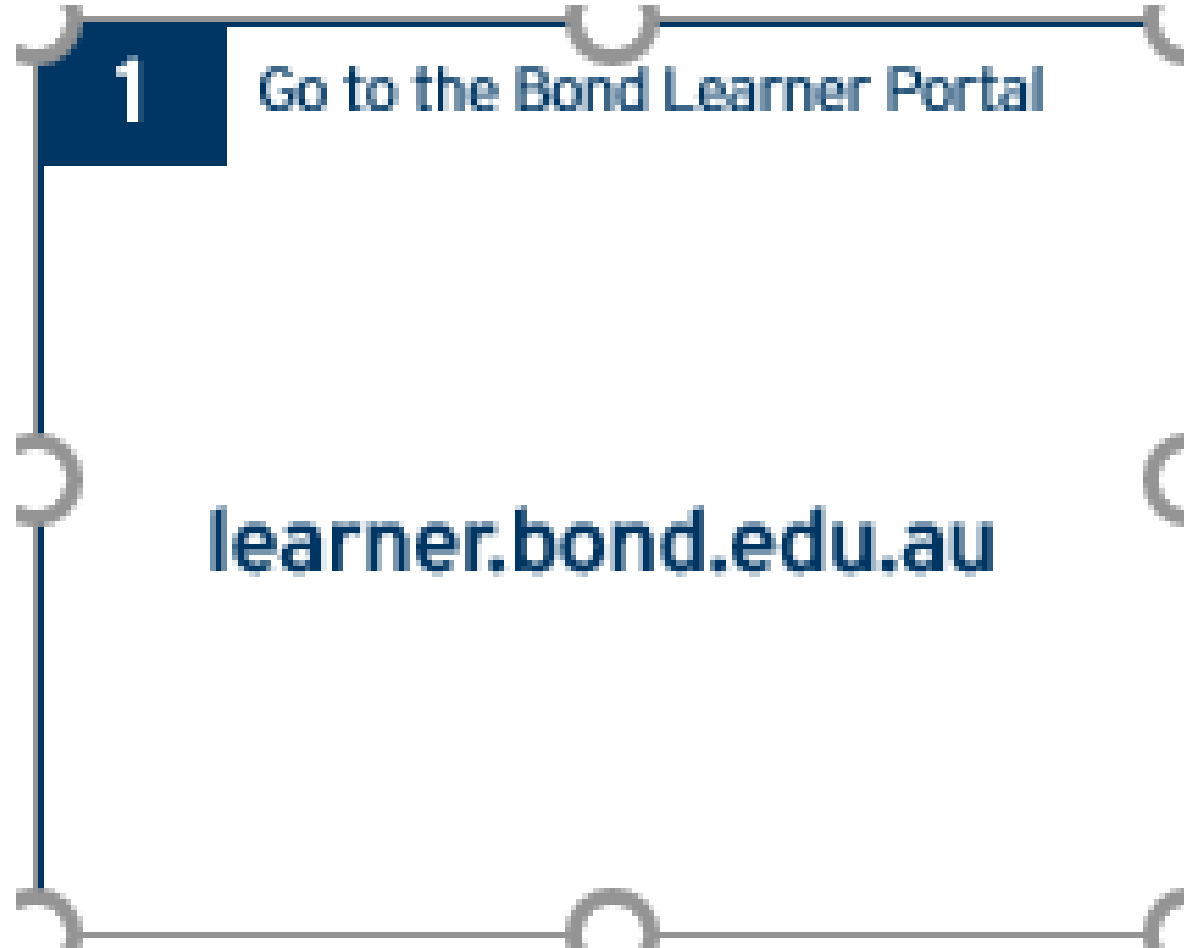
- 5** Once enrolled, find your course via your Dashboard



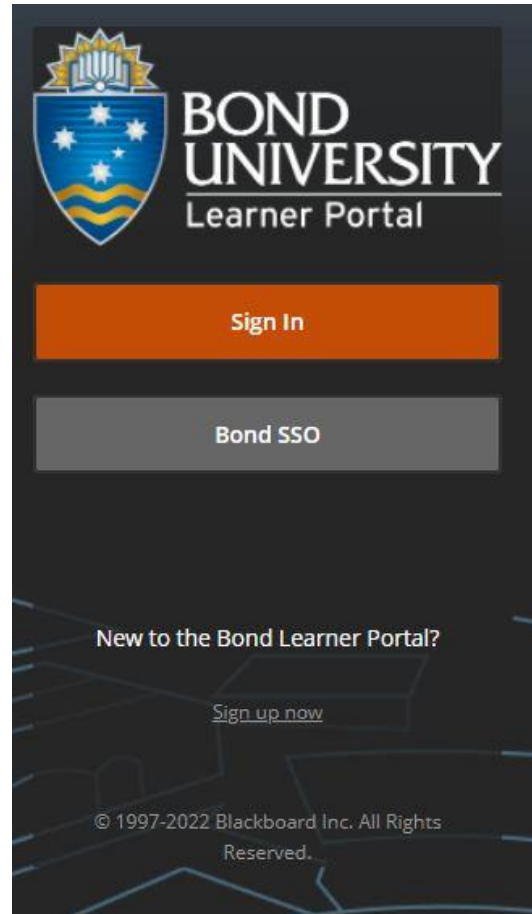
SUPPORT

If you experience difficulties, contact us for assistance with a description of the problem and a screenshot to info@learner.bond.edu.au

