



# NITheCS

National Institute for  
Theoretical and Computational Sciences

## COLLOQUIUM

# Pitching Research Matters!

Prof Robert Faff  
(Corvinus University of Budapest)

**DATE:** Monday, 15 September 2025 | 16h00–17h00 SAST

**VENUES:**

- **Stellenbosch University:** Neelsie Cinema
- **University of the Witwatersrand:** Room P215, 2nd Floor, Physics Building
- **North-West University:** Seminar room K310, Physics building G5
- **Online**

--- A recording of the talk will be published on the NITheCS YouTube channel afterwards ---

### ABSTRACT

Successful research is not only about generating new knowledge – it is equally about communicating ideas with clarity and impact. Across all scientific disciplines, researchers face the challenge of framing their projects in ways that resonate with colleagues, reviewers, and the broader community. This presentation introduces Faff's (2015, 2024) [<http://bit.ly/4mU93iR>] Pitching Research Framework (PRF), a simple yet powerful tool designed to help scholars at any level distill the essence of their research into its core elements including: the question, the motivation, the data, the tools, the contribution, and the “so what?”. By adopting this 11-item structured approach, researchers can sharpen their thinking, avoid wasted effort, and accelerate meaningful engagement with peers. Drawing on the recent “PRF Atlas” initiative [Faff (2025, <http://bit.ly/3JOd3E8>)] – a growing cross-disciplinary library of worked examples – I will show how the PRF can be adapted across diverse fields, from the natural and physical sciences to social and computational disciplines. The Atlas demonstrates that, while the language and methods of research may vary, the underlying logic of “what makes a project viable and worthwhile” is universal. The session will highlight practical insights for researchers to strengthen proposals, communicate across boundaries, and foster responsible science – while also sharing a vast array of PRF-related resources for offline use. In short: Pitching Research Matters!

### BIOGRAPHY

Robert Faff is Research Professor at Corvinus University of Budapest. He has an international reputation in finance research: securing \$4 million+ in national competitive grants; 370+ refereed journal publications; 24,000+ career citations; Google h-index of 76. His particular passion is nurturing the career trajectories of novice researchers. Building on a 40-year+ academic career, his signature focus is “Pitching Research” [<https://ssrn.com/abstract=2462059>], with 29,000+ downloads; 400+ pitching talks/events; at 37 Australian universities; and spanning >50 countries. Further, he is Editor-in-Chief of *Pacific-Basin Finance Journal*, the Founder & President of the InSPiR2eS research network and creator of the InSPiR2eS Centre for Responsible Science.



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