

“Pitching Research”

Professor Robert Faff
University of Queensland

based on **V12** of SSRN paper at:

http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2462059

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(out of > 500,000 papers)

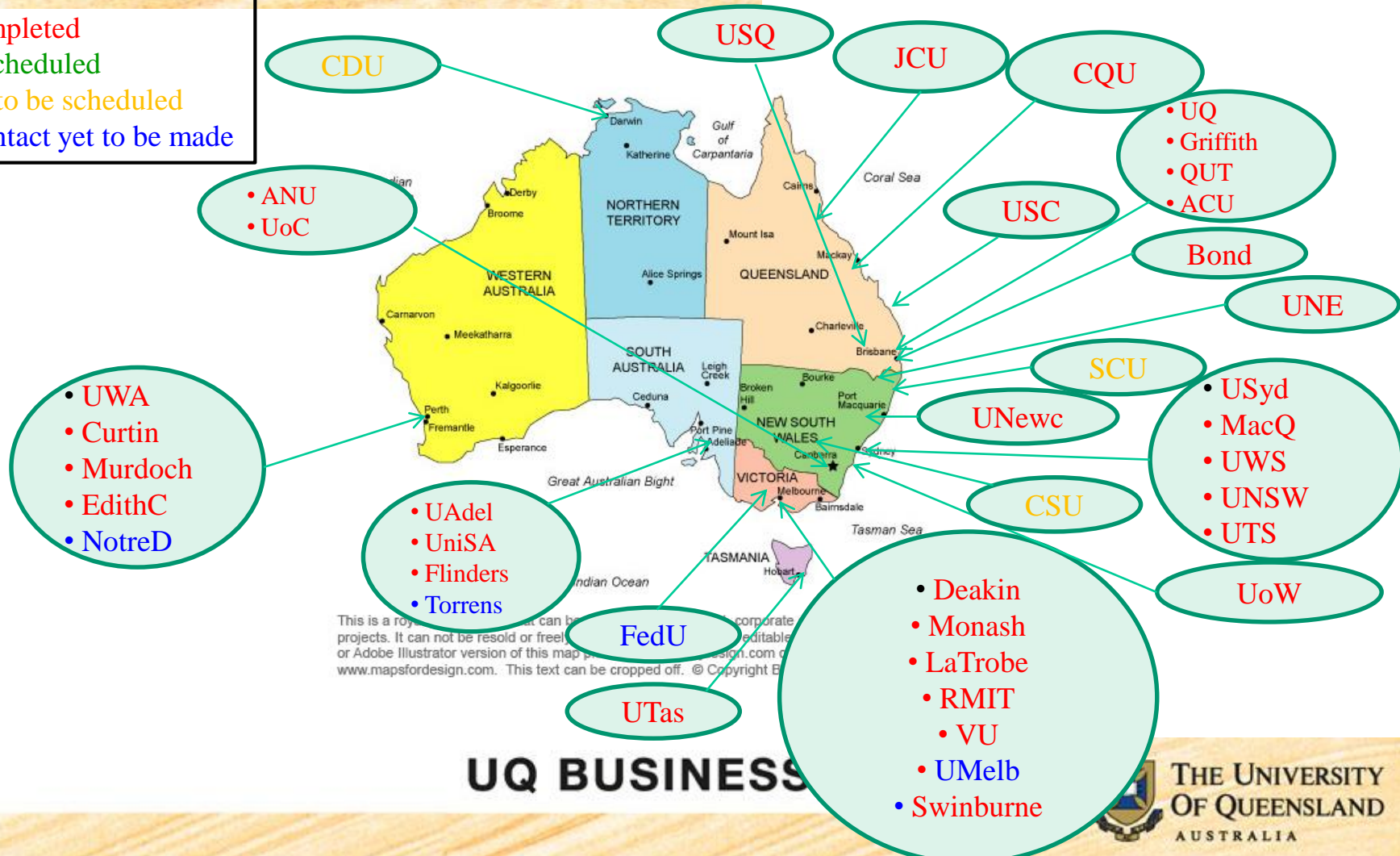
Presentation #162 & #33



I've been everywhere ...

Key

- Red = completed
- Green = scheduled
- Orange = to be scheduled
- Blue = contact yet to be made



Europe (20 countries)

Mexico

Kenya

Columbia

Pakistan (5)

Argentina

China (3)

Thailand

Ghana

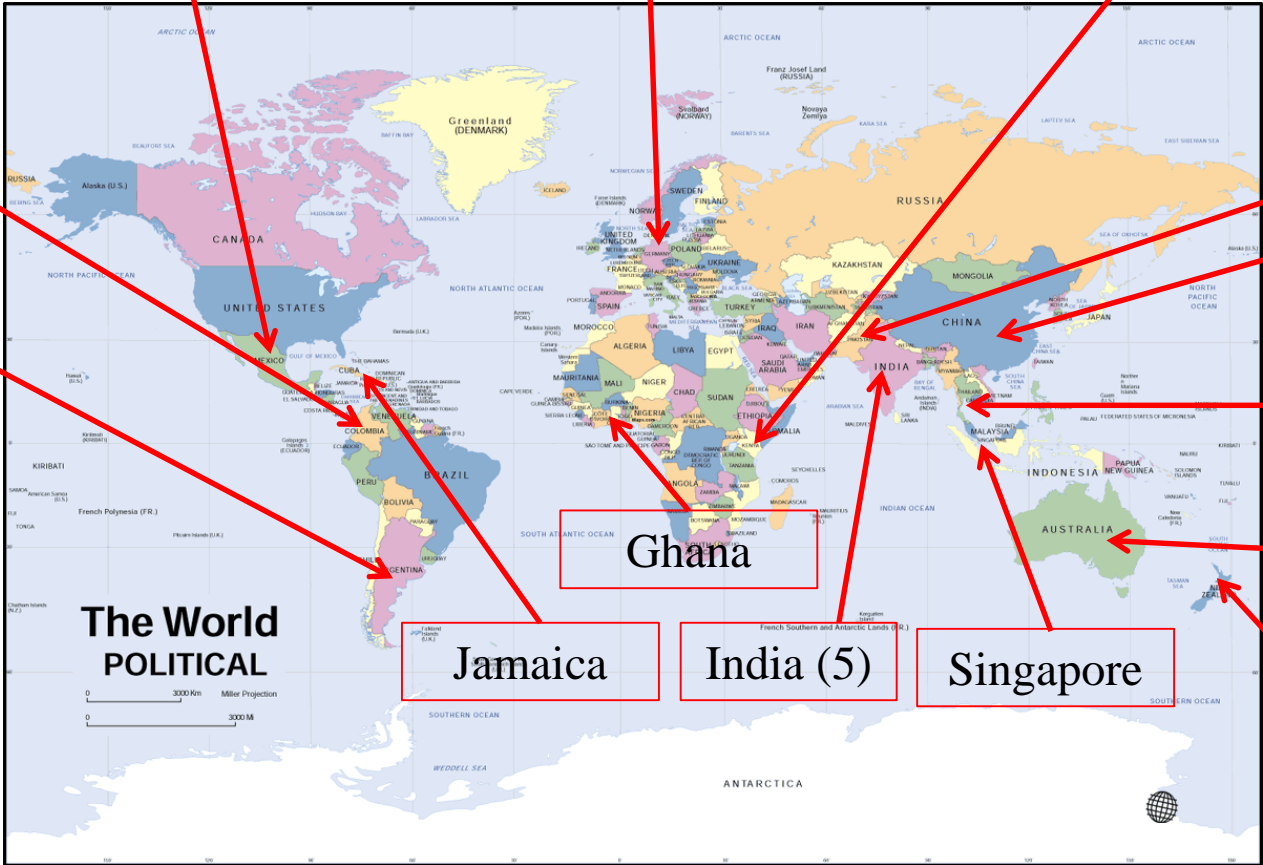
Australia (33)

Jamaica

India (5)

Singapore

NZ (6)



Austria

Norway

Sweden

Finland

Estonia

Germany (7)

Poland

Czech R

Hungary (2)

Romania

Switzerland

Slovenia

Italy (4)

Scotland (4)

England

Netherlands

Belgium (2)

France (2)

Spain (3)

Portugal





UQ BUSINESS SCHOOL

AACSB “Innovations that Inspire”

70 second video:

<https://www.youtube.com/watch?v=oe8hpIw9gUU>



The Pitch Whisperer



The Pitch Doctor





“Pitching Research” ...

“Pitching Research” ...

to an **academic expert** – a difficult task made easier

“Pitching Research” ...

to an **academic expert** – a difficult task made easier

SSRN paper =>

- Advice/philosophy on use
- Web links to **ALL** resources
- “cued” version of the template

A simple template tool?

A simple template tool

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?		
(I) So What?		
ONE	One bottom line	
(J) Contribution?		
(K) Other Considerations		

A simple template tool

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(C) Key paper(s)		
(D) Motivation/Puzzle		
THREE	Three core aspects of any empirical research project for the "10/10" guide	
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Once upon a time ...

Once upon a time ...

.... its way back in 2007

- **We** are colleagues at XYZ University
- **We** are in Orthopaedic Medical research cluster
- **I** am young, fresh, naïve & passionate!
- **I** am looking for a research mentor/advisor
- **You** are a highly-successful research professor
- **You** are “old”, super over-committed & grumpy!
- **You** have reluctantly given me a 30 minute meeting
... to discuss my latest research idea ...

(A) Working
Title

**Head and neck injury risks: the link between
head banging and heavy metal**

(B) Research
Question

Is there a **measurable** injury risk in **rhythmic head-snapping dance**?

(C) Key
paper(s)

Ferrario, V. F., Sforza, C., Serrao, G., Grassi, G. and Mossi, E. (2002). Active range of **motion of the head** and cervical spine: a three-dimensional investigation in healthy young adults. **Journal of Orthopaedic Research** 20, 122-9.

Kunin, M., Osaki, Y., Cohen, B. and Raphan, T. (2007). Rotation axes of the head during positioning, **head shaking**, and locomotion. **Journal of Neurophysiology** 98, 3095-108

(D) Motivation/ Puzzle

Head banging is a **violent dance** form associated with hard rock and heavy metal music. Because it involves **moving the head rapidly** and **rhythmically**, head banging enthusiasts may be at **risk of head and neck injury**. Several musicians within the genre have experienced such injuries, e.g. **Jason Newsted** (Metallica) and **Terry Balsamo** (Evanescence). Head banging is frequently associated with **severe headache** symptoms, for which enthusiasts **rarely seek treatment** as they typically resolve naturally. However, it is possible that head banging may lead **to serious, silent damage** that goes unnoticed. There has been **no prior** examination of the **risks of mild traumatic brain and neck injury** from head banging activities in the literature. Considering the **ubiquitous nature** of this dance form and its popularization in the media, a comprehensive study is desirable.

THREE Three core aspects of any empirical research project i.e. the “iDioTs” guide

(E) Idea? By examining the range of motion typically achieved in head banging, it should be possible to **model the process** and derive **threshold levels** to **minimize injury risk**.

(F) Data?

- **Observational studies**: identify **popular** head banging **techniques** by attending various heavy metal **concerts**.
- **Focus groups**: work with heavy metal **musicians** to identify key head banging **songs** and their **tempos**.
- **Biomechanical analysis**: Create a theoretical head banging **model** based on **angular displacement** of the head (sinusoidal motion) to enable the definition of parameters defining head and neck injury risk (Head Injury Criterion, HIC; Neck Injury Criterion, NIC).