Step-by-step guide ... online sign-up & enrolment



Step 1: Bond University Learner Portal Sign Up

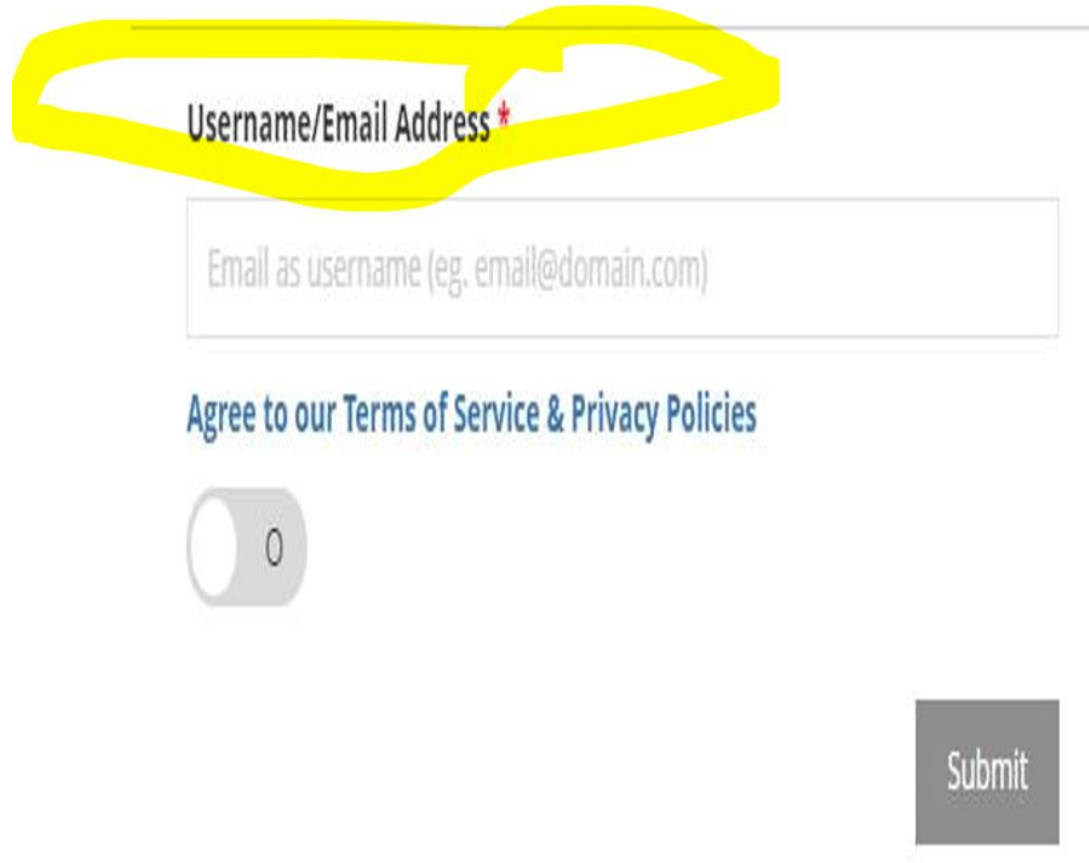


2

Select **Sign Up** and follow the prompts to create an account



Step 2a: Enter your email



A registration form with a yellow highlight around the 'Username/Email Address' label. Below the label is a text input field with placeholder text 'Email as username (eg. email@domain.com)'. Underneath the input field is a link 'Agree to our Terms of Service & Privacy Policies' and a toggle switch that is currently turned off. At the bottom right is a 'Submit' button.

Username/Email Address *

Email as username (eg. email@domain.com)

[Agree to our Terms of Service & Privacy Policies](#)

☐

Submit

Step 2b: Agree to Terms of Service and Privacy

Username/Email Address *

hongducktk@gmail.com

Agree to our Terms of Service & Privacy Policies



Submit

Step 2c: Check your inbox (including Spam or junk folder)

×

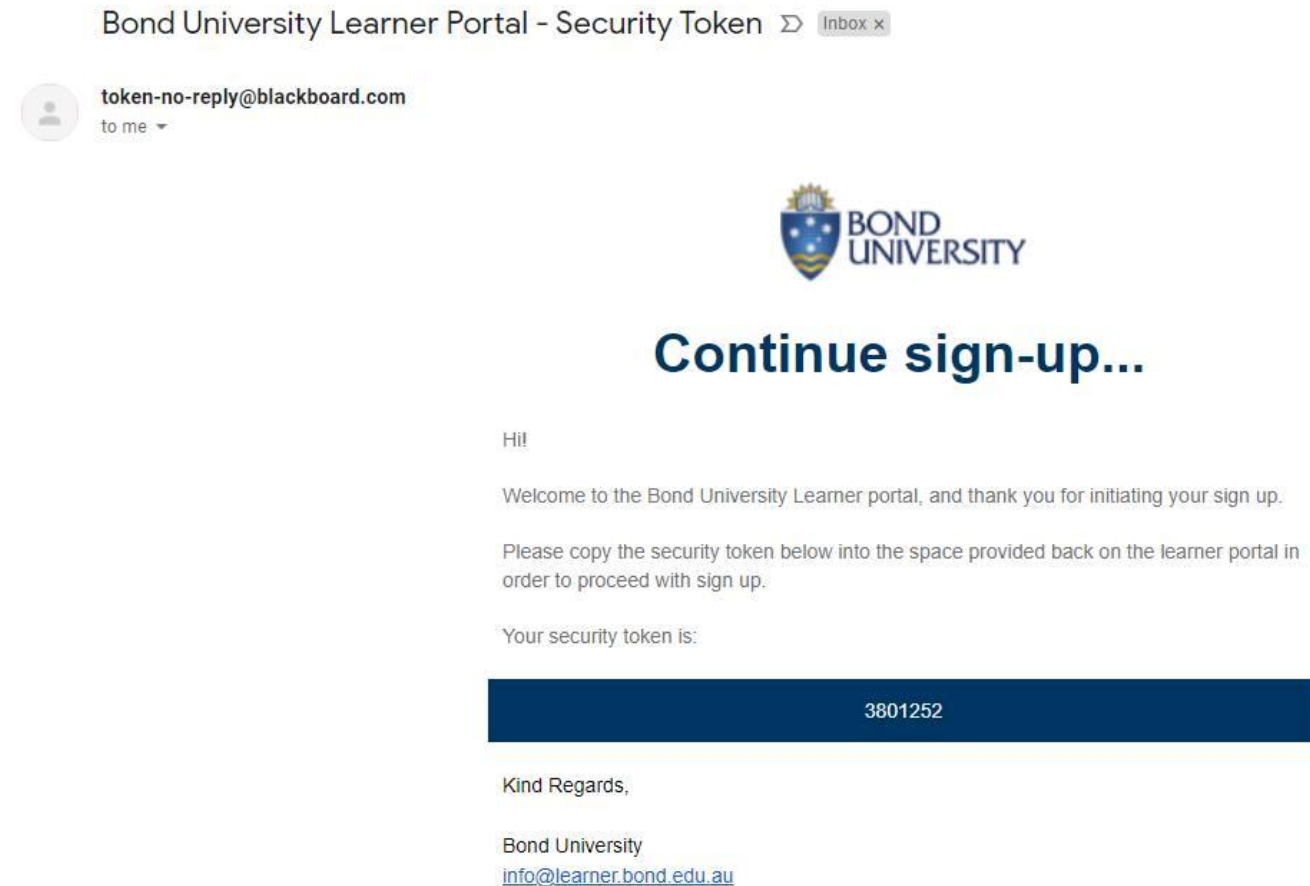
Please check your Inbox

We have sent a security token to the email address you have provided. Please enter the security token below.

Resend

Submit

Step 2d: Copy Security Token



Step 2e: Enter Security Token

×


Please check your Inbox


We have sent a security token to the email address you have provided. Please enter the security token below.

Resend

Submit

Step 2f: Create Account – Additional Information

Bond University Learner Portal

Language Sign UpSign In

Microcredentials

Create Account - Additional Information

Your ID was validated successfully. Please enter the remaining information requested below.


