**Master RE Pitch Template with Cues**

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| **(A) Full Reference** | Insert complete reference details. |
| **(B) Basic Research Question** | IN one sentence, define the **key** features of the research question. |
| **(C) Key paper(s)** | Identify the 3 key paper(s) which most critically underpin the topic (just standard reference details). Ideally, by “gurus” in the field, either recently published in Tier 1 journal(s) or recent working paper e.g. on SSRN. |
| **(D) Motivation/Puzzle** | IN one short paragraph (say a max of 100 words) capture the core academic motivation – which may include identifying a “puzzle” that the authors hope to resolve. |
| **THREE** | **Three** core aspects of any empirical research project i.e. the “**ID**io**T**s” guide |
| **(E) Idea?** | 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? |
| **(F) Data?** | (1) What data are used? e.g. country/setting; 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 is the sample size? Cross-sectionally? In Time-series/longitudinal?  (3)Is it a panel dataset?  (4) Data Sources? Are the data commercially available? Any hand-collecting required? Were the data created based on authors own survey instrument? Or by interviews? Timeframe? Are they novel new data?  (5) Were there any problems with missing data/observations? Database merge issues? Data manipulation/”cleansing” issues?  (6) 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? Compatibility of data with 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? Can the novelty be easily represented by a “Mickey Mouse” – Venn diagram? |
| **(I) So What?** | Why is it important to know the answer? 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? |
| **(K) 3 Key Findings** | Briefly list the three key findings or takeaways for the paper. Briefly indicate whether these come directly from what the authors claim or alternatively that they, to some degree, come from your perspective framed on YOUR research potential plans/interests. |