

## Overview

Welcome to the “lite” version of “Research Process” for S2 2020. This is a dramatically cut-down version of the full course RBUS6914 (that I have run each semester, since 2015). To align our expectations, there are several things to note about this informal “lite” offering:

- It will comprise three online Zoom modular workshops (spread throughout the semester).<sup>1</sup>
- Each workshop module is stand-alone.
- Attendance of/participation in any workshop is totally voluntary.
- There is no assessment.
- There will be some optional (recommended) tasks: (a) pre-reading; (b) post-reading/videos; (c) written tasks; & (d) oral presentation tasks.
- For those choosing to complete either task (c) and/or task (d), feedback will be given.

A summary of the three sessions now follows.

### **\* Session #1: How to “pitch” your research to your supervisors**

**Date:** Saturday 8<sup>th</sup> August, 2020

**Time:** 9:30am to 11am

**Workshop summary:** This workshop introduces the basics of the “pitching research” framework [Faff, 2019, SSRN]. This generic framework, fundamentally built on a simple template structure, is designed to succinctly and systematically convey all the important facets of a scholarly research project to a research supervisor (or collaborator/mentor). In essence, attendees will take home a powerful tool that facilitates effective and meaningful interactive communication between two (or more) like-minded researchers.

#### **Pre-workshop reading (highly recommended):**

Faff, Robert W., Pitching Research<sup>®</sup> (2019). Available at SSRN: <http://ssrn.com/abstract=2462059> or <http://dx.doi.org/10.2139/ssrn.2462059>

#### **Post-workshop additional reading (optional):**

Alon, U., (2009), “How to Choose a Good Scientific Problem”, Cell 35, 726-728.

Faff, Robert W., (2017b), Pitching Research<sup>®</sup>: A Comprehensive Resource Center Supplement (August 14, 2017). Available at SSRN: <https://ssrn.com/abstract=3018939>

Stokes, D., (2013), “Generating Innovative Research Ideas”, *Journal of Accounting and Management Information Systems*, 12, No. 2, 145-155. [http://cig.ase.ro/jcig/art/paper\\_1845.pdf](http://cig.ase.ro/jcig/art/paper_1845.pdf)

#### **Homework (optional):**

(1) Create a reverse-engineered pitch of a key paper relevant to your thesis topic.

(2) Prepare PPTs for your key-paper pitch, ready for oral presentation at the end of Workshop #2.

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<sup>1</sup> A Zoom link will be sent to all registered participants at 9:20am on the day of each workshop.

## \* Session #2: Responsible science

**Date:** Saturday 12<sup>th</sup> September, 2020

**Time:** 9:30am to 11am

**Workshop summary:** This workshop touches on various issues related to the “ideal” of researchers acting as responsible scientists. ... What is responsible science? Is there a crisis in research? What is “HARKing”? What is “p-hacking”? What role do/can replications play? What role can “pre-registration” play? ...

### **Pre-workshop video (highly recommended):**

Brian Nosek: Shifting incentives from getting it published to getting it right <https://youtu.be/0a9MmloTRO4>

### **Post-workshop videos (optional):**

\* Sara Dolnicar (Research Integrity): <https://youtu.be/rAmFIRFKmTs>

\* Gary King Video on “Replication in the Social Sciences” <https://t.co/XbqrTDBRRa?amp=1>

### **Homework (optional):**

(1) Create a pitch of a core (meaningfully autonomous) part of your thesis topic (i.e. not your full thesis!).

(2) Prepare PPTs for your thesis pitch, ready for oral presentation at the end of Workshop #3.

## \* Session #3: "pitching research for engagement & impact" [PR4EI]

**Date:** Saturday 24<sup>th</sup> October, 2020

**Time:** 9:30am to 11am

**Workshop summary:** This workshop builds on and extends the basics of the "pitching research" framework – addressing a range of important considerations in pitching scholarly research for engagement and impact (PR4EI). You will be introduced to a supplementary template tool [Faff & Kastle, 2016, SSRN], designed to convey all the important “E&I” facets of a research project acknowledging things like industry triggers; key stakeholders; engagement and impact metrics; communication strategy and resources. The emphasis will be on planning to achieve meaningful engagement and impact beyond academia, without undermining the research project’s likely scholarly impact.

### **Pre-workshop reading/video (highly recommended):**

Faff, Robert W. and Kastle, Tim, Pitching Research for Engagement and Impact (July 22, 2016). Available at SSRN: <http://ssrn.com/abstract=2813096>

Kastle video on YouTube: <https://youtu.be/QaetiUyxbp0>

### **Post-workshop additional reading (optional):**

Explore the *responsible research in business & management* website: <https://rrbm.network/>

Faff, Robert W., Kastle, Tim, Axelsen, Micheal, Brosnan, Mark, Michalak, Rebecca and Walsh, Kathleen D., Pitching Research for Engagement and Impact – a Simple Tool and Illustrative Examples (January 30, 2020). Available at SSRN: <https://ssrn.com/abstract=3527931>

### **Homework (optional):**

(1) Create a PR4EI pitch related to your thesis topic.

(2) Prepare PPTs for your PR4EI pitch, ready for oral presentation at an agreed future date.