Personal Information

Email *


First Name *

Family Name *

Password ⓘ *



Confirm Password ⓘ *




Password Strength: **STRONG**

STRONG

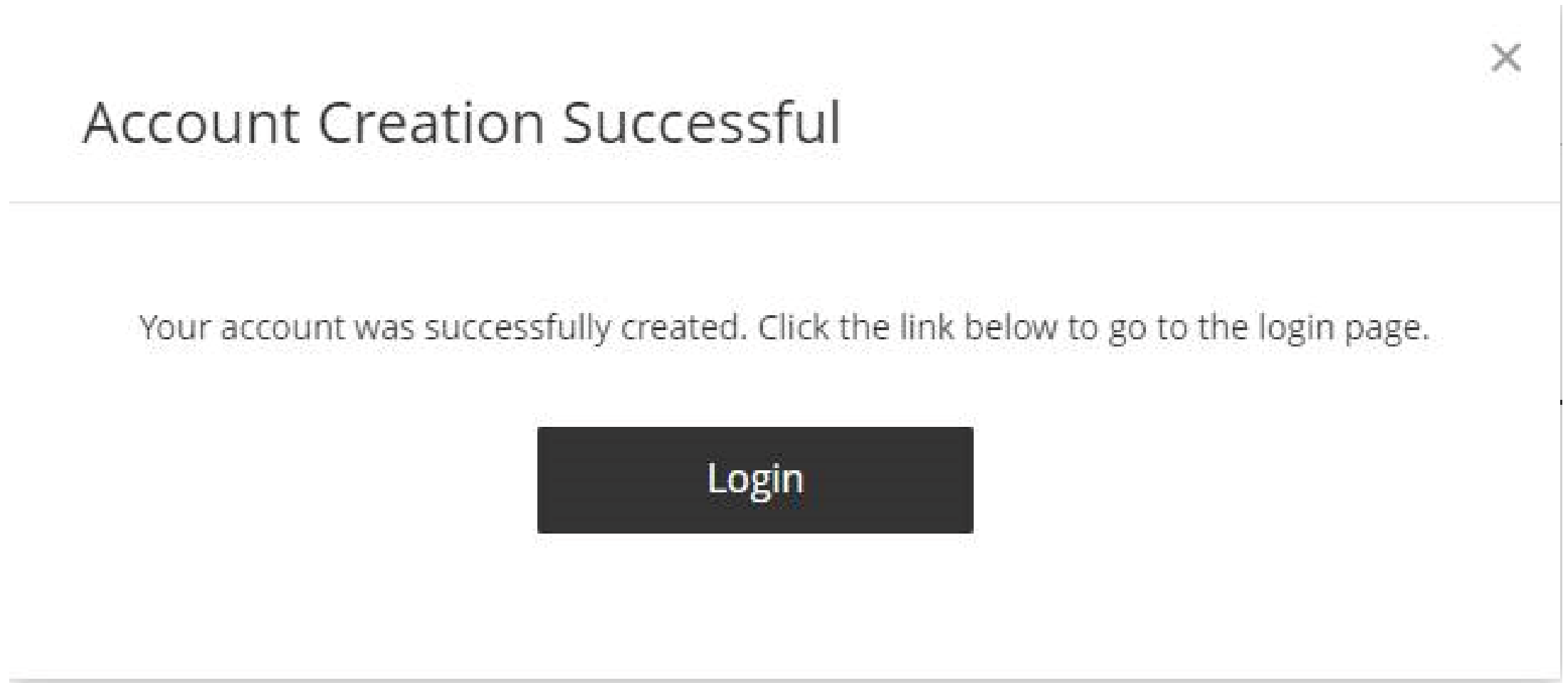
Learning Region

Interests and Preferences

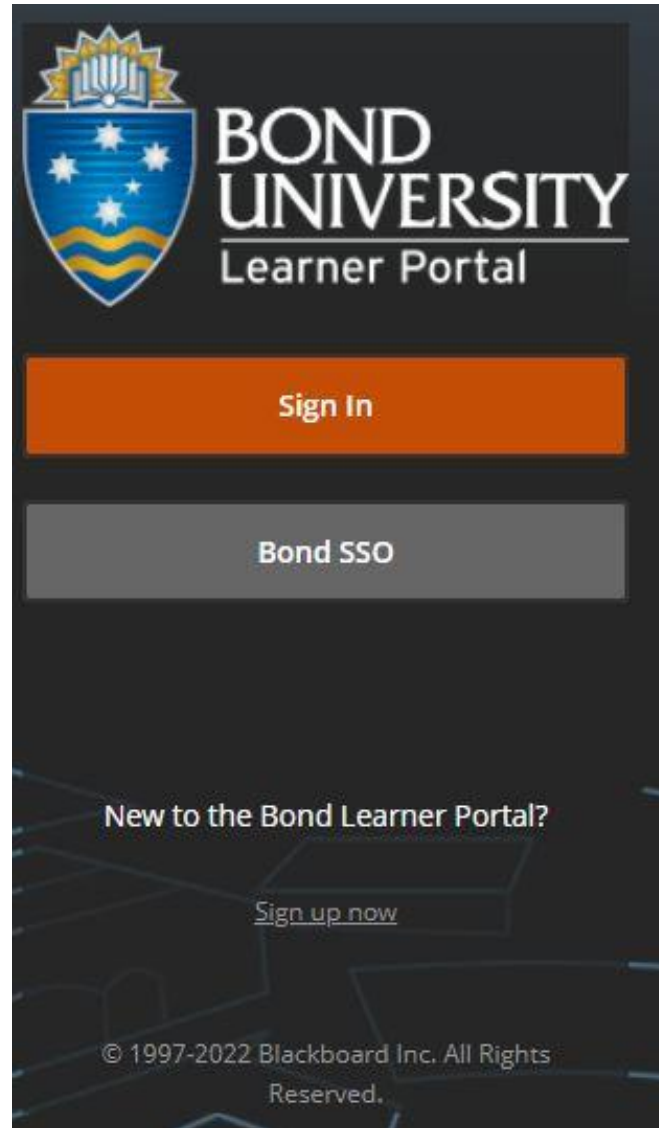
Create Account



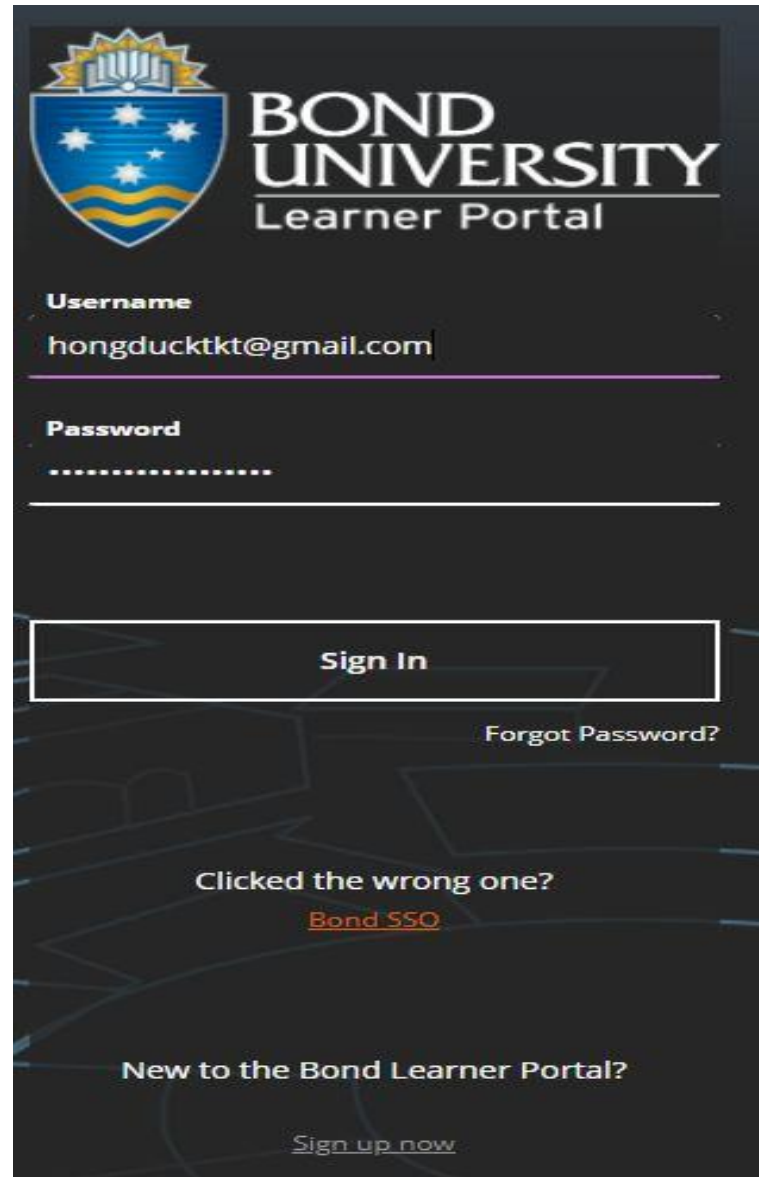
Step 2g: Account Creation Successful – Select Login



