CALL: European Accounting Association 2024
SHARK TANK PITCH Event

General Background[1]

At its 2024 Conference in Bucharest (Romania), EAA is holding a shark tank pitch event inviting research teams to propose a brand new research idea, seeking it to be "sponsored" by a journal editor. The shark tank event has 2 (initial) stages: (I) **written 2-page pitch** (based on Faff's (2021, SSRN) "pitching research" framework for pitches that are predominantly quantitative, or Lodhia's (2019) adapted framework for pitches that are predominantly qualitative – see **pages 2 & 3** of this call); (II) **oral pitch presentation** (based on the written pitch) to an Editors Panel of Sharks in a dedicated session of EAA 2024.[2] Selected teams (based on editors' votes) will be invited to pitch their research idea to the "sharks". After each pitch, shark editors will give a friendly "thumbs up" or "thumbs down".[3] In those cases where more than one shark editor is interested, a "competitive process" will ensue to achieve the ideal match of pitch to journal.[4] Ultimately, subject to an **agreed** offer by one of the shark editors, pitches presented at the EAA 2024 SHARK TANK PITCH event, will be invited on a pathway to execute the research project and publish the resultant completed paper in a future issue of the "winning" shark's journal.[5]

Important Dates

- **Stage ONE (Written Pitch):**   **Submission Deadline:** February 12, 2024.
                                                      Decision Notification: February 19, 2024.
- **Stage TWO (Shark Tank Oral Pitch):**   **EAA 2024 Program** (2 dedicated sessions)**:** May 15-17, 2024.

Some Guidelines on Pitching Task

The shark editors have agreed on the following set of default guidelines for this Shark Tank event:

- Each team must be led by a **senior/experienced researcher mentoring novice researcher**(s).
- Proposals focusing on any accounting topic within the realm encouraged by the EAA are welcome.
- All methods of inquiry and research paradigms are welcome.
- Subject to numbers and written pitch quality, two concurrent Shark Tanks (90 minute duration) will be scheduled, each linked to resultant themes that best suit a sensible assignment of the participating shark editors.
- **Written pitch**: maximum 1,000 words; technical content as needed; address viability & research timeline.
- **Oral pitch**: one team member to deliver a short "lightening" pitch (5-8 minute PPT presentation) in an open forum to the Shark Tank panel, emphasising the most salient elements of the research proposal. Sharks and teams will openly engage through a limited period of Q&A, led by the most interested shark(s).
- All submissions must be made via the dedicated section on the web portal:[6] PitchMyResearch.com
- Beyond the common elements listed above, each participating Editor will have their own specific expectations and requirements regarding what is ultimately needed to warrant publication in their journal. If deemed necessary, please approach the Editor directly via email.[7]

Further Enquiries

For any clarifications/queries regarding this event, please email: r.faff@uq.edu.au

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[1] A research team will be working on a research project broadly assessing the effectiveness of the Shark Tank event. By submitting a pitch, participants agree to be subjects of an observational analysis - and open to interviews & surveys as part of a multi-method research design.

[2] **12** Confirmed journals (with more likely): *Accounting Forum; Accounting, Organizations and Society*; *Accounting Research Journal; Accounting & Finance; Accounting in Europe; Australian Accounting Review; European Accounting Review; Journal of Accounting Literature; Journal of International Accounting Auditing and Taxation; Journal of International Financial Management & Accounting; Pacific Accounting Review; Pacific-Basin Finance Journal*.

[3] Sharks are not obligated to like any given pitch included in the final program. Nevertheless, it is the genuine intention that every team making it to the oral stage of the Shark Tank, will have a realistic chance of a positive outcome. Moreover, some teams failing to make the Stage II event, might still ultimately be able to successfully engage shark editors offline with their proposed study.

[4] Due to time constraints, this process will likely be completed "offline".

[5] Following a review process defined and fully controlled by the Editor in question.

[6] The first step is to register as a site user, then click on the button "competitions" and follow the prompts/instructions. It is anticipated that the web portal will open for **EAA 2024 SHARK TANK PITCH** submissions by January 1, 2024.

[7] In the first instance, email the Shark Tank convenor, Professor Robert Faff: r.faff@uq.edu.au for updated information regarding editor/journal involvement in the event.

