**Pitching Template with Cues – Regulation & Public Policy Version**

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| **Pitcher’s Name** | Your name here | **FoR category** | Regulation/Public Policy | **Date Completed** | Insert date here |
| **(A) Working Title** | Succinct/informative title here | | | | |
| **(B) Basic Research Question** | IN one sentence, define the **key** features of the research question that particularly relate to policy/regulation. | | | | |
| **(C) Key paper(s)** | Identify the key paper(s) which most critically underpin the topic (just standard reference details). Ideally one paper, but at most 3 papers. At least one of these papers should explicitly have a link to the policy/regulation issue. One of these key papers could be a “reputable” industry-based journal, related to a relevant regulation/policy debate. | | | | |
| **(D) Motivation/Puzzle** | IN one short paragraph (say a max of 100 words) capture the core motivation – which may include identifying a “puzzle” that you hope to resolve. The motivation should blend the need for academic inquisition with the policy/regulation angle at issue. | | | | |
| **THREE** | **Three** core aspects of any empirical research project i.e. the “**ID**io**T**s” guide | | | | |
| **(E) Idea?** | Identify the “core” regulatory/policy 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? EG: is there a natural experiment or exogenous shock that can be exploited? Is there any theoretical “tension” that can be exploited? | | | | |
| **(F) Data?** | (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. …?  (2) What sample size do you expect? Cross-sectionally? In Time-series/longitudinal?  (3)Is it a panel dataset?  (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?  (5) Will there be any problem with missing data/observations? Database merge issues? Data manipulation/”cleansing” issues?  (6) Will your “test” variables exhibit adequate (“meaningful”) variation to give good power? Quality/reliability of data?  (7) Other data obstacles? E.g. external validity? construct validity? | | | | |
| **(G) Tools?** | 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? | | | | |
| **TWO** | **Two** key questions | | | | |
| **(H) What’s New?** | 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?] | | | | |
| **(I) So What?** | Why is it important to know the answer? With a particular emphasis on the policy/regulation dimension, how will major decisions/behaviour/activity etc be influenced by the outcome of this research? | | | | |
| **ONE** | **One** bottom line | | | | |
| **(J) Contribution?** | What is the primary source of the contribution to the relevant research literature? What is the core policy/regulatory contribution? | | | | |
| **(K) Other Considerations** | Is **Collaboration** needed/desirable? – idea/data/tools? (either internal or external to your institution). Is there a role for a relevant regulatory body to be directly engaged in this project? Are there funding issues? Can you pitch a “value add” to a relevant regulatory body that would convince them to make $/in-kind contributions to the research? If so, what is the total $budget? Is a “pilot” version meaningful? If so, what is the $budget? Are there needed data that a relevant agency might provide? If so, under what circumstances? Are there any other major issues that particularly relate to the policy/regulation dimension of this pitch?  **Target** Journal(s)? Do you have a “dual” publication strategy? Academic vs. industry journals?  “**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?  Is the **scope** appropriate? Not too narrow, not too broad. | | | | |