Step 2h: Select Sign in



Step 2i: Enter Email and password to sign in



The image shows the login interface for the Bond University Learner Portal. At the top left is the Bond University crest, which features a shield with a sunburst at the top, stars, and wavy lines at the bottom. To the right of the crest, the text "BOND UNIVERSITY" is displayed in a large, bold, sans-serif font, with "Learner Portal" in a smaller font below it. Below the header, there are two input fields. The first is labeled "Username" and contains the text "hongducktk@gmail.com". The second is labeled "Password" and contains a series of dots. Below these fields is a large rectangular button with the text "Sign In". To the right of the "Sign In" button is a link that says "Forgot Password?". Below these elements, there is a link that says "Clicked the wrong one?" followed by a link that says "Bond SSO". At the bottom of the page, there is a link that says "New to the Bond Learner Portal?" followed by a link that says "Sign up now".

BOND UNIVERSITY
Learner Portal

Username
hongducktk@gmail.com

Password
.....

Sign In

[Forgot Password?](#)

[Clicked the wrong one?](#)
[Bond SSO](#)

[New to the Bond Learner Portal?](#)
[Sign up now](#)

3

Search and find your course
from the catalogue

Enroll Now



Pitching Research Matters

Self-Paced Study

8-12 hours

Course Catalog

Refine your search

Category

- Business
- Legal Practice
- Construction
- Governance
- Project Management
- Bond Community
- Healthcare Innovations
- Sport Coaching
- Insolvency
- Journalism
- Communication

Hours of Learning

- Less than 8 hours
- 8-12 hours
- 12-16 hours

View: | 25 | 50 | All

Showing all 1 results

Enroll Now



Pitching Research Matters

Self-Paced Study
8-12 hours

4

Enrol in your selected course

A purple rectangular button with the text "Enroll Now" in white, centered within a light gray rectangular background.

Enroll Now

A photograph of two women in a professional setting. One woman with grey hair is pointing at a document held by a younger woman with dark hair and glasses. They are both smiling and looking at the document. The background shows a modern office with large windows and a lamp.

[Enroll Now](#)

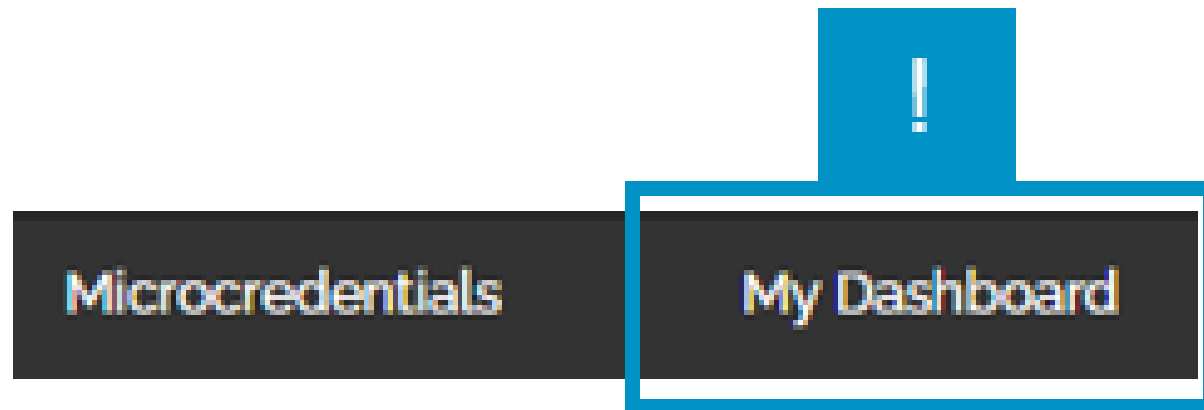
Pitching Research Matters

Self-Paced Study

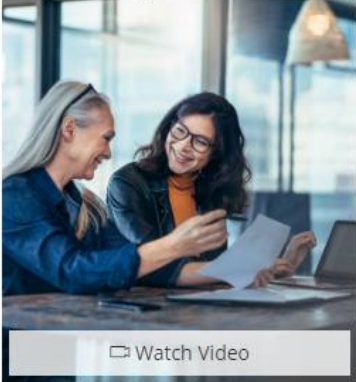
8-12 hours

5

Once enrolled, find your course
via your Dashboard



Step 5a: Read Course Overview



Discover the basics of effectively communicating your research ideas to an expert

Enrollment Open : 03-05-2022

[Enroll Now](#)

[Watch Video](#)

Pitching Research Matters

About this course

This course is ideal for you if you are currently a research-enabled student of “research process” or if you are a novice researcher frustrated, lost or even over-whelmed at the beginning of your research journey. More generally, if you are looking for a robust strategy to kick-start your research planning, then this course is definitely for you! As a novice researcher, it is time-critical that you become able to effectively communicate your research ideas in a clear and succinct manner. Among other things, this skill of research communication is necessary condition for you to receive timely expert guidance and critical feedback. This course helps to facilitate foundational understanding of that communication process by providing a simple yet comprehensive framework, operationalized via a “pitching” template. The simple “magic” of this style of pitching your research comes from building your confidence and empowering you to start a meaningful conversation with an experienced research mentor. In this course, you will explore the core building blocks of an effective research pitch that is part of responsible science. By the end of this course, you will understand the various broad types of pitching and how the template is a fully versatile tool that suits different contexts and any stage of research.

Who you will learn from

Professor Robert Faff has a particular passion for nurturing the career trajectories of early career researchers. Given Robert has supervised almost 50 PhD students to successful completion and examined more than 50 PhD dissertations, he is an expert in guiding novice researchers. Building on a 40-year academic career, his signature focus is “Pitching Research”.

Course duration

This course will take approximately 10 hours to complete. You can access this course for 90 days from the date of registration.