Appendix: Shark Tank Pitch – Quantitative Master Pitch Template with Cues (1,000 word target)

	Team member names	Field of Research	Date of pitch creation
PRF Element	**Prompts**		
(A) Working Title	1. Keep the title short and informative. 2. Ensure it captures the essence of your research. 3. The title should be easily understandable by a broad audience. 4. Avoid jargon and complex terms. 5. The title should spark interest and curiosity. 6. It should reflect the research question. 7. Refine the title as your research progresses.		
(B) Basic Research Question	1. The question should be clear and concise. 2. It should have only a few "moving parts". 3. The question should be researchable. 4. It should contribute to the existing body of knowledge. 5. The question should be interesting and relevant. 6. It should align with your research skills and interests. 7. The question should be specific enough to guide your research.		
(C) Key Papers	1. Choose papers that are written by "gurus" in the field. 2. The papers should be recently published in leading journals. 3. They should be directly relevant to your research question. 4. The papers should provide a solid foundation for your research. 5. They should help identify gaps in the existing research. 6. The papers should provide methodologies or theories that you can apply. 7. They should help you understand the context of your research.		
(D) Motivation/Puzzle	1. Identify an intriguing puzzle in the literature. 2. The puzzle should be significant and interesting. 3. It should be something that hasn't been adequately addressed in the literature. 4. The puzzle should align with your research question. 5. It should provide a compelling reason for your research. 6. The puzzle should be solvable with your research skills and resources. 7. It should provide a clear direction for your research.		
(E) Idea	1. Your idea should exploit a natural "tension" in the literature. 2. It should be innovative and original. 3. The idea should be feasible and researchable. 4. It should provide a solution to the puzzle. 5. The idea should contribute to the existing body of knowledge. 6. It should be interesting and relevant to your field. 7. The idea should be clear and well-defined.		
(F) Data	1. Ensure that a high-quality project is feasible in terms of the potentially available data. 2. The data should be reliable and valid. 3. It should be relevant to your research question and idea. 4. The data should be accessible. 5. It should be sufficient to answer your research question. 6. The data should be manageable with your research skills and resources. 7. Consider potential ethical issues related to the data.		
(G) Tools	1. Ensure that you possess the needed skills to professionally apply the necessary "gold standard" research tools. 2. The tools should be appropriate for your research question and data. 3. They should be reliable and valid. 4. The tools should be accessible. 5. They should help you effectively analyze your data. 6. The tools should be manageable with your research skills and resources. 7. Consider potential ethical issues related to the tools.		
(H) What's New?	1. Your project should deliver non-trivial novelty to the field. 2. It should provide new insights or knowledge. 3. The novelty should be clear and significant. 4. It should be relevant and interesting to your field. 5. The novelty should be based on your research question, idea, and data. 6. It should be achievable with your research skills and resources. 7. The novelty should be well-defined and specific.		
(I) So What?	1. Your project should avoid the "So What?" response and so positively change the way people think. 2. It should have practical implications. 3. The project should be relevant and important to your field. 4. It should contribute to the existing body of knowledge. 5. The project should be interesting and engaging. 6. It should be based on your research question, idea, data, and novelty. 7. The project should be achievable with your research skills and resources.		
(J) Contribution	1. By delivering its contribution, your project can be viewed as part of a vibrant research program. 2. The contribution should be significant and meaningful. 3. It should be clear and well-defined. 4. The contribution should be relevant to your field. 5. It should be based on your research question, idea, data, novelty, and "So What?". 6. The contribution should be achievable with your research skills and resources. 7. The contribution should provide a clear direction for future research.		
(K) Other Considerations	1. Consider any critical research risks. 2. Consider potential ethical issues. 3. Consider the feasibility of your project in terms of time and resources. 4. Consider potential challenges and how to address them. 5. Consider the relevance and importance of your project to various stakeholders. 6. Consider the potential impact of your project. 7. Consider how your project fits into your broader research interests and career goals.		

Cued replication template adapted from:

Faff, R.W., (2015), A Simple Template for Pitching Research, Accounting & Finance 55, 311-336.

Faff, R.W., (2021), Pitching Research, Available at SSRN: http://ssrn.com/abstract=2462059

Appendix: Shark Tank Pitch – Qualitative Master Pitch Template with Cues (1,000 word target)

Pitcher's Name	Team member names here	FoR category	Field of Research	**Date Completed**	Insert date here
(A) Working Title	Your title here				
(B) Basic Research Question	One sentence will determine the method to be employed.				
(C) Key paper(s)	Up to three quality papers, not necessarily in highly ranked journals.				
(D) Motivation/Puzzle/ Justification	100 words, motivate and justify the research to be undertaken.				
THREE (TCM)					

(E) Theory?	Identify and Justify theory
	  Discuss approach to theorising – metaphor, differentiation,
	  conceptualisation, context-Dependent theorising, grand theorising				

(F) Context?	Identify the research context/field, actors (research participants) Discuss research accessibility				

(G) Methodology?	Specify methodology, data collection methods and data analysis approaches
	  Qualitative sampling details – purposive, theoretical
	  Discuss research credibility and trustworthiness
	  Thick description approach				

TWO	**Two** key questions				
(H) What's New?	What is new and innovative about this research? What does it tell us that we don't already know?				
(I) So What?	Theoretical generalisation Naturalistic generalisation				
ONE	**One** bottom line				

(J) Contribution?	Academic
	  Practice
	  Policy				

(K) Other Considerations	Academic
	  Practice
	  Policy				

From: Lodhia, S., (2019), What about your qualitative cousins? Adapting the pitching template to qualitative research, Accounting & Finance 59, 309-329.