(G) Tools? Funding for concert tickets, participating heavy metal musicians for focus groups, modeling software

TWO

Two key questions

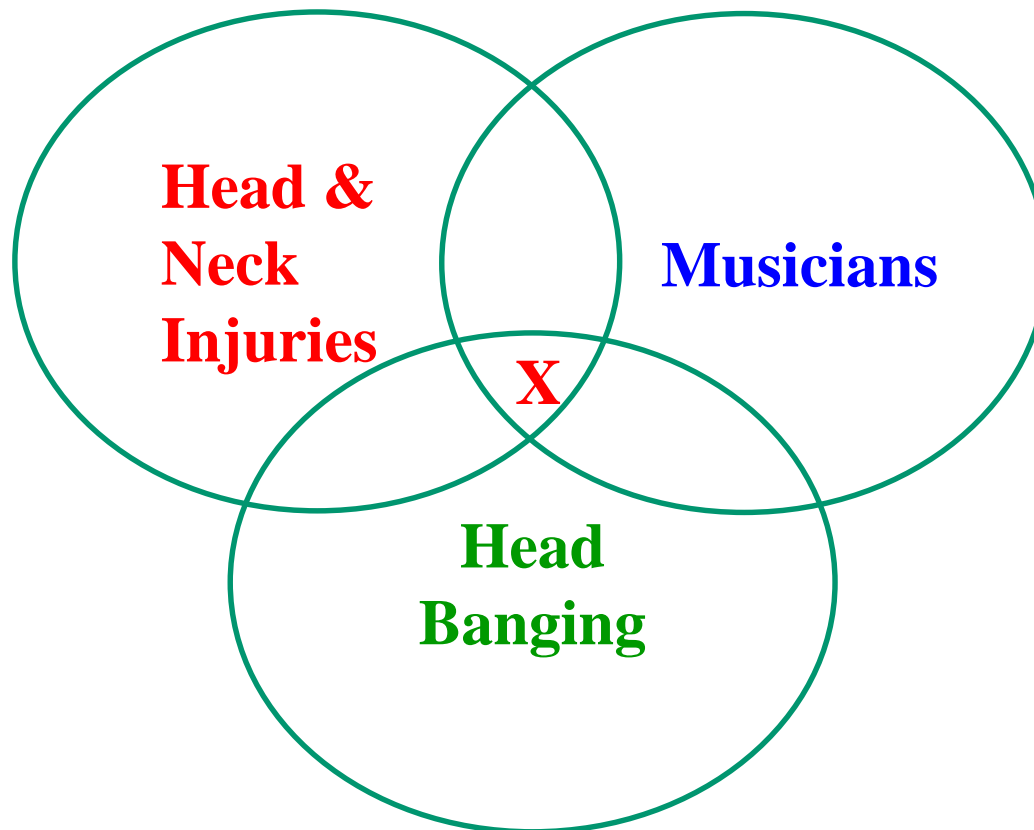
**(H) What's
New?**

While case studies indicate that head banging might cause brain and neck injury, this will be the **first study** to **explicitly** examine this link via **biomechanical** methods.

(I) So What?

This study will identify exactly **why** heavy metal fans are often **dazed**, **confused** or **incoherent** at festivals and provide **safe tolerance thresholds** for head banging activities.

What's New Mickey Mouse?



ONE

One bottom line

(J) Contrib

This study will provide **safe head banging guidelines** so as to **minimize** the **risk** of head and neck **injury**.

(K) Other considers

Is **Collaboration** needed/desirable?

-Idea: **no**;

-Data; **yes** –will need input from musicians in the genre

-Tools; **yes** – funding for concert attendance and software

Target journals – Journal of Neurophysiology, Journal of Orthopaedic Research

“Risk” assessment:

-“**no result**” **risk**: **low**. The case study history of injuries suggests there will be a link between head banging and head/neck injury.

-“**competitor risk**”(i.e. being beaten by a competitor): **low**. This is not a typically defined “hot topic” area.

-**risk of “obsolescence”**: **Low**. The outcomes of this study will be extremely important for the general public, especially heavy metal enthusiasts who regularly engage in head banging.

And now the Truth ...

And now the Truth ...

This pitch is reverse engineered from the paper:

Patton, D. and McIntosh, A., (2008), “Head and neck injury risks in heavy metal: head bangers stuck between rock and a hard bass”, BMJ 2008; 337 doi: <http://dx.doi.org/10.1136/bmj.a2825> (Published 18 December 2008)

This pitch is Internet Appendix **A55** linked to Faff (2015, SSRN).

And now the Truth ...

Results An average head banging song has a tempo of about **146 beats per minute**, which is **predicted** to cause **mild** head injury when the range of motion is **greater than 75°**. At **higher tempos** and **greater ranges of motion** there is a risk of neck injury.

And now the Truth ...

Conclusion To **minimise** the **risk** of head and neck injury, head bangers should:

- (a) **decrease** their **range** of head and neck motion,
- (b) head bang to **slower** tempo songs by replacing heavy metal with adult oriented rock,
- (c) only head bang to **every second beat**, or
- (d) use personal **protective equipment**.

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?

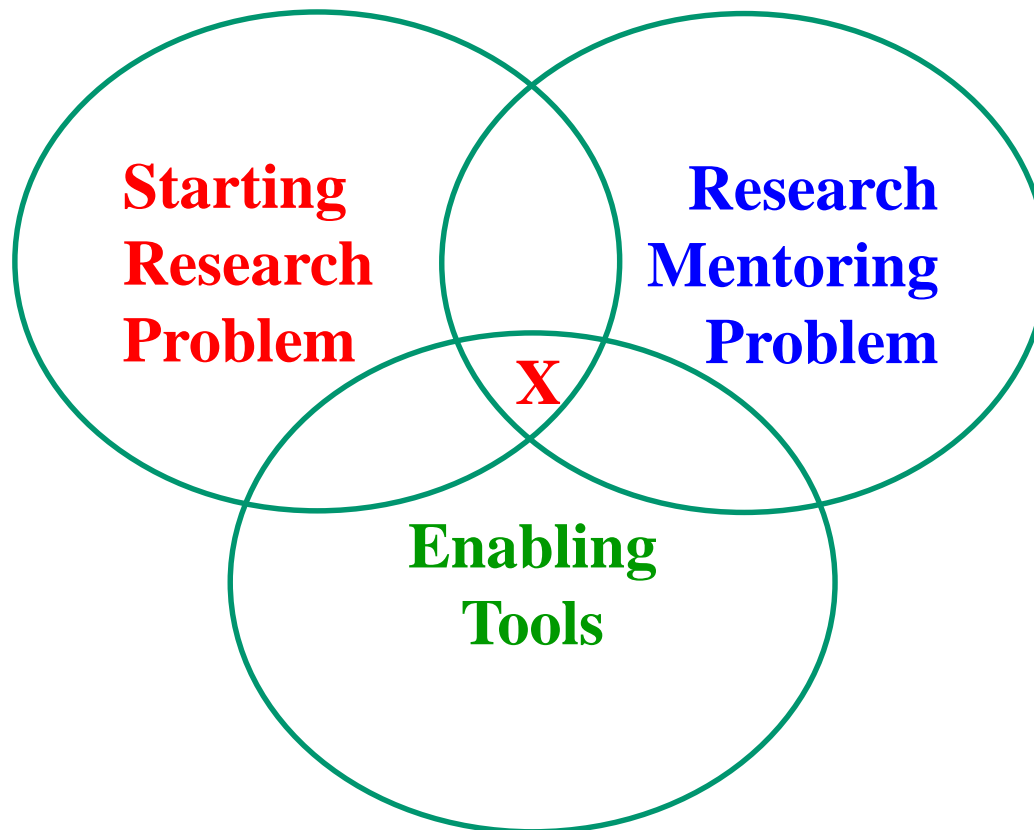
FINISHING!

BUT

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

Pitching Research is all about **Starting!**

“The Power of 3”



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 = **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**

So this is it?!

Pitcher's Name	FoR category	Date Completed
(A) Working Title		
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(D) Motivation/Puzzle		
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ONE	One bottom line	
(J) Contribution?		
(K) Other Considerations		

Internet Appendix A55: Orthopaedic Medicine

A55.1 Illustrative Pitch Template Example

This pitch is reverse engineered from the paper: Patton, D. and McIntosh, A., (2008), "Head and neck injury risks in heavy metal: head bangers stuck between rock and a hard bass", *BMJ* 2008; 337 doi: <http://dx.doi.org/10.1136/bmj.a2825> (Published 18 December 2008) Cite this as: *BMJ* 2008;337:a2825

Pitcher's name	Marita Smith	For category	Orthopaedic Medicine	Date completed	4/11/15
(A) Working Title	Head and neck injury risks: the link between head banging and heavy metal				
(B) Basic Research Question	Is there a measurable injury risk in head banging?				
(C) Key paper(s)	<p>Ferrario, V. F., Sforza, C., Serrao, G., Grassi, G. and Mossi, E. (2002). Active range of motion of the head and cervical spine: a three-dimensional investigation in healthy young adults. <i>Journal of Orthopaedic Research</i> 20, 122-9.</p> <p>Kunin, M., Osaki, Y., Cohen, B. and Raphan, T. (2007). Rotation axes of the head during positioning, head shaking, and locomotion. <i>Journal of Neurophysiology</i> 98, 3095-108</p>				
(D) Motivation/Puzzle	<p>Head banging is a violent dance form associated with hard rock and heavy metal music. Because it involves moving the head rapidly and rhythmically, head banging enthusiasts may be at risk of head and neck injury. Several musicians within the genre have experienced such injuries, e.g. Jason Newsted (Metallica) and Terry Balsamo (Evanescence). Head banging is frequently associated with severe headache symptoms, for which enthusiasts rarely seek treatment as they typically resolve naturally. However, it is possible that head banging may lead to serious, silent damage that goes unnoticed. There has been no prior examination of the risks of mild traumatic brain and neck injury from head banging activities in the literature. Considering the ubiquitous nature of this dance form and its popularization in the media, a comprehensive study is desirable.</p>				
THREE	Three core aspects of any empirical research project i.e. the "iDioTs" guide				
(E) Idea?	By examining the range of motion typically achieved in head banging, it should be possible to model the process and derive threshold levels to minimize injury risk.				
(F) Data?	<ul style="list-style-type: none"> - Observational studies: identify popular head banging techniques by attending various heavy metal concerts. - Focus groups: work with heavy metal musicians to identify key head banging songs and their tempos. - Biomechanical analysis: Create a theoretical head banging model based on angular displacement of the head (sinusoidal motion) to enable the definition of parameters defining head and neck injury risk (Head Injury Criterion, HIC; Neck Injury Criterion, NIC). 				
(G) Tools?	Funding for concert tickets, participating heavy metal musicians for focus groups, modeling software				
TWO	Two key questions				
(H) What's New?	While case studies indicate that head banging might cause brain and neck injury, this will be the first study to explicitly examine this link via biomechanical methods.				
(I) So What?	This study will identify exactly why heavy metal fans are often dazed, confused or incoherent at festivals and provide safe tolerance thresholds for head banging activities.				
ONE	One bottom line				
(J) Contribution	This study will provide safe head banging guidelines so as to minimize the risk of head and neck injury.				
(K) Other considerations	<p>Is Collaboration needed/desirable?</p> <ul style="list-style-type: none"> -Idea: no; -Data: yes –will need input from musicians in the genre -Tools: yes – funding for concert attendance and software <p>Target journals – <i>Journal of Neurophysiology</i>, <i>Journal of Orthopaedic Research</i></p> <p>"Risk" assessment:</p> <ul style="list-style-type: none"> -"no result" risk: low. The case study history of injuries suggests there will be a link between head banging and head/neck injury. -"competitor risk"(i.e. being beaten by a competitor): low. This is not a typically defined "hot topic" area. -risk of "obsolescence": Low. The outcomes of this study will be extremely important for the general public, especially heavy metal enthusiasts who regularly engage in head banging. 				