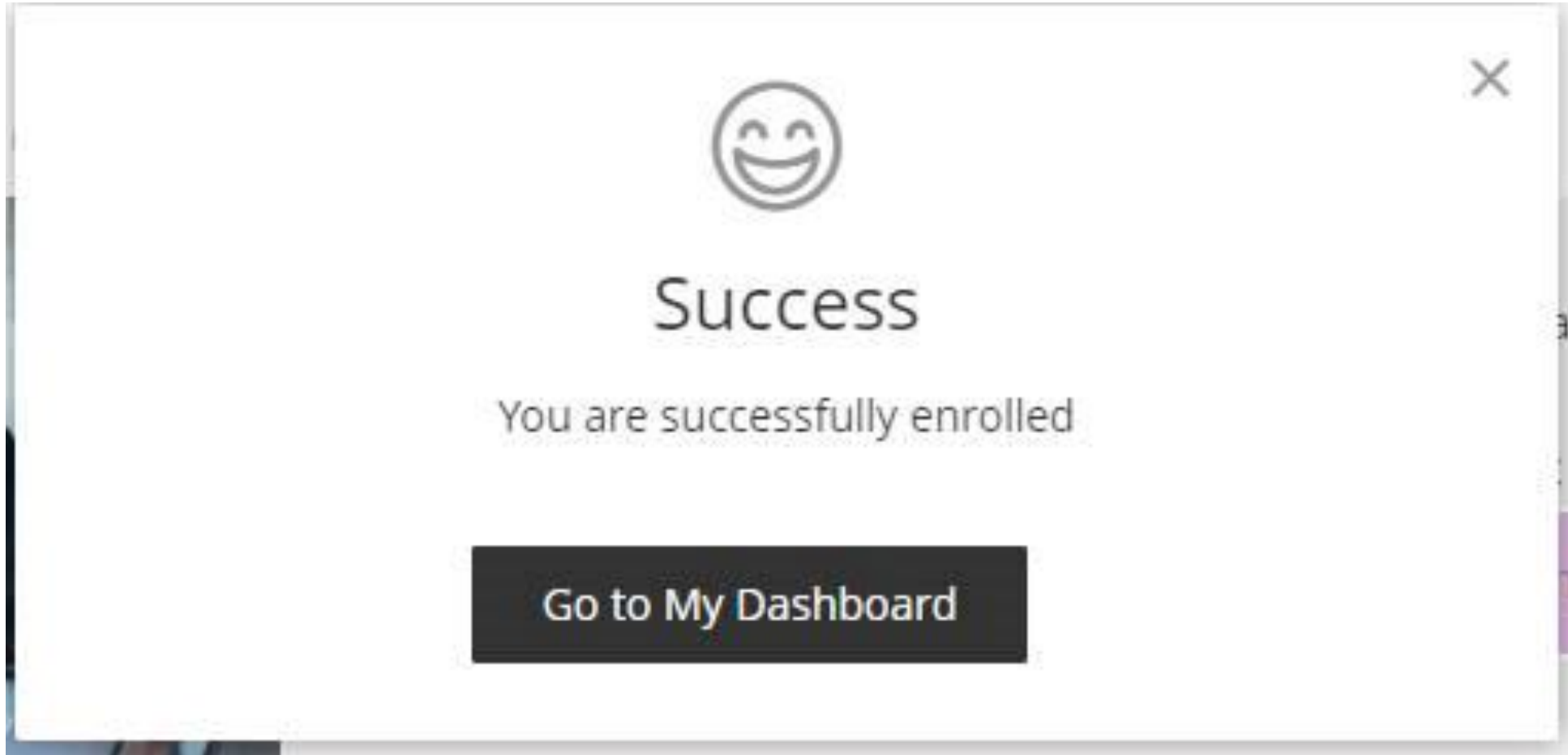
Assumed knowledge




Step 5b: Watch the Intro video



Step 5c: Go to “My Dashboard”



Step 5d: Select “Continue Course”


Bond University Learner Portal

Language ▼ Hong-Duc Phan My Profile Sign Out

Microcredentials My Dashboard

My Dashboard

History **Current** Upcoming




Pitching Research Matters

[View Course Description](#)

Last Accessed: n/a

Ends: 03-08-2022



0%


Course Progress

Continue Course

Drop the Course

Move to History


Step 5e: Get Started!

Bond University Learner Portal


Language Hong-Duc Phan My Profile Sign Out

MicrocredentialsMy Dashboard


BU-7C05-1001_OF111_selfPaced_2842022174


Pitching Research Matters

Subject ContentCalendarDiscussionsGradebookMessages





Subject Contacts

Robert Faff
LEAD EDUCATOR





Details & Actions


Subject register
[View everyone on your subject](#)


Blackboard Collaborate
Room closed

...

Attendance
[View your attendance](#)

Groups
[View groups to join](#)

Announcements
No announcements

Books & Tools
[View subject & university tools](#)

Subject Content

Getting started

Module 1

Module 2

Module 3

Quiz


By the end of this module, you will understand and know how to utilise each section of the Pitching Research framework for your own research project. It should take approximately 5 hours to complete.

Enhance your pitches and most effectively use the template with the Professor Robert Faff's Pitching Research top tips. It should take approximately 3 hours to complete.

Become an expert in crafting your pitches, as you become equipped with advanced pitching skills to elevate your research journey. It should take approximately 2 hours to complete.

No due date

This quiz covers the three modules within the Pitching Research microcredential. Complete the quiz to receive your certificate.



85

How? ... “sign-posting” the course structure

Module 1 – Pitching Research Framework

The screenshot displays the Bond University Learner Portal interface. The top navigation bar includes the university logo, the title 'Bond University Learner Portal', and user options like 'Language', 'Duc Phan', 'My Profile', and 'Sign Out'. Below this, a secondary bar shows 'Microcredentials' and 'My Dashboard'. The main content area is divided into a left sidebar and a central panel. The sidebar, titled 'Subject Contacts', lists 'Robert Faff' as the 'LEAD EDUCATOR' and provides links for 'Subject register', 'Blackboard Collaborate', 'Attendance', 'Groups', 'Announcements', and 'Books & Tools'. The central panel, titled 'Subject Content', lists three modules: 'Module 1' (Pitching Research Framework), 'Module 2', and 'Module 3', each with a brief description and completion time. A 'Revision Quiz' is also listed under Module 1. The bottom of the page features a 'Quiz' button and a help icon.

https://bond.blackboard.com/webapps/bbgs-cloud-portal-BB5ddc61d723ae0/app/portal

Bond University Learner Portal

Language Duc Phan My Profile Sign Out

Microcredentials My Dashboard

Subject Content Calendar Discussions Gradebook Messages

Subject Contacts

Robert Faff
LEAD EDUCATOR

Details & Actions

- Subject register
[View everyone on your subject](#)
- Blackboard Collaborate
Room closed
- Attendance
[View your attendance](#)
- Groups
[View groups to join](#)
- Announcements
No announcements
- Books & Tools
[View subject & university tools](#)

Subject Content

Getting started

Module 1

By the end of this module, you will understand and know how to utilise each section of the Pitching Research framework for your own research project. It should take approximately 5 hours to complete.

The Pitching Research Framework

Revision Quiz
No due date

Module 2

Enhance your pitches and most effectively use the template with the Professor Robert Faff's Pitching Research top tips. It should take approximately 3 hours to complete.

Module 3

Become an expert in crafting your pitches, as you become equipped with advanced pitching skills to elevate your research journey. It should take approximately 2 hours to complete.

Quiz

Module 1 Pitching Research Framework – 7 lessons

https://bond.blackboard.com/courses/1/BU-7C05-1001_OF111_selfPaced_2842022174/content/_1952224_1/scormdriver/indexAPI.html - Work - Microsoft Edge

https://bond.blackboard.com/courses/1/BU-7C05-1001_OF111_selfPaced_2842022174/content/_1952224_1/scormdriver/indexAPI.html

The Pitching Research Framework

0% COMPLETE

- Introducing the Pitching Research Framework
- FOUR Essential Elements
- THREE Basic Building Blocks
- TWO Key Questions
- ONE Bottom Line
- Other Considerations
- Review**


Lesson 7 of 7

Review

Each of the eleven items of the Pitching Research Framework provide necessary prompts to help the novice researcher synthesise potential and relevant ideas into a meaningful narrative so as to begin a conversation with a research mentor. Although it looks simple, it takes considerable time and effort to effectively complete the template.

