A160: Chinese Language Version of Faff's (2015, 2017) Pitching Template – Cued

Pitcher's Name 论文写作者姓名	Your name here 名字	FoR category 论文类别	Field of Research 研究所属领域	Date Completed 完成时间	Insert date here 日期

(A) Working Title 论文课题	Succinct/informative title here 简洁的／概要的题目
(B) Basic Research Question 基本研究题目	IN one sentence, define the **key** features of the research question. 用一句话写下论题的重要特征
(C) Key paper(s) 重要文献	Identify the key paper(s) which most critically underpin the topic (just standard reference details). Ideally one paper, but at most 3 papers. Ideally, by "gurus" in the field, either recently published in Tier 1 journal(s) or recent working paper e.g. on SSRN. 找出最能支持本论文的重要参考文献。理想情况下是一篇文献，最多三篇文献。一般重要文献是刊登在顶级期刊里的文献或者是近期的文献。
(D) Motivation/Puzzle 研究动机/解决疑惑	IN one short paragraph (say a max of 100 words) capture the core academic motivation – which may include identifying a "puzzle" that you hope to resolve. 用一段话（最多100个字）描述核心的学术动机-可能需要写出一个你想要解决的疑惑。
THREE	**Three** core aspects of any empirical research project i.e. the "**ID**io**T**s" guide 研究课题的三个重要方面
(E) Idea? 思路？	Identify the "core" idea that drives the intellectual content of this research topic. If possible, articulate the central hypothesis(es). Identify the key dependent ("explained") variable and the key test/independent ("explanatory") variable(s). Is there any serious threat from endogeneity here? If so, what is the identification strategy? Is there a natural experiment or exogenous shock that can be exploited? Is there any theoretical "tension" that can be exploited? 找出"重要的"促使本论题写作的思路。如果可以的话，写出重要的假设，重要的因变量和自变量。内生变量有严重的威胁吗？如果有的话，有什么解决措施？有什么自然实验或者外部条件利用吗？有理论"张力"可以利用吗？
(F) Data? 数据？	(1) What data do you propose to use? e.g. country/setting; Why? Unit of analysis? Individuals, firms, portfolios, industries, countries …? sample period; sampling interval? Daily, weekly, monthly, quarterly, annual, … Type of data: firm specific vs. industry vs. macro vs. …你计划用什么数据？例如，来自不同国家／背景的数据；为什么要用这些数据？分析单位是什么？个人，公司，组合，行业，国家…？样本期；样本区间；每天，每周，每月，每季度，每年，…数据来源：个别公司还是行业还是宏观角度上… (2) What sample size do you expect? Cross-sectionally? In Time-series/longitudinal? 你计划用多大的样本量？分段取样？还是按照时间顺序？ (3) Is it a panel dataset? 它是一个样板数据集吗？ (4) Data Sources? Are the data commercially available? Any hand-collecting required? Are the data to be created based on your own survey instrument? Or by interviews? Timeframe? Research assistance needed? Funding/grants? Are they novel new data? 数据来源？这些数据是有效的商业数据吗？必须人为手动收集吗？还是用你自己的测量工具上自己得到的？还是通过采访的？时间框架是什么？需要研究协助吗？需要筹集资金吗／补助金吗？是全新的数据吗？ (5) Will there be any problem with missing data/observations? Database merge issues? Data manipulation/"cleansing" issues? □失数据和缺少□察会□来什么□□□？在□理数据的□候会□来什么□□□？ (6) Will your "test" variables exhibit adequate ("meaningful") variation to give good power? Quality/reliability of data? 你的□□□量会□来什么有意□的□化而□研究□来好□□？数据的□量和可依靠性如何？ (7) Other data obstacles? E.g. external validity? construct validity? 有其他的数据采集上的障碍□？比如外部有效性？□立有效性？

(G) Tools? 研究方法	Basic empirical framework and research design? Is it a regression model approach? Survey instrument issues/design? Interview design? Econometric software needed/appropriate for job? Accessible through normal channels? Knowledge of implementation of appropriate or best statistical/econometric tests? Compatibility of data with planned empirical framework? Is statistical validity an issue? 有基本的经验框架和研究设计吗？有用到回归模型吗？测量工具是什么／设计时？采访设计？工作中需要的计量经济学软件？通过正常的渠道可以得到吗？有实践合适的或最好的统计学上的／计量经济学上的测试知识吗？数据跟计划的经验框架有一致性吗？数据合理有效吗？
TWO	**Two** key questions 两个重要的问题
(H) What's New? 创新点	Is the novelty in the idea/data/tools? Which is the "driver", and are the "passengers" likely to pull their weight? Is this "Mickey Mouse" [i.e. can you draw a simple Venn diagram to depict the novelty in your proposal?] 在思路／数据／方法上有创新点吗？真正的创新因素是什么，人□愿意做此创新吗？ "米老鼠模型"能用上吗【你能不能简单地画出模型的三个方面展示你的创新之处？】
(I) So What? 为什么？	Why is it important to know the answer? How will major decisions/behaviour/activity etc be influenced by the outcome of this research? 为什么知道这个答案那么重要？有什么重大的决定／行为／活动会被这个研究结果所影响？
ONE	**One** bottom line 一个概要
(J) Contribution? 贡献	What is the primary source of the contribution to the relevant research literature? 对相关的研究的文献有什么重要的贡献？
(K) Other Considerations 其他考虑因素	Is **Collaboration** needed/desirable? – idea/data/tools? (either internal or external to your institution)在思路，数据和方法上需要合作吗？（内部机构或者是外在的机构） **Target** Journal(s)? Realistic? Sufficiently ambitious?目标刊登期刊？现实吗？很有雄心壮志吗？ "**Risk**" assessment ["low" vs. "moderate" vs. "high": "no result" risk; "competitor" risk (ie being beaten by a competitor); risk of "obsolescence"; other risks? Are there any serious challenge(s) that you face in executing this plan? What are they? Are they related to the Idea? The Data? The Tools? Are there ethical considerations? Ethics clearance?风险评估【"低"还是"适中"还是"高"；"没有结果"风险，"竞争者"风险（会不会被竞争者击倒）；"快要过时"的风险；其他风险？在执行计划时你有没有遇到很大的挑战？他们是什么？他们跟思路／数据／方法有关？有没有伦理道德上的考虑吗？道德许可？ Is the **scope** appropriate? Not too narrow, not too broad. 研究范围合适吗？不会太窄，也不会太宽。