Some sobering feedback ...

“... I had a look at the piece. Since I think a **frank reply** might be of more use to you than a polite one, my impression is that what you describe here is **already common practice** in a world where we are forced to continuously apply for **grants** to perform research. **Every** research proposal that I have seen in the past **two decades** essentially does **already** what you describe here. And **if it didn't**, it would have had **no chance** of being successful.” [Anon, 1/9/2015]

My Response

“... Thank you for your prompt reply and honesty. **Perversely** I take great heart from your comments - because it is **reassuring** to know that I have captured the essential elements of successful research. **My point** is that when you are **starting** out in research and especially when you do **not have any research mentors**, or the process that you follow is very "haphazard" you will be lost. You might disagree with me but I believe this describes the **majority of people**. My goal is to help them get moving in a positive direction more quickly - **saving time** is important. Regards Robert”

Recent Unsolicited Feedback

“... I came across the Research Pitch template when I was working on my **application** for **UQ’s PhD program**. Since I am telling this to you through an email, and not in person, it’s fairly obvious that I did **not get into the program**. Nevertheless, I did want to **share my experience**.

I had worked really hard on my research proposal for graduate school and, **at first**, I was a little **taken aback** when I realized that a research pitch is required **in lieu** of the proposal. When I downloaded the template, I was **surprised at its brevity**. **How** am I supposed to reduce my 5-page research proposal to this! For lack of a better approach, I just **started copying and pasting lines** from my proposal to the Pitch template. How I long for the few minutes I thought it would work!

The pitch is **deceptively simple**. It’s format makes it look like **just another form** to fill, but at its core it is capable of **making you really think** about your research agenda - **over and over** again. The **manual** that accompanies the template **highlights the significance** of the template for the Pitchee. But as a pitcher, I have found it to be a **very interesting learning exercise**.

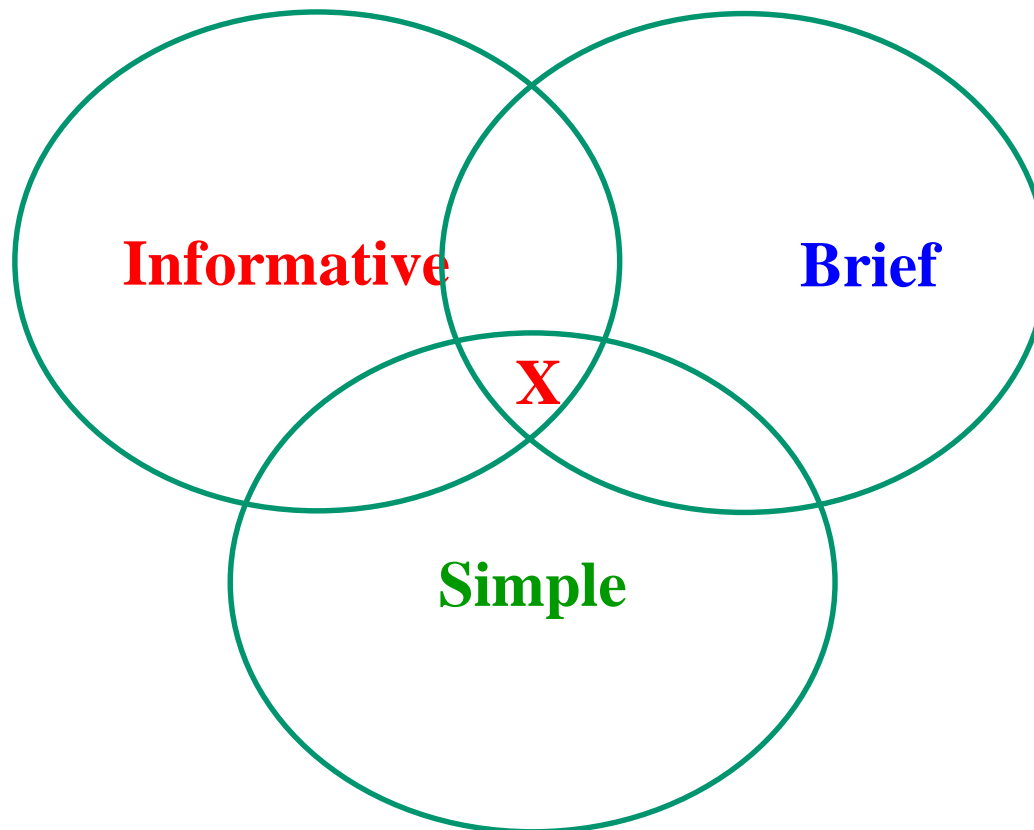
This is mainly because, when presented in **long stretches** of paragraphs, the **loopholes** in my proposal were just **not apparent**. They were **gaping** wide though, when **placed in the pitch template**. It was a very humbling experience, Professor Faff. **I learned a lot**.

I have shared the template with most of the faculty members I work with, and they all agree; it is a fascinating tool. I am looking forward to using it with my own students.” **[Anon, 29/8/16]**

“The Power of 3” – applied to PR Template

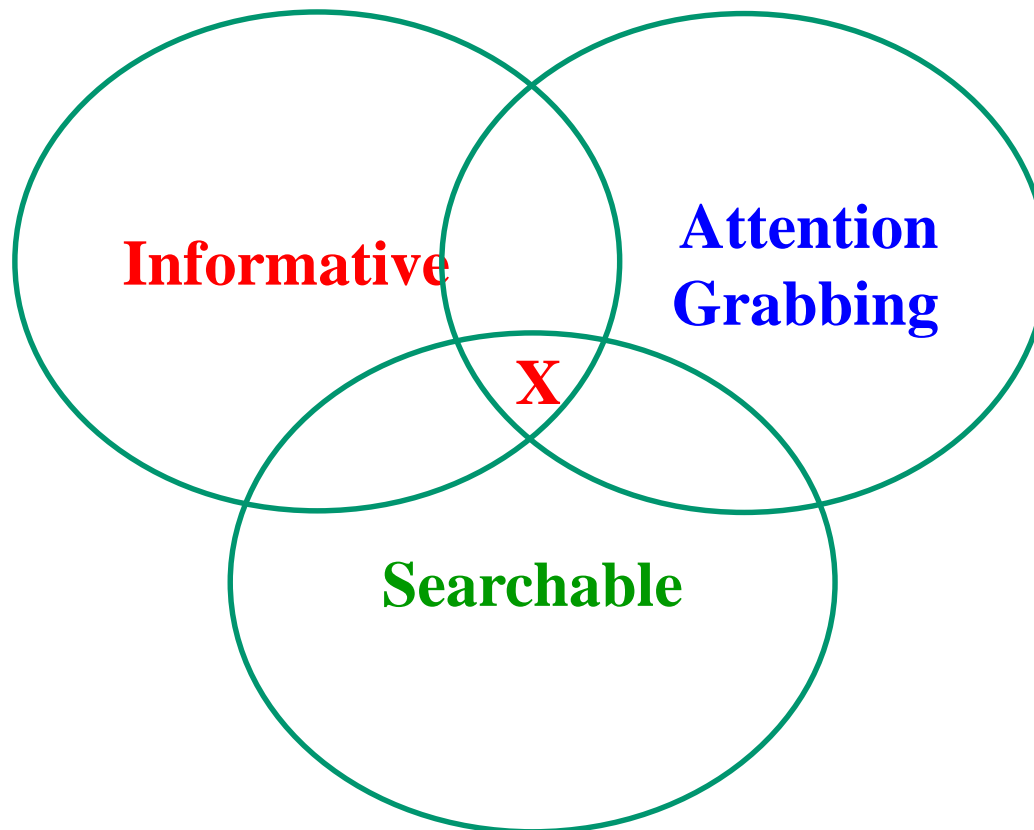
“The Power of 3” – applied to PR Template

(A) Working Title



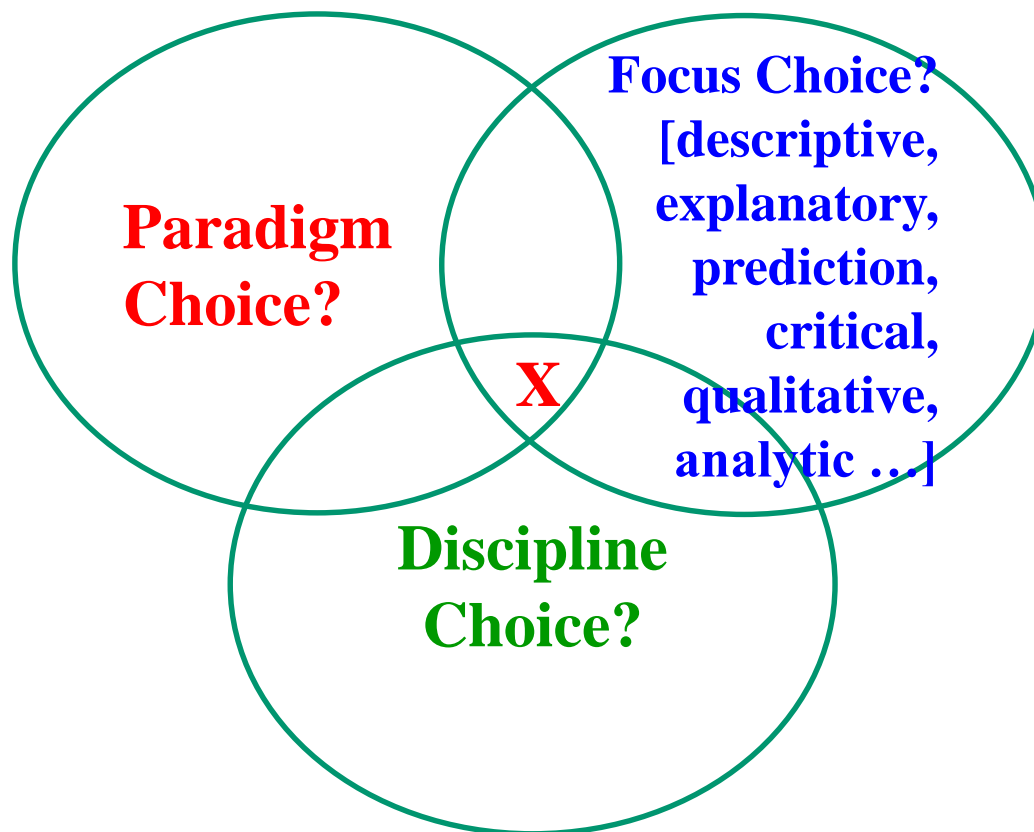
“The Power of 3” – applied to PR Template

(A) Working Title (near the end)