Pitcher's Name	For category	Date Completed
(A) Working Title		
(B) Basic Research Question		
(C) Key Paper(s)		
(D) Motivation / Puzzle		
THREE	Three core aspects of any empirical research project i.e. the "IDioTs" guide	
(E) Idea?		
(F) Data?		
(G) Tools?		
TWO	Two key questions	
(H) What's New?		

Module 1 Pitching Research Framework – end of module



0% COMPLETE

Introducing the Pitching Research Framework

FOUR Essential Elements

THREE Basic Building Blocks

TWO Key Questions

ONE Bottom Line

Other Considerations

Review

important takeaways you have learned (15–30 minutes).

- ☐ Compare your list above, with the Top 3 list you made at the beginning of the module, based on your reading of Faff (2021, SSRN) (5 minutes).
- ☐ If your two x Top 3 lists above differ, reflect on the differences ... are there any further relevant insights you can glean from these differences, in terms of how your conception of the research process has advanced? (5–10 minutes).
- ☐ Download, read and reflect on the "Module 1 Pitch example" below (10 minutes).

PDF

Module 1 Pitch example.pdf
183.3 KB

↓

In Module 2, the value of the Pitching Research Framework will be further demonstrated. A worked example will illustrate the template in action. Guidance will be provided around the suggested word count for each item.

END OF MODULE

Module 1 – Revision Quiz

The screenshot displays the Bond University Learner Portal. The top navigation bar includes the university logo, the title "Bond University Learner Portal", and user information: "Language", "Duc Phan", "My Profile", and "Sign Out". Below this, a secondary bar shows "Microcredentials" and "My Dashboard".

The main content area is divided into two columns. The left column, titled "Subject Content", contains a sidebar with "Subject Contacts" (Robert Faff, LEAD EDUCATOR), "Details & Actions" (Subject register, Blackboard Collaborate, Attendance, Groups, Announcements, Books & Tools), and "Subject Content" (Getting started, Module 1, The Pitching Research Framework, Revision Quiz, Module 2, Module 3). The right column, also titled "Subject Content", shows the "Revision Quiz" details for "Pitching Research Matters".

The "Revision Quiz" details panel on the right includes a back arrow, a title "Revision Quiz", and the following information:

- Details & Information**
 - Assessment due date**: No due date
 - Attempts**: 0 attempts left
- Marking**
 - Your Mark**: 20 / 20
- Assessment Results**
 - Submission View**: Available now
 - Automated Question Feedback**: Available now
 - Question Scores**: Available after all marks have been posted

A "View submission" button is located at the bottom of the details panel.

Module 2 – Some Basic guidance on pitching

The screenshot displays the Bond University Learner Portal interface. The top navigation bar includes the university logo, the title "Bond University Learner Portal", and user options like "Language", "Duc Phan", "My Profile", and "Sign Out". Below this, a secondary bar shows "Microcredentials" and "My Dashboard". The main content area is divided into a left sidebar and a central panel. The sidebar, titled "Details & Actions", lists various tools: "Subject register" (with a link to "View everyone on your subject"), "Blackboard Collaborate" (Room closed), "Attendance" (with a link to "View your attendance"), "Groups" (with a link to "View groups to join"), "Announcements" (No announcements), and "Books & Tools" (with a link to "View subject & university tools"). The central panel displays three modules. "Module 1" describes understanding the Pitching Research framework (5 hours). "Module 2" (highlighted in yellow) focuses on enhancing pitches using Professor Robert Faff's tips (3 hours). Under Module 2, there is a link to "Some Basic Guidance on Pitching" (highlighted in yellow) and a "Revision Quiz" (No due date). "Module 3" describes becoming an expert in crafting pitches (2 hours). At the bottom, there is a "Quiz" (No due date) covering all three modules and a "Congratulations!" message. A help icon is visible in the bottom right corner of the main content area.

https://bond.blackboard.com/webapps/bbgs-cloud-portal-BB5ddc61d723ae0/app/portal

Bond University Learner Portal

Language Duc Phan My Profile Sign Out

Microcredentials My Dashboard

Subject Content Calendar Discussions Gradebook Messages

Details & Actions

- Subject register
[View everyone on your subject](#)
- Blackboard Collaborate
Room closed
- Attendance
[View your attendance](#)
- Groups
[View groups to join](#)
- Announcements
No announcements
- Books & Tools
[View subject & university tools](#)

Module 1

By the end of this module, you will understand and know how to utilise each section of the Pitching Research framework for your own research project. It should take approximately 5 hours to complete.

Module 2

Enhance your pitches and most effectively use the template with the Professor Robert Faff's Pitching Research top tips. It should take approximately 3 hours to complete.

Some Basic Guidance on Pitching

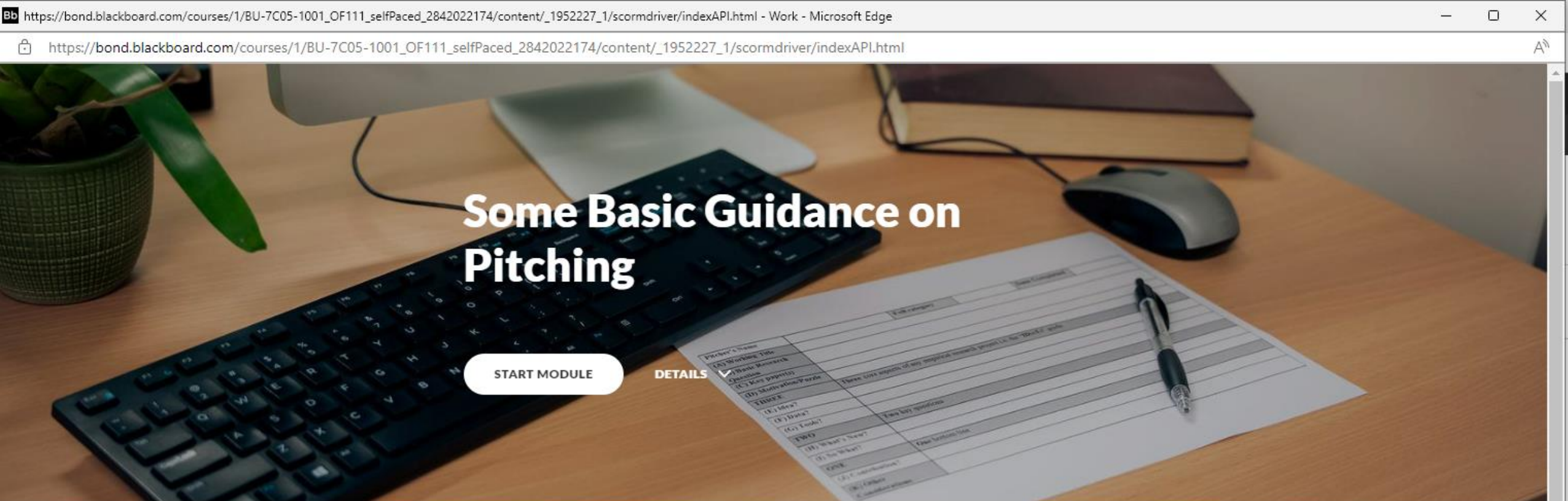
Revision Quiz
No due date

Module 3

Become an expert in crafting your pitches, as you become equipped with advanced pitching skills to elevate your research journey. It should take approximately 2 hours to complete.

Quiz
No due date
This quiz covers the three modules within the Pitching Research microcredential. Complete the quiz to receive your certificate.

Congratulations!




This module appraises the logic underlying the Pitching Research Framework in further detail. There are five golden rules to remember when completing the template to ensure that every word counts! Suggestions for how many words to allocate to each section will also be provided. And, we end the section with a humorous worked example of

Module 2 – Basic guidance on pitching – 5 lessons

BB https://bond.blackboard.com/courses/1/BU-7C05-1001_OF111_selfPaced_2842022174/content/_1952227_1/scormdriver/indexAPI.html - Work - Microsoft Edge

https://bond.blackboard.com/courses/1/BU-7C05-1001_OF111_selfPaced_2842022174/content/_1952227_1/scormdriver/indexAPI.html



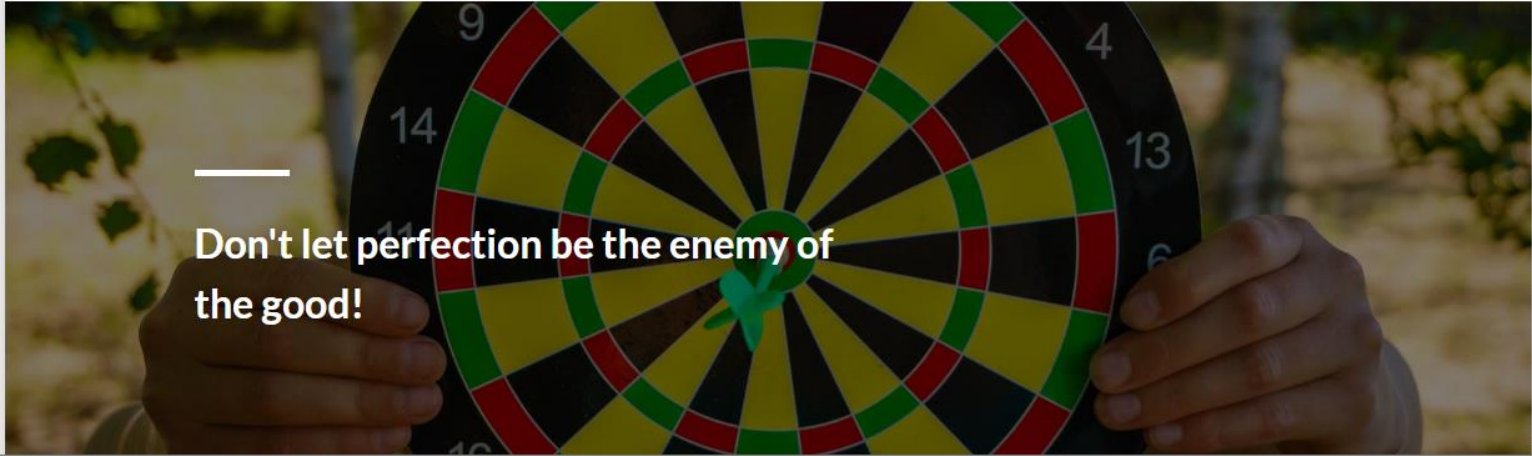
Some Basic Guidance on Pitching

0% COMPLETE

Lesson 1 of 5

5 Golden Rules

Remember that the Pitching Research Framework helps novice researchers to concisely and effectively communicate their ideas to a mentor. The simple and flexible template provides prompts to guide the researcher through all the important considerations when conceptualising and designing a research project. Taking the time to methodically work through each section will assist in organising thoughts to enable a worthwhile discussion with a research mentor.



Don't let perfection be the enemy of the good!

Module 2 – Basic guidance on pitching – Revision Quiz

The screenshot displays the Bond University Learner Portal. The top navigation bar includes the university logo, the title "Bond University Learner Portal", and user options: "Language", "Duc Phan", "My Profile", and "Sign Out". Below this, a secondary bar shows "Microcredentials" and "My Dashboard".

The main content area is divided into a left sidebar and a central panel. The sidebar, titled "Details & Actions", contains links for "Subject register", "Blackboard Collaborate", "Attendance", "Groups", "Announcements", and "Books & Tools". The central panel lists three modules:

- Module 1:** "By the end of this module, you will understand and know how to utilise each section of the Pitching Research Matters. It should take approximately 5 hours to complete."
- Module 2:** "Enhance your pitches and most effectively use the template with the Professor Robert Faff's Pitching Research Matters. It should take approximately 5 hours to complete." This module is expanded to show:
 - Some Basic Guidance on Pitching**
 - Revision Quiz** (No due date)
- Module 3:** "Become an expert in crafting your pitches, as you become equipped with advanced pitching skills to complete the Pitching Research Matters. It should take approximately 2 hours to complete." This module is expanded to show:
 - Quiz** (No due date)
 - Congratulations!**

A modal window titled "Pitching Research Matters Revision Quiz" is open on the right. It includes a back arrow, a "Details & Information" section with "Assessment due date" (No due date) and "Attempts" (0 attempts left), a "Marking" section showing "Your Mark" as "30 / 30", and an "Assessment Results" section with "Submission View" (Available now) and "Question Scores" (Available after all marks have been posted). A "View submission" button is at the bottom.

Module 3 – Alternative types of pitching

The screenshot displays the Bond University Learner Portal interface. The browser address bar shows the URL: <https://bond.blackboard.com/webapps/bbgs-cloud-portal-BB5ddc61d723ae0/app/portal>. The portal header includes the Bond University logo, navigation links for Language, Duc Phan, My Profile, and Sign Out, and tabs for Microcredentials and My Dashboard. The main navigation bar lists Subject Content, Calendar, Discussions, Gradebook, and Messages. The left sidebar contains links for Groups (View groups to join), Announcements (No announcements), and Books & Tools (View subject & university tools). The main content area displays the following items:

- Enhance your pitches and most effectively use the template with the Professor Robert Harris Pitching Research top ups. It should take approximately 3 hours to complete.**
- Some Basic Guidance on Pitching**
- Revision Quiz** (No due date)
- Module 3** (highlighted in yellow)
Become an expert in crafting your pitches, as you become equipped with advanced pitching skills to elevate your research journey. It should take approximately 2 hours to complete.
- Alternative Types of Pitching**
- Revision Quiz** (No due date)
- Quiz** (No due date)
This quiz covers the three modules within the Pitching Research microcredential. Complete the quiz to receive your certificate.
- Congratulations!**


Module 3 – Alternative types of pitching – Start Module

bb https://bond.blackboard.com/courses/1/BU-7C05-1001_OF111_selfPaced_2842022174/content/_1952229_1/scormdriver/indexAPI.html - Work - Microsoft Edge

https://bond.blackboard.com/courses/1/BU-7C05-1001_OF111_selfPaced_2842022174/content/_1952229_1/scormdriver/indexAPI.html

Alternative Types of Pitching

START MODULE DETAILS ▾



This final module will explore how the Pitching Research Framework can be used in four different types of pitching scenarios. The versatile use of the template enables researchers of all levels to benefit from the various applications and have some fun while developing further research skills!