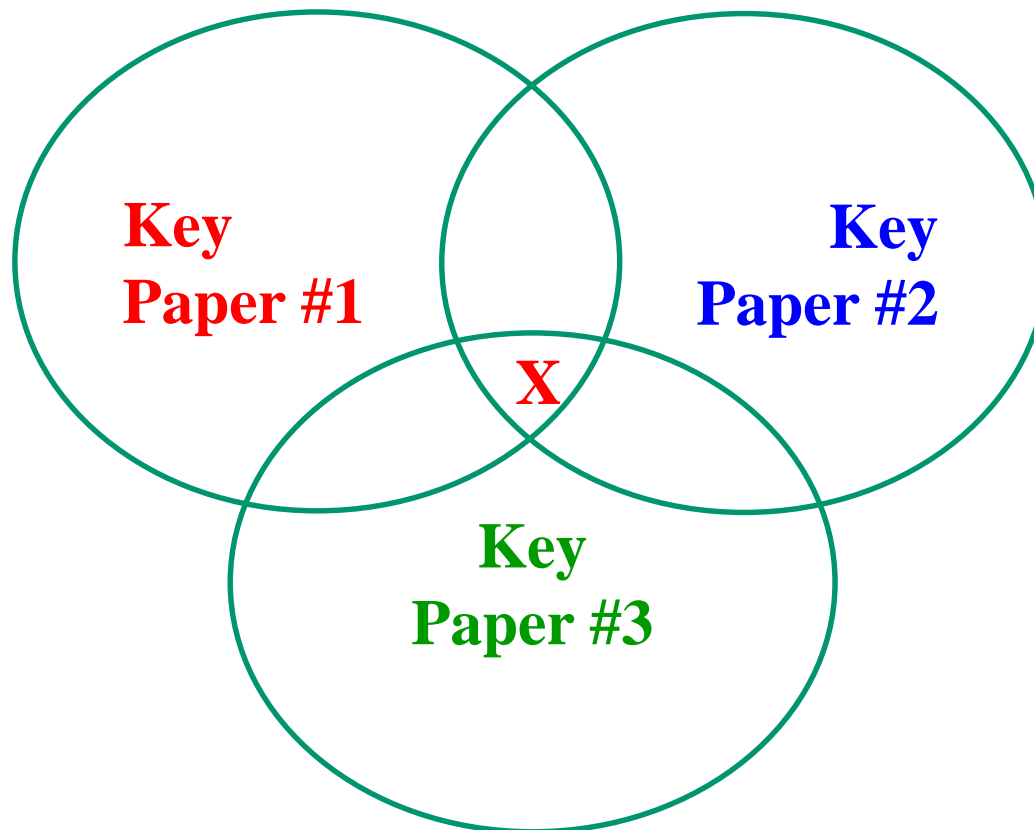
“The Power of 3” – applied to PR Template

(B) Key Research Question



“The Power of 3” – applied to PR Template

(C) 3 Key Papers



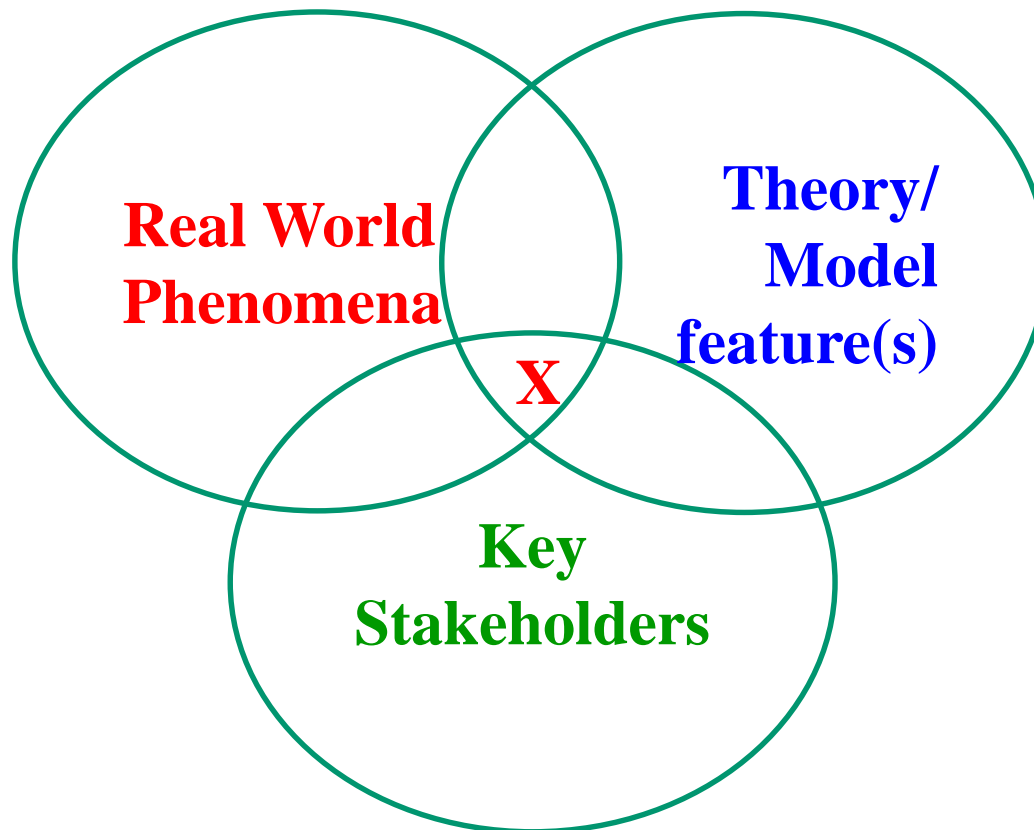
“The Power of 3” – applied to PR Template

(C) Each Key Paper



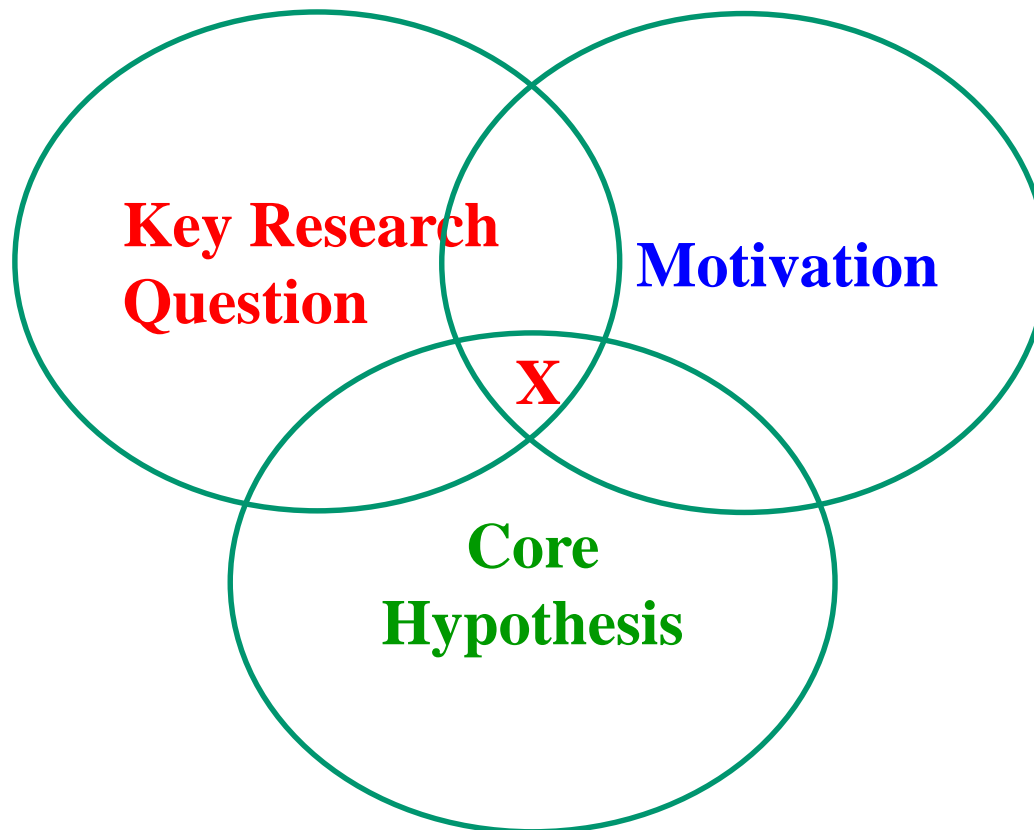
“The Power of 3” – applied to PR Template

(D) Motivation



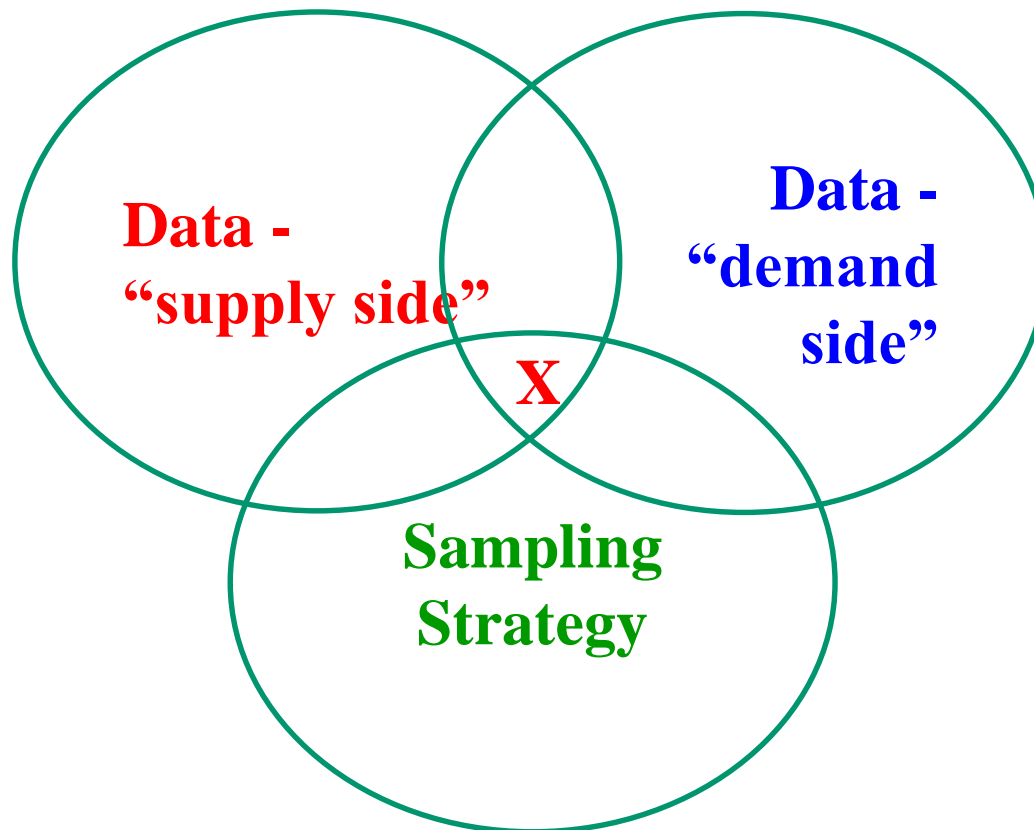
“The Power of 3” – applied to PR Template

(E) Idea



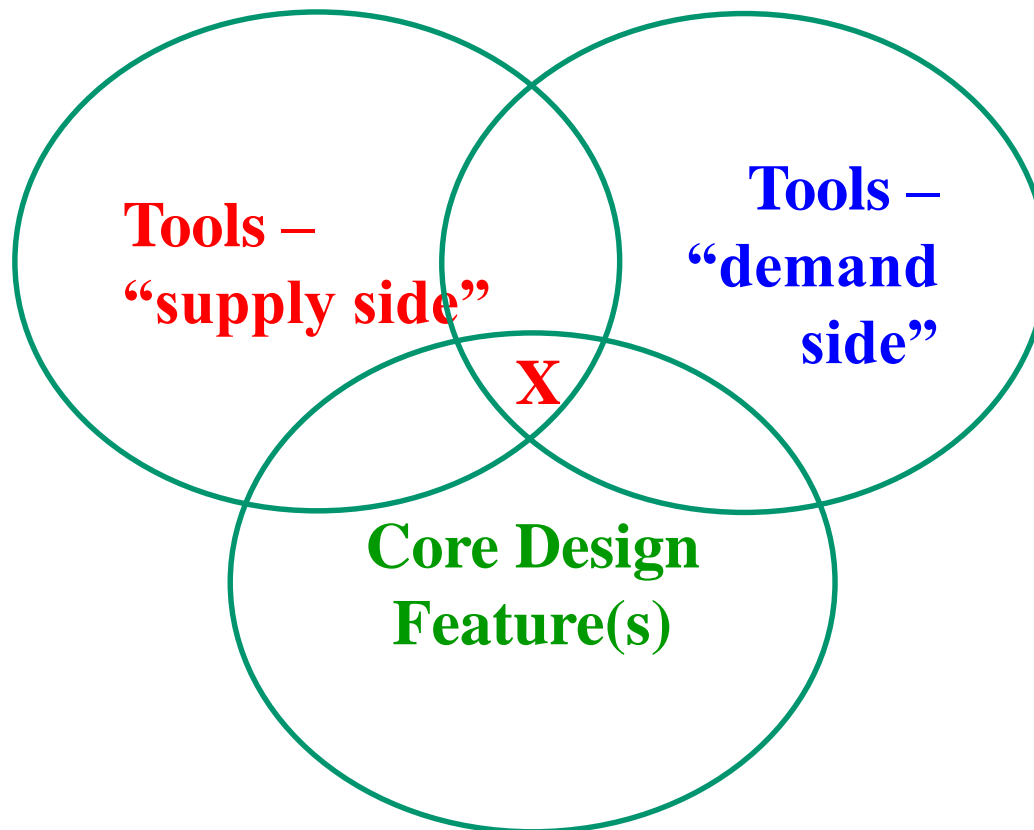
“The Power of 3” – applied to PR Template