- Introduction
- Fantasy Pitching

Module 3 – Alternative types of pitching – 7 lessons

The screenshot shows a Blackboard course page titled "Alternative Types of Pitching". The page is displayed in a Microsoft Edge browser window. The URL in the address bar is https://bond.blackboard.com/courses/1/BU-7C05-1001_OF111_selfPaced_2842022174/content/_1952229_1/scormdriver/indexAPI.html. The page features a sidebar on the left with a search icon and a menu icon. The sidebar contains a list of lessons: Introduction (0% COMPLETE), Fantasy Pitching, Pitch Sparring, Reverse Pitching, Personal Pitching, Pitching Exercise, and Bonus Resource. The main content area is titled "Lesson 1 of 7" and "Introduction". It contains a paragraph explaining that pitch scenarios can be characterized into a 2x2 matrix based on the dichotomy of 'real' versus 'hypothetical' pitch and 'prospective' versus 'retrospective' pitch. This creates four potential cases: Real applications (Personal Pitch, Reverse Engineered Pitch) and Hypothetical applications (Fantasy Pitching, Pitch Sparring). A table below the text summarizes these four cases.

0% COMPLETE

Lesson 1 of 7

Introduction

Pitch scenarios could be characterised into a simple 2x2 matrix. On one dimension, imagine the simple dichotomy of a 'real' versus 'hypothetical' pitch. On the second dimension, consider whether it is 'prospective' or 'retrospective'. This creates four potential cases that might be encountered by end users of the Pitching Research Framework.

	Prospective (Ex ante) applications	Retrospective (Ex post) applications
Real applications	Personal Pitch	Reverse Engineered Pitch
Hypothetical applications	Fantasy Pitching	Pitch Sparring

Module 3 – Alternative types of pitching – Revision Quiz

The screenshot displays the Bond University Learner Portal interface. The main content area lists several items: 'Some Basic Guidance on Pitching', 'Revision Quiz' (No due date), 'Module 3' (Become an expert in crafting your pitches, as you become equipped with advanced pitching skills to approximately 2 hours to complete.), 'Alternative Types of Pitching', 'Revision Quiz' (No due date), 'Quiz' (No due date), and 'Congratulations!'. A sidebar on the left contains links for 'Groups', 'Announcements', and 'Books & Tools'. A right-hand panel provides details for the 'Pitching Research Matters' 'Revision Quiz', including the assessment due date (No due date), attempts (0 attempts left), marking (Your Mark: 30 / 40), and assessment results (Submission View: Available now, Automated Question Feedback: Available now, Question Scores: Available after all marks have been posted). A 'View submission' button is located at the bottom of the right panel.

Bond University Learner Portal

Microcredentials My Dashboard

Subject Content Calendar Discussions Gradebook Messages

Groups
[View groups to join](#)

Announcements
No announcements

Books & Tools
[View subject & university tools](#)

Enhance your pitches and most effectively use the template with the Professor Robert Harris Pitching Research Matters microcredential. Complete the quiz in approximately 2 hours to complete.

Some Basic Guidance on Pitching

Revision Quiz
No due date

Module 3
Become an expert in crafting your pitches, as you become equipped with advanced pitching skills to approximately 2 hours to complete.

Alternative Types of Pitching

Revision Quiz
No due date

Quiz
No due date
This quiz covers the three modules within the Pitching Research microcredential. Complete the quiz in approximately 2 hours to complete.

Congratulations!

Pitching Research Matters
Revision Quiz

Details & Information

Assessment due date
No due date

Attempts
0 attempts left

Marking

Your Mark
30 / 40

Assessment Results ⓘ

Submission View
Available now

Automated Question Feedback
Available now

Question Scores
Available after all marks have been posted

View submission

Overall MC FINAL QUIZ

The screenshot displays the Bond University Learner Portal interface. The top navigation bar includes the university logo, the title "Bond University Learner Portal", and user options like "Language", "Duc Phan", "My Profile", and "Sign Out". Below this, a secondary bar shows "Microcredentials" and "My Dashboard".

The main content area is divided into a left sidebar and a central panel. The sidebar contains links for "Subject Content", "Calendar", "Discussions", "Gradebook", and "Messages". The central panel displays a list of items under the heading "Pitching Research Matters". These items include "Some Basic Guidance on Pitching", "Revision Quiz" (No due date), "Module 3" (Become an expert in crafting your pitches, as you become equipped with advanced pitching skills to approximately 2 hours to complete.), "Alternative Types of Pitching", another "Revision Quiz" (No due date), a "Quiz" (No due date) which is highlighted with a yellow box, and a "Congratulations!" message.

A right-hand sidebar provides details for the selected "Quiz". It includes a "Details & Information" section with "Assessment due date" (No due date) and "Attempts" (Unlimited | 2 submitted). The "Marking" section shows "Your Mark" as 100%, based on the last attempt. The "Assessment Results" section indicates that "Submission View" and "Automated Question Feedback" are available now, while "Question Scores" will be available after all marks have been posted. At the bottom of this sidebar is a button labeled "Start attempt 3".

Overall MC ... Congratulations!

The screenshot shows a web browser window with the URL <https://bond.blackboard.com/webapps/bbgs-cloud-portal-BB5ddc61d723ae0/app/portal>. The page header includes the Bond University logo, the title "Bond University Learner Portal", and navigation links for "Language", "Duc Phan", "My Profile", and "Sign Out". Below the header, there are tabs for "Microcredentials" and "My Dashboard". The main content area features a "Congratulations!" message for completing the "Pitching Research Matters" course. The message states: "Congratulations on successfully completing *Pitching Research Matters*. We hope you found the learning enjoyable and valuable to your research journey." A yellow highlight is placed over the text: "Please download your certificate of achievement from the 'My Dashboard' tab on the [Bond Learner Portal](#)." Below this text is a placeholder for a certificate, represented by a box with a "CERT" icon and a blue ribbon. The message concludes with "Thank you!" and a note that the course was brought to the user by Professor Robert Faff and the Bond Business School. It also includes a link to a "short feedback form" and a note that the response will be kept anonymous and used for quality improvement purposes only. A sidebar on the left contains various icons for navigation, and a help icon is visible in the bottom right corner.

Bond University Learner Portal

Microcredentials My Dashboard

Pitching Research Matters

Congratulations!

Congratulations on successfully completing *Pitching Research Matters*. We hope you found the learning enjoyable and valuable to your research journey.

Please download your certificate of achievement from the "My Dashboard" tab on the [Bond Learner Portal](#).

Thank you!

This course was brought to you by Professor Robert Faff and the Bond Business School.

If you have five minutes, we would value your participation in our [short feedback form](#). Your response will be kept anonymous and used for quality improvement purposes only.

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BOND UNIVERSITY

Bond University Learner Portal

Language ▾ Duc Phan My Profile Sign Out

MicrocredentialsMy Dashboard

My Dashboard

HistoryCurrentUpcoming

Pitching Research Matters

[View Course Description](#)

Last Accessed: 12-05-2022, 01:05

Ends: 01-08-2022

CERT

Continue CourseDrop the CourseMove to History

100%

Course Progress