(F) Data



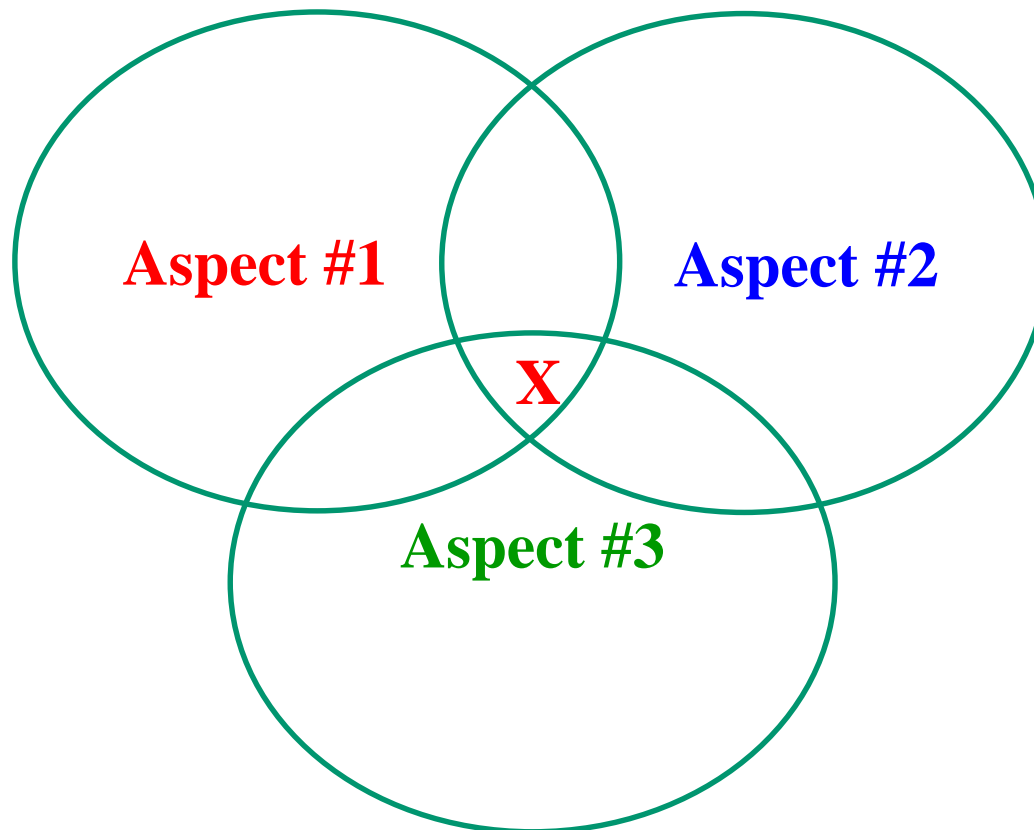
“The Power of 3” – applied to PR Template

(G) Tools



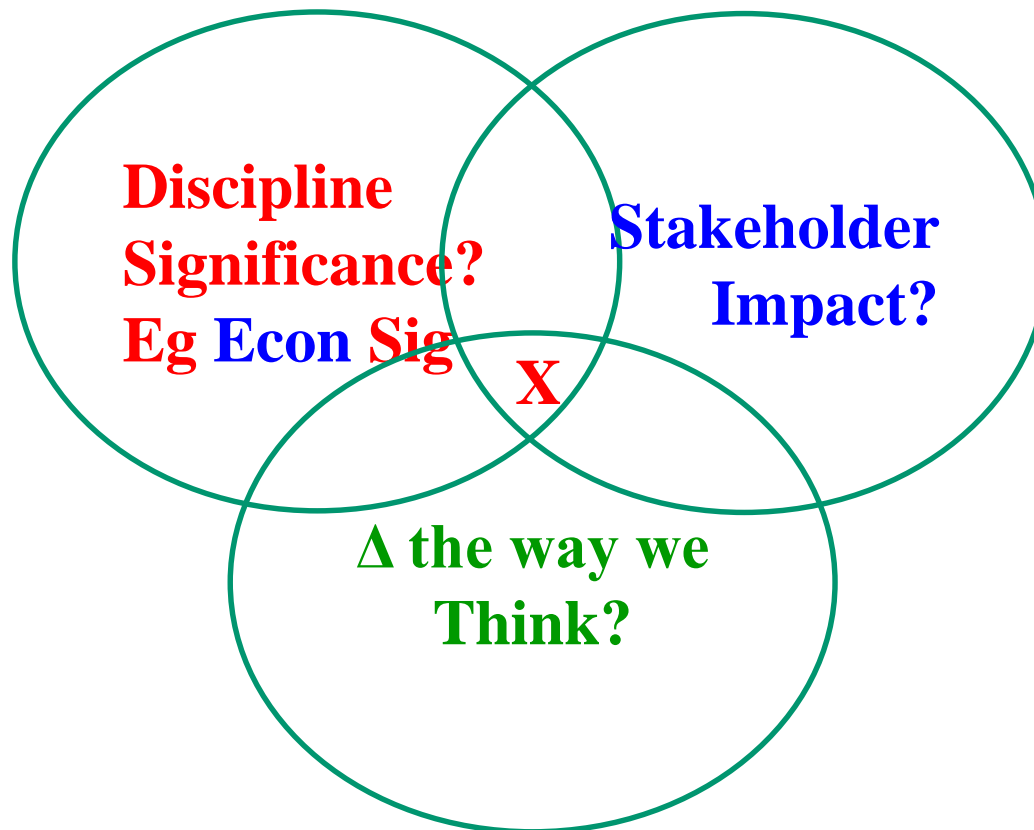
“The Power of 3” – applied to PR Template

(H) What’s New?



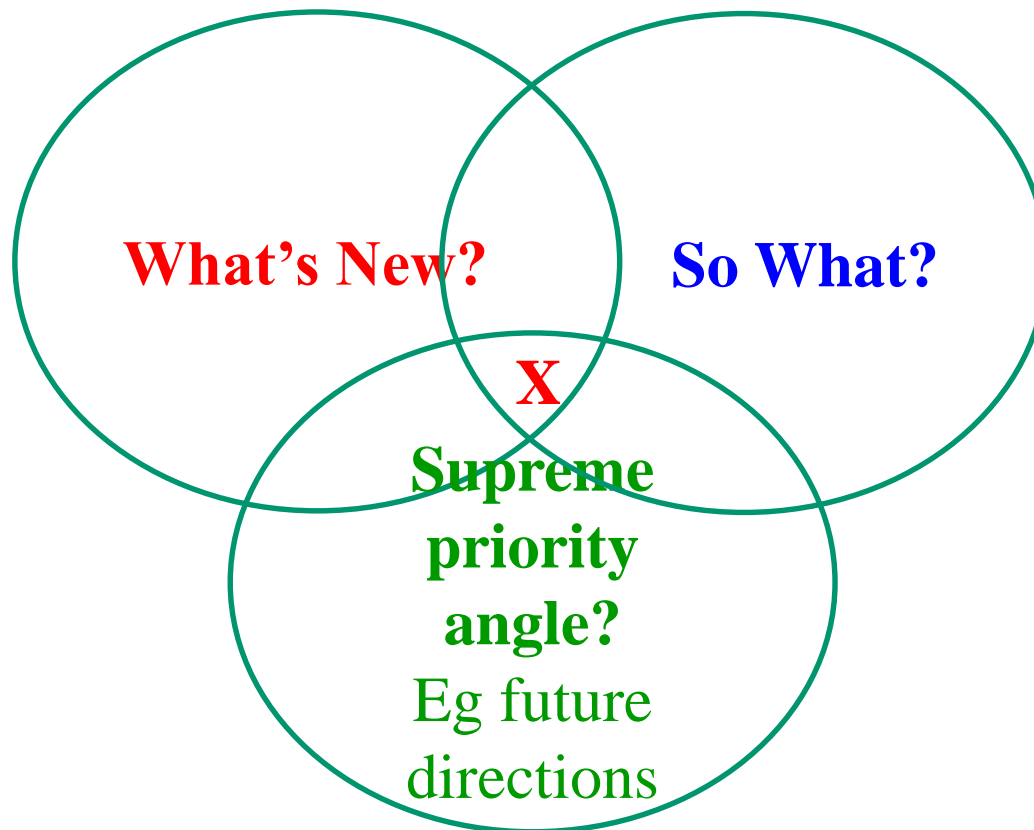
“The Power of 3” – applied to PR Template

(I) So What?



“The Power of 3” – applied to PR Template

(J) Contribution



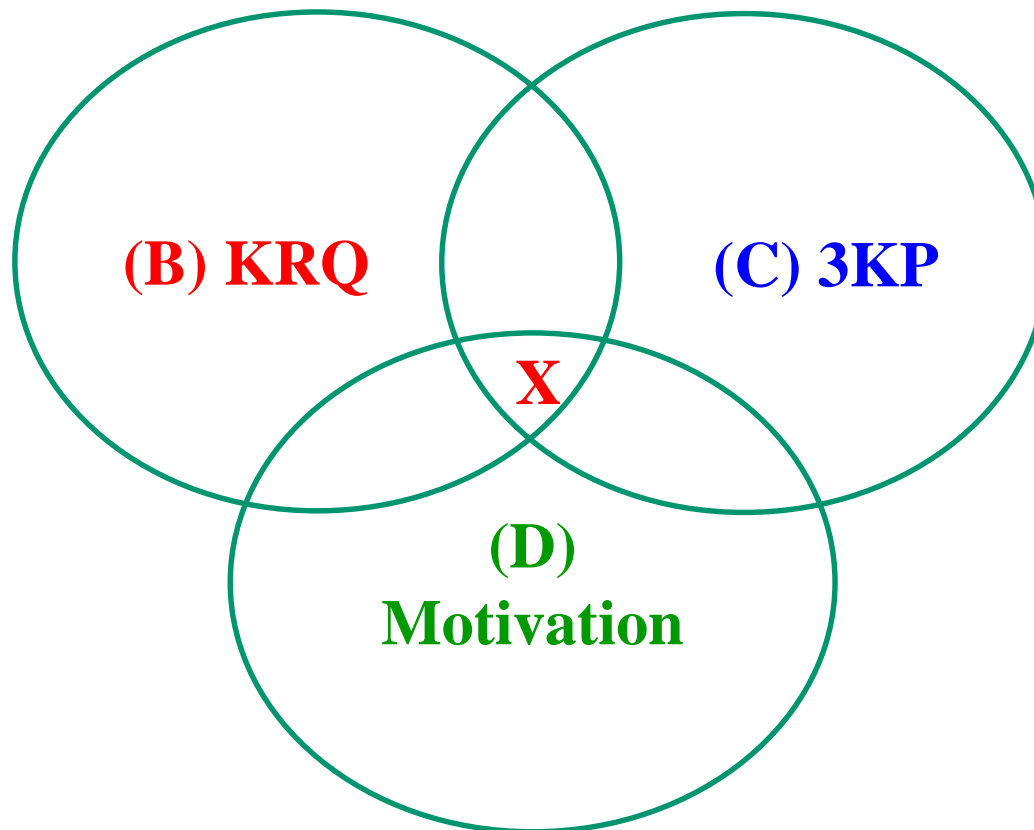
“The Power of 3” – applied to PR Template (K) “Other”



... and what about
(broader)
“connectivity”?

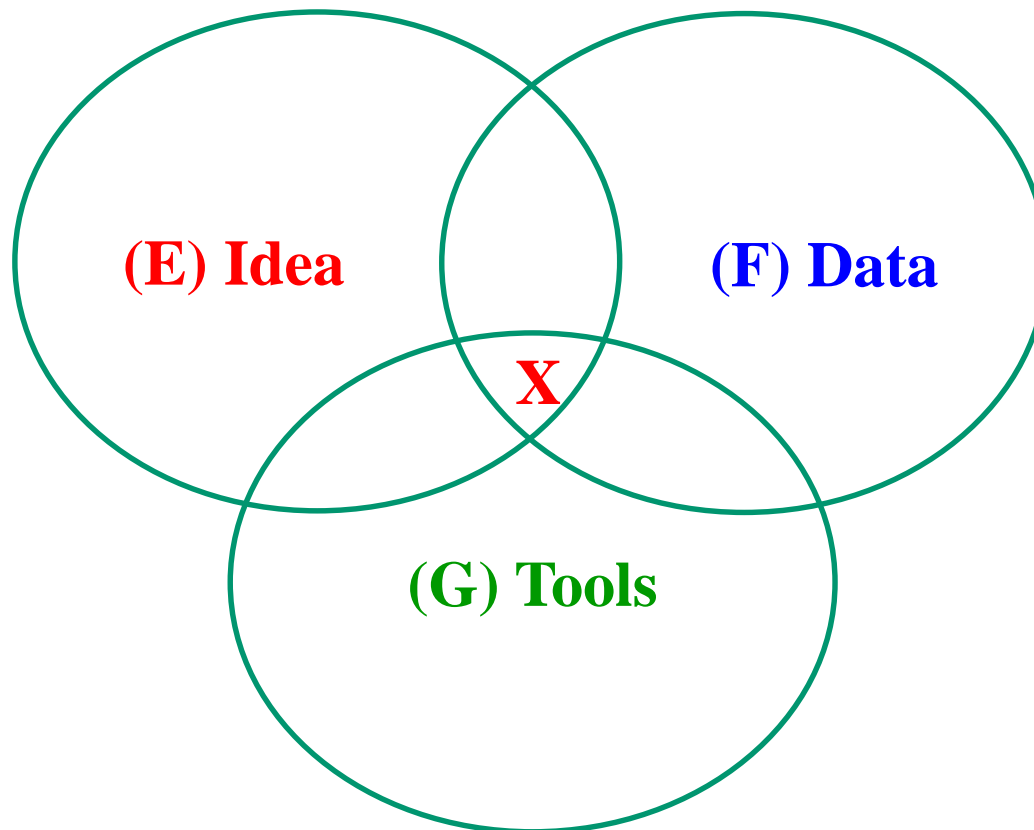
“The Power of 3” – applied to PR Template

(B) – (D): “preliminaries”

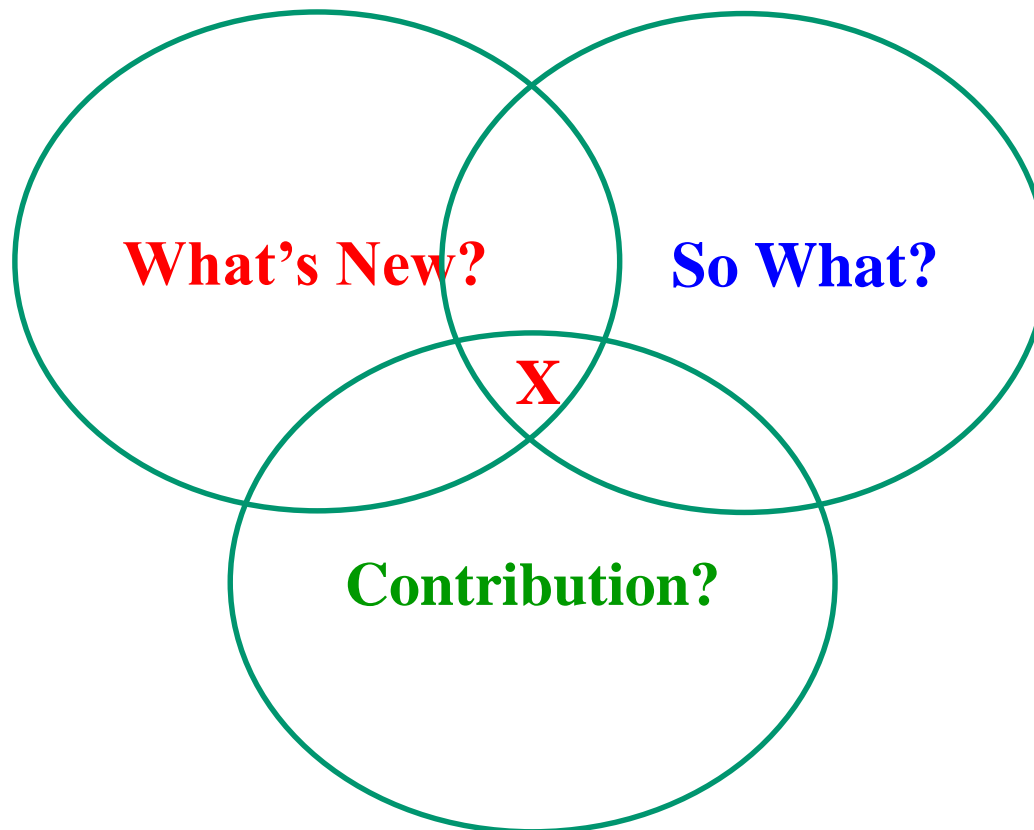


“The Power of 3” – applied to PR Template

(E) – (G): “IDioTs” guide

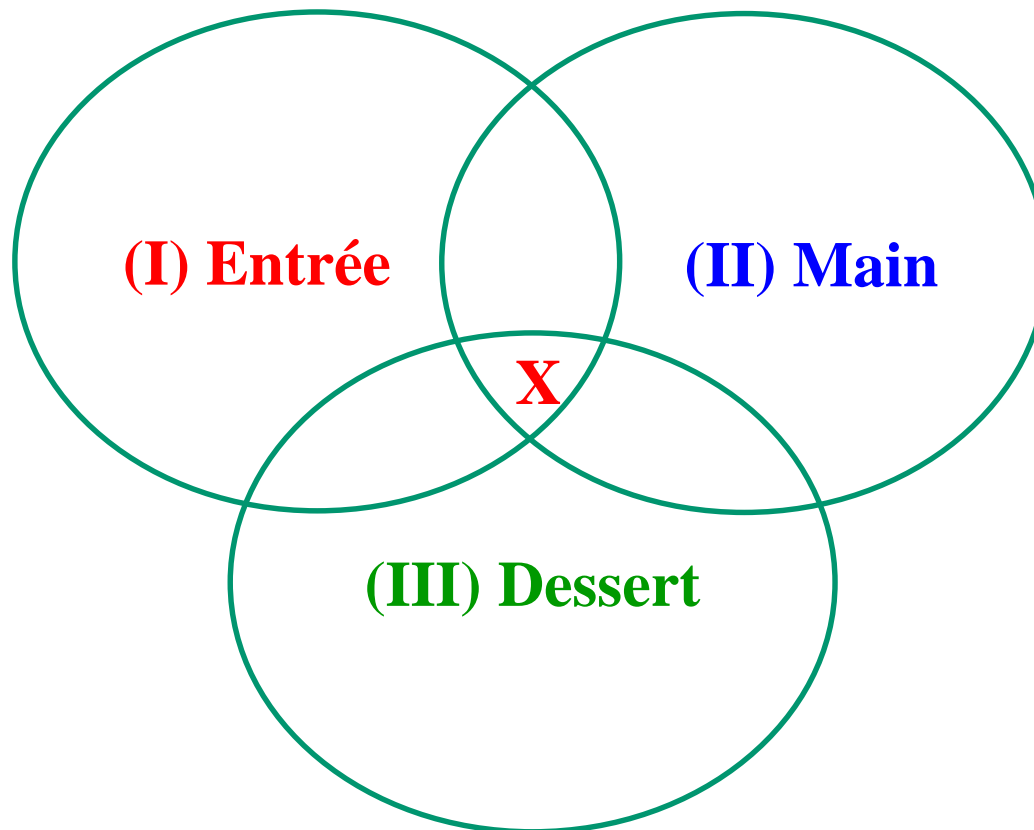


“The Power of 3” – applied to PR Template (H) – (J): “where the rubber hits the road”

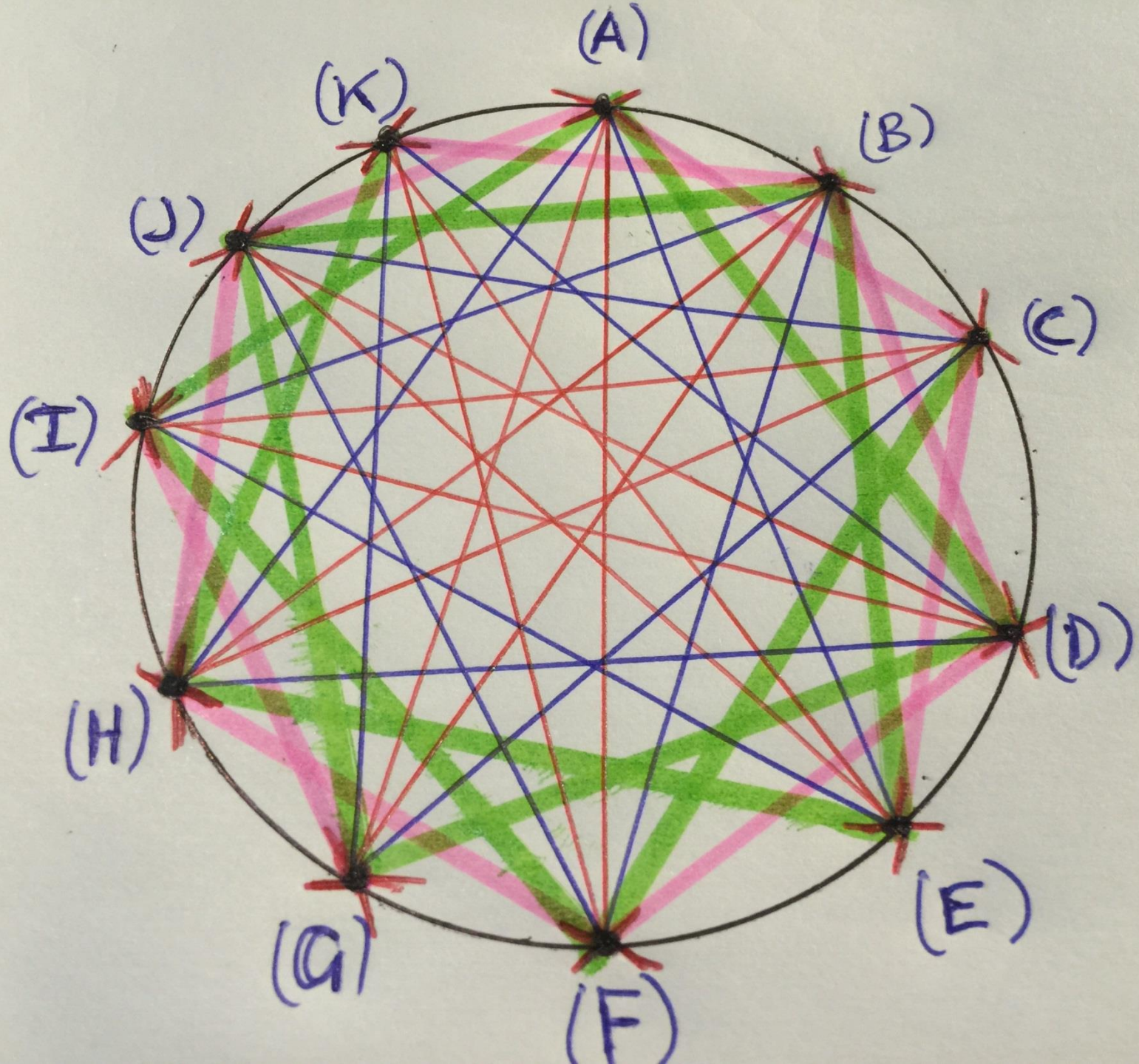


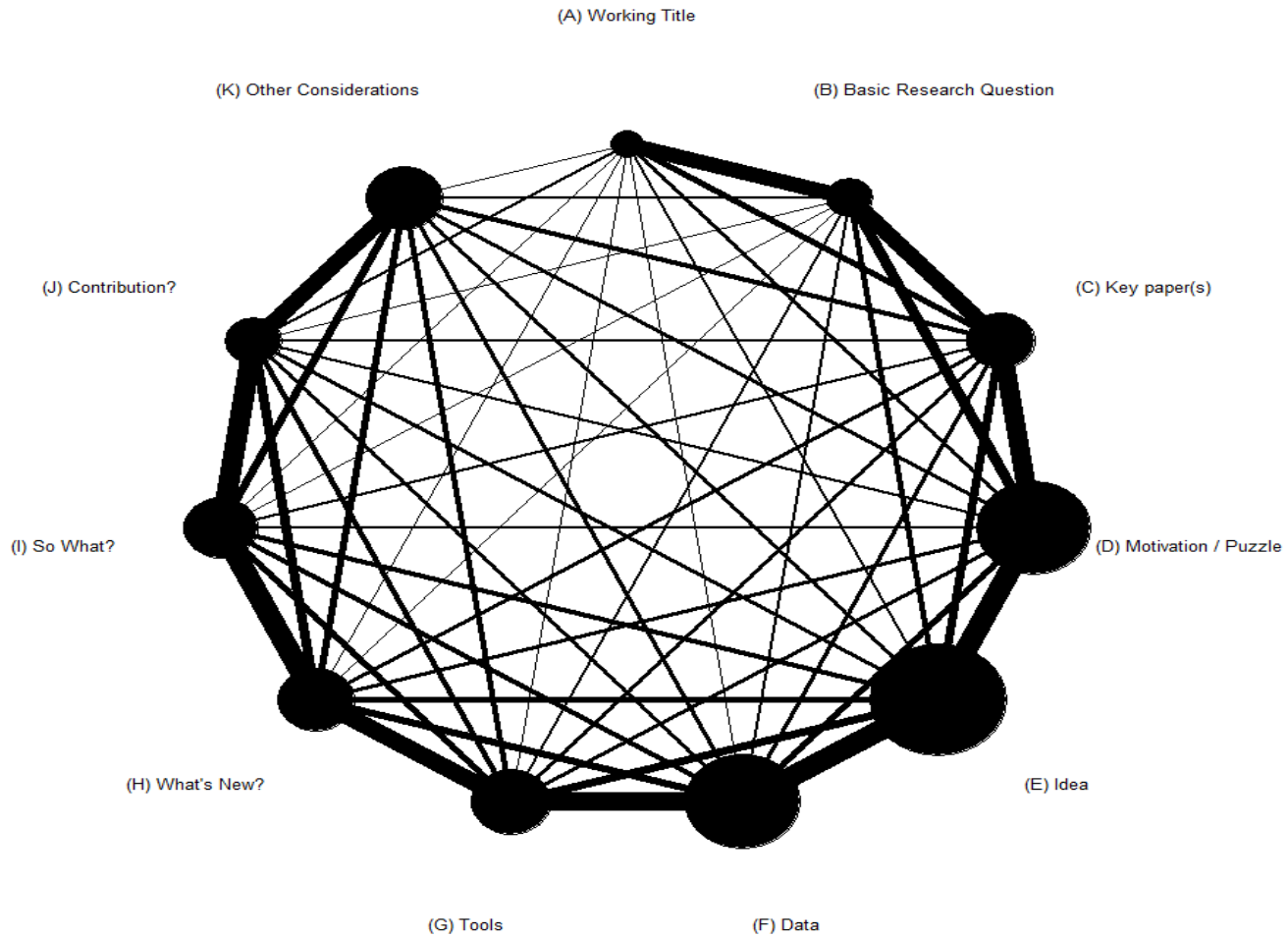
“The Power of 3” – applied to PR Template

Parts (I) – (III)



... and what about the
“non-linear” journey?





Main message?

Main message?

Less is More!

Main message?

Structured Less
is More!

Potential Benefits of Pitching Research

- (1) **Time** saving/efficiency
- (2) **Brevity**/focus skills
- (3) Finding a research **mentor**
- (4) Finding good research **students**
- (5) Research **skills** development
- (6) “**Meta**” Skills development
- (7) Marketing/**communication** skills
- (8) **Psychological** Benefits

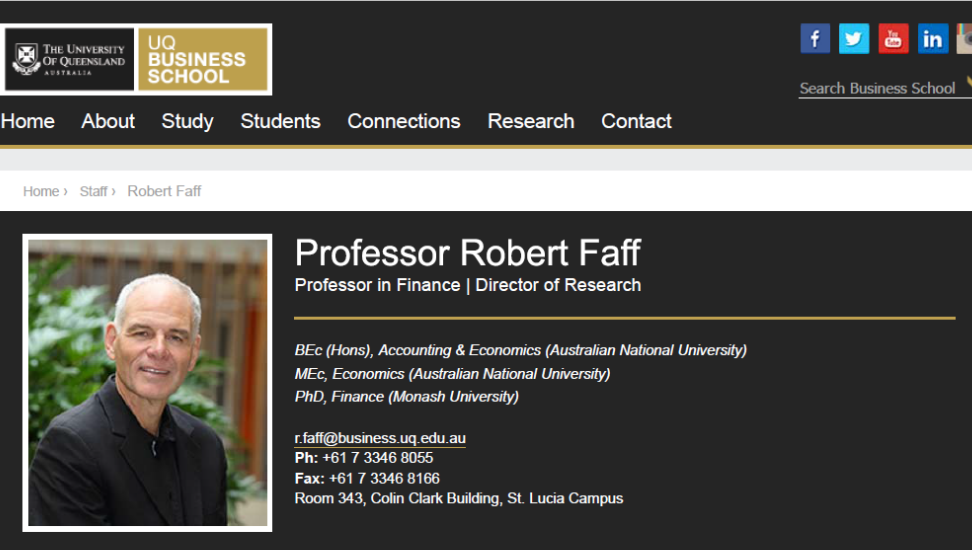
Multi Purpose Research Tool

- (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)
- (f) **research engagement & impact** tool (Faff & Kastle, 2016)
- (g) **research led teaching** tool (Faff, Li, Nguyen & Ye, 2016)

PR Resources & “Proof of Concept”

- Faff’s UQ [webpage](#)
- [Online Library](#)
- <https://pitchmyresearch.com/> – web portal
- [YouTube](#) Videos/Webinar
- PhD coursework: “Research Process in Business”
- [UQBS Research Digest](#)
- SSRN papers
- [PoW](#)

<http://www.business.uq.edu.au/staff/robert-faff>



The screenshot shows the UQ Business School website. At the top left is the UQ Business School logo. To the right are social media icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram. Below these is a search bar labeled "Search Business School". A navigation menu includes "Home", "About", "Study", "Students", "Connections", "Research", and "Contact". The breadcrumb trail reads "Home > Staff > Robert Faff". The main content area features a portrait of Professor Robert Faff, his name and title "Professor in Finance | Director of Research", and a list of his qualifications: "BEC (Hons), Accounting & Economics (Australian National University)", "MEd, Economics (Australian National University)", and "PhD, Finance (Monash University)". Contact information includes the email "r.faff@business.uq.edu.au", phone "+61 7 3346 8055", fax "+61 7 3346 8166", and address "Room 343, Colin Clark Building, St. Lucia Campus".

Robert Faff is Professor of Finance and Director of Research at the UQ Business School. He has an international reputation in empirical finance research: securing **13 ARC grants** (funding exceeding **\$4 million**); more than **290 refereed journal publications**; career **citations exceeding 8,200**; and a **h-index of 47** (Google Scholar). His particular passion is nurturing and developing the career trajectories of early career researchers. Robert has supervised more than 30 PhD students to successful completion and examined 50 PhD dissertations. Robert's research interests include asset pricing, risk modelling, managed fund performance, behavioural finance, corporate governance and market efficiency.

Signature Work in Profile: "Pitching Research"

Abstract

Building on **Faff's (2015)** pitching template, in the current paper I further explore a methodical approach to pitching a new research proposal. Emphasis is given to providing general advice to both "pitchers" and "pitchees". Moreover, the current paper provides an update on an extensive array of supplementary online resources. Most notably, to demonstrate that the pitch template is readily adaptable to many fields, a library of completed examples currently spans SEVENTY TWO alternative research areas, including: (1) corporate finance; (2) accounting; (3) corporate sustainability; (4) inter-disciplinary; (5) qualitative; (6) management; (7) chemistry; (8) mechanical engineering; (9) computer science;

Supplementary Material for “Pitching Research”

Have you ever struggled to assess whether a potentially new research project is worth starting? If your answer to this question is “yes!”, then you need to read this paper. [The full paper](#) can be downloaded from SSRN (N.B. you might need to register with SSRN and login to successfully perform the download). Please find links to the accompanying Appendices below.

> [Supplementary Material for “Pitching Research”](#)

For research collaborations

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Professor in Finance | Director of
Research

+61 7 3346 8055
r.faff@business.uq.edu.au

.....
> [Watch a video](#) about “Pitching research”

[Access the version of the Appendices](#) that accompany “Pitching Research”

OR individual appendix download as follows:

- [Appendix A presenting all Exemplar templates](#)
- [Appendix B presenting a Log of completed templates](#)
- [Appendix C presenting Anonymous Feedback](#)
- [Appendix D presenting Third-party Advice](#)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

- [Accounting \(A2\)](#)
- [Accounting History \(A32\)](#)
- [Accounting Theory \(A31\)](#)
- [Agile Software Development \(A58\)](#)
- [Archaeology \(A33\)](#)
- [Aviation \(A75\)](#)

B

- [Banking \(A21\)](#)
- [Bank Subsidy \(A59\)](#)

Online Library: > 130 Exemplars

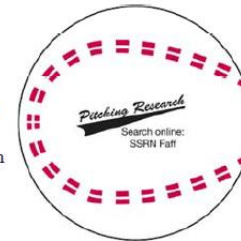
A1	Finance	A20	Taxation
A2	Accounting	A21	Banking
A3	Corporate sustainability	A22	Behavioural finance
A4	Inter-disciplinary	A23	Public policy and regulation
A5	Qualitative	A24	Education
A6	Management	A25	Market microstructure
A7	Chemistry	A26	Information systems
A8	Mechanical engineering	A27	Immunology
A9	Computer science	A28	Biology
A10	Mathematics/sport	A29	Management accounting
A11	Physics	A30	Multidisciplinary
A12	Healthcare	A31	Accounting Theory
A13	Psychology	A32	Accounting History
A14	Strategy	A33	Archaeology
A15	Governance	A34	Behavioural economics
A16	Sport	A35	Humour
A17	Energy policy	A36	Phytology
A18	Climate change	A37	Organic Chemistry
A19	Research policy	A84	Computer Games

PitchMyResearch.com

PitchMyResearch.com

... a pitching template for researchers

Have you ever struggled to assess whether a research project is even worth starting? Or been daunted by how to outline your research ideas to a potential supervisor or colleague? Then this template for pitching research is for you.



Sign in

Register

[FAQ \(frequently asked questions\)](#)



Opportunities

My applications

Pitch of the week #1:

A promotional graphic for a pitch. It features a background image of industrial smokestacks emitting thick black smoke. The text "Pitch of the week" is at the top. Below it, the title "CONVERTING PLANETARY BOUNDARIES INTO ACTION" is displayed in large, bold, black and red letters. At the bottom, the author's name "Saphira Rekker" is listed. Green circular arrows point left and right from the central text.

2015 UQUAPS Final YouTube Videos

1. Gill: <https://www.youtube.com/watch?v=aaYchX039Fs>
2. McCullough: <https://www.youtube.com/watch?v=yvgbX9oClHo>
3. Eats: <https://www.youtube.com/watch?v=FlCRGpu2P9M&feature=youtu.be>
4. Mahmud: <https://www.youtube.com/watch?v=czTkGJTWO2Y&feature=youtu.be>
5. Ndugwa: <https://www.youtube.com/watch?v=RPNfHUolx5c&feature=youtu.be>
6. Gorji: <https://www.youtube.com/watch?v=kBGEWPR1bUk&feature=youtu.be>
7. Noh: <https://www.youtube.com/watch?v=KoUWH2LRmUE>

Video Pitch Examples

- Introduction: <https://youtu.be/ruL9ZYOfv5k>
- Eg#1, sustainable systems: <https://youtu.be/QBo2wU0z18o>
- Eg#2, accounting: <https://youtu.be/mjBBRnN6gwY>
- Eg#3, chemistry: <https://youtu.be/PmjM9XfxZ4E>
- Eg#4, archaeology: <https://youtu.be/AylMABEq4Cc>

Professor Robert Faff - Pitching Research

Professor Robert Faff
Director of Research and Finance Expert
UQ Business School

Inspired by Faff's (2016, SSRN) "Pitching Research", the UQBS Research Digest showcases the latest scholarly research produced by our faculty and research students.

Filter: Show all

A B C E F I L R S T V



Inspired by Faff's (2016, SSRN) "Pitching Research", the UQ Business School Research Digest showcases the latest scholarly research produced by our faculty and research students.

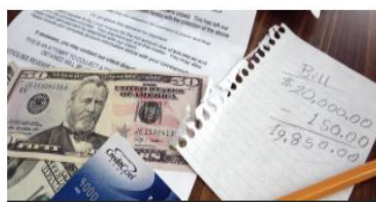
Filter: Show all
A B C E F I L R S T V



Accounting Education
Developing graduate skills and attributes through internationalisation in Australian Universities



Bank Risk Exposure
Bank Risk Exposure, Bank Failure and Off Balance Sheet Activities: an Empirical Analysis for U.S. Commercial Banks



Behavioural Finance
Corporate Social Responsibility and CEO overconfidence.



The screenshot shows a web browser window with the following elements:

- Browser Tabs:** UQ Business School, Design Hotels | AC Hotels, Author Page for Robert W..., Robert Faff - Google Schol..., Bank Risk Exposure.
- Address Bar:** researchdigest.business.uq.edu.au/pitch/bank-risk-exposure
- Page Header:** Working title: Bank Risk Exposure, Bank Failure and Off Balance Sheet Activities: an Empirical Analysis for U.S. Commercial Banks
- Section Headers:**
 - The pitch**
 - Basic Research Question**
 - Key paper(s)**
 - Motivation/Puzzle**
- Text Content:**
 - Basic Research Question:** How will off-balance sheet activities affect the banks' risk? Will the impact of different kinds of off-balance activities on the riskiness and health of a banking institution be different?
 - Key paper(s):** DeYoung, R., Torna, G. 2013. Non-traditional banking activities and bank failures during the financial crisis. *Journal of Financial Intermediation* 22, 397-421. (Note: This key paper was not published at the time of the draft and thus it was referred as DeYoung and Torna (2012) in the working paper.)
 - Motivation/Puzzle:** The economic impact of off-balance sheet (OBS) activities is not easy to interpret. On one hand, diversification into non-traditional activities has been beneficial to the banking sector specifically by implementing an additional fee income or by constituting new technique for hedging specific risk (i.e. Santomero and Chung, 1992). On the other hand non-traditional activities did influence bank condition by increasing bank exposure to different types of risk and by creating bank incentives to take more risk. (i.e. Instefjord, 2005). Therefore, the puzzle of whether OBS activities will increase banks' riskiness and banks' failure provides the motivation of this study.
- Bottom Section:** Three core aspects of any empirical research project

The Windows taskbar at the bottom shows icons for Internet Explorer, File Explorer, VLC, Chrome, Firefox, Outlook, Skype, PowerPoint, OneDrive, Word, and Excel. The system tray on the right shows the time as 6:05 PM on 22/06/2016.

File Edit View History Bookmarks Tools Help

UQ Business School x Design Hotels | AC Hotels x Author Page for Robert W. ... x Robert Faff - Google Schol... x Bank Risk Exposure x +

researchdigest.business.uq.edu.au/pitch/bank-risk-exposure

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and by creating bank incentives to take more risk. (i.e. Instefford, 2005). Therefore, the puzzle of whether OBS activities will increase banks' riskiness and banks' failure provides the motivation of this study.

Three core aspects of any empirical research project

- Idea? <
- Data? <
- Tools? <

Two key questions

- What's New? <
- So What? <


One bottom line

- Contribution <

Other considerations

- ... <

You may also like...



6:07 PM 22/06/2016

SSRN Papers

- (1) Faff, R., (2016a), "Pitching Research", Available at SSRN: <http://ssrn.com/abstract=2462059> or <http://dx.doi.org/10.2139/ssrn.2462059>
- (2) Faff, R., (2016c), "The "Pitching Research" Concept: 2015, a Year in Review", Available at SSRN: <http://ssrn.com/abstract=2721528> or <http://dx.doi.org/10.2139/ssrn.2721528>
- (3) Faff, R., (2016b), "Mapping "Pitching Research" Tasks into the RSD7 Framework: A Pedagogic Perspective". Available at SSRN: <http://ssrn.com/abstract=2724451>
- (4) Faff, R. and Godfrey, K. and Teng, J., (2016), Pitching Research Evolution: An Illustrative Example on the Topic of 'Innovation and Financial Dependence' (May 7, 2016). Available at SSRN: <http://ssrn.com/abstract=2776959> or <http://dx.doi.org/10.2139/ssrn.2776959>
- (5) Faff, R., Ali, S., Atif, M., Brenner, M., Chowdhury, H., Crudas, L., Joubet, A., Malik, I., Nagar, V., Mi, L., Pullen, T., Siegrist, M., Smythe, S., Stephenson, J., Zhang, B., and Zhang, K., (2016), "Fantasy Pitching", Available at SSRN: <http://ssrn.com/abstract=2782778> or <http://dx.doi.org/10.2139/ssrn.2782778>
- (6) Faff, Robert W. and Kastle, Tim, (2016), "Pitching Research for Engagement and Impact" (July 22, 2016). Available at SSRN: <http://ssrn.com/abstract=2813096> or <http://dx.doi.org/10.2139/ssrn.2813096>
- (7) Faff, Robert W. and Li, Ya and Nguyen, Bao Hoang and Ye, Qiaozhi, (2016), "Pitching Research: A Pilot Experiment with UQ Winter Scholars" (July 30, 2016). Available at SSRN: <http://ssrn.com/abstract=2816233>
- (8) Robert Faff; Ann Wallin; Mark Brosnan; Naiara Carrillo; Dhani Darmawan; Alana Dorris; Martin Groen; Nurlia Listiani; Victor Maxwell; Felix Orole; Anh Pham; Imam Salehudin; Matt Simons; Duy To; Jemaine Tsoi; Charlane Wong; Keegan Woods; Nirma Yossa; Kate Zhaunerchyk, (2016), "Fantasy Pitching II: Star Wars vs. Pokemon vs. R&D vs. Uber" (August 22, 2016). Available at SSRN: <http://ssrn.com/abstract=2827425>

SSRN Papers

SSRN#2: Faff, R. (2016b), "The "Pitching Research" Concept: 2015, a Year in Review": <http://ssrn.com/abstract=2721528>

SSRN#3: Faff, R., (2016c), “Mapping “Pitching Research” Tasks into the RSD7 Framework: A Pedagogic Perspective”
<http://ssrn.com/abstract=2724451>

SSRN#4: Faff, Godfrey and Teng (2016), “Pitching Research Evolution: An Illustrative Example on the Topic of “Innovation and Financial Dependence””
<http://ssrn.com/abstract=2776959>

SSRN Papers

SSRN#5: Faff, Ali, et al. (2016) *“Fantasy Pitching”*

<http://ssrn.com/abstract=2782778>

SSRN#6: Faff & Kastle (2016) *“Pitching Research for Engagement and Impact”*

<http://ssrn.com/abstract=2813096>

SSRN#7: Faff, Li, Nguyen & Ye (2016) *“Pitching Research: A Pilot Experiment with UQ Winter Scholars”*

<http://ssrn.com/abstract=2816233>

SSRN#8: Faff, Wallin, et al. (2016) *“Fantasy PitchingII: Star Wars vs. Pokemon vs. R&D vs. Uber”* <http://ssrn.com/abstract=2782778>



Robert Faff
Professor of Finance

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PoW #44 Executive compensation and debt

June 21, 2016

17 3

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PoW #43: Credit ratings standards around the...

June 14, 2016

53 5

Edit - Delete



NEW: "Pitching Research" Version 12 Released

June 11, 2016

118 24 1

Edit - Delete



Pitch Days/ Conferences

- **LaTrobe**: 20/21 October, 2014 (Melbourne, 9 pitchers)
- **SIRCA**: 27 February 2015 (Sydney, 9 pitchers)
- **FMCG 2015**: 9 April 2015 (Freemantle)
- **CIFR**: [29 May 2015](#) (Sydney, 12 pitchers)
- **AMIS 2015**: 11 June (Bucharest, 10 pitchers)
- **UQAPS 2015**: Final, 4 November (Brisbane, 7 pitchers)

Pitch Days/ Conferences - 2016

- **SIRCA**: 26 February 2016 (Sydney, 10 pitchers)
- **Warsaw School of Economics** “Pitching Research Workshop”: 23 March 2016 (6 pitchers)
- **Budapest, Prague, Erasmus, ESADE**: March-April 2016
- **AMIS 2016**: 10 June (Bucharest)
- **IAFDS9** [Glasgow, Scotland]: 14-15 June, 2016
- **AFAANZ Doctoral Symposium** [Gold Coast]: 1 July, 2016
- **UQ Undergraduate Research Scholars**
- **UQUAPS 2016**: Final, November (UQ, up to \$10,000 prize pool)