

CALL: GUIDELINES FOR SHARK TANK EVENT

Malaysian Finance Association International Conference 2020

(5-6 August 2020)

Following on from the highly successful inaugural SHARK TANK event at the World Finance Conference 2019 in Santiago, [Professor Robert Faff](#) from the [University of Queensland Business School](#) will co-ordinate and lead a **SHARK TANK** stream at MFAIC2020 in Penang, Malaysia. The SHARK TANK will target **HIGH QUALITY** seasoned papers presented at the conference, to go through a **fast-tracked review** at a participating scholarly journal, based on a carefully designed process described below.¹ Put simply, SHARK TANK presenters will strive to convince journal editor sharks to “sponsor” their already executed paper toward possible future publication in a shark journal.

The MFAIC2020 SHARK TANK is based on a two-dimensional pitch process: (1) a **written pitch**, and (2) a matching **oral pitch**; embedded in the following sequence of steps:

Pre-conference

STEP 1: All interested papers must submit for Concurrent session. At the time of submission, authors must **explicitly nominate** for the SHARK TANK event in the submission system.

STEP 2: Upon successful paper acceptance for the Concurrent Session, authors will be notified to create and submit a **1,000 word written pitch by 1st June 2020**, following the instructions outlined on page 2 of this call. At the same time, author must complete conference fees payment.

STEP 3: A final set of papers will be selected for the SHARK TANK stream of the MFAIC2020 program based on a ranking of aggregate Shark votes. Authors will be notified in **13th July 2020**.²

STEP 4: SHARK TANK presenters will be required to carefully design a **PPT slide deck faithful** to their structured written pitch – these PPTs will form the basis of their SHARK TANK oral pitch during the conference.

During-conference

STEP 5: SHARK TANK presentations will be scheduled within a dedicated stream of the MFAIC2020 program.³ Each oral pitch will be followed by Q&A led by the keenest editors (and from the audience, time permitting), the sharks will give a “**thumbs up**” or “**thumbs down**” decision.⁴

Post-conference

STEP 6: Ultimately, subject to accepting an offer from one of the shark editors, author teams commit to a “Revise and Resubmit” process at the “winning” shark’s journal.⁵

¹ **Participating journals:** *Asian Academy of Management Journal of Accounting and Finance; British Journal of Management; Emerging Market Finance and Trade; International Journal of Business and Society; International Journal of Economics and Management; Journal of Contemporary Accounting and Economics; Journal of International Financial Markets, Institutions & Money; Malaysian Journal of Economic Studies; Pacific-Basin Finance Journal; Review of Pacific Basin Financial Markets and Policies.*

² All sharks will help screen the papers & pitches defined by STEP 2 on multi-faceted characteristics, including quality, interest, relevance, journal fit – voting for papers that they would most like included in the SHARK TANK stream of the MFAIC2020 conference. Those papers not making the SHARK TANK “cut” will revert to the normal MFAIC2020 program (and will have discussants as per usual).

³ Oral pitches are to be primarily directed to the shark panel, in an open forum of 30 minutes for each paper. Specific advice on how each 30 minute-slot will be structured, will come with the notification in STEP 3.

⁴ Only those papers receiving at least one “thumbs up” will proceed to STEP 6. In those cases where more than one shark editor is interested, a “competitive process” will ensue to achieve the ideal match of paper to journal. Due to time constraints, this process will likely be completed “offline”.

⁵ The post-conference review process is fully defined and fully controlled by the Editor in question. That said, it is envisaged that for each SHARK TANK paper, one journal editor will take charge of sourcing a pre-conference written review (the choice of “sponsoring” editor based on a confidential “bidding” process between the sharks). Moreover, any such report from that process will be shared among all interested sharks (with the ex-ante express permission of the reviewer). Such reports, combined with the meaningful feedback received at the conference during the Shark Tank event; would likely constitute the “backbone” of a referee’s report for an “R&R” decision – thereby fast-tracking the review process. While the review process will be streamlined and fair, there are no guarantees on ultimate acceptance of the paper at the given shark’s journal.

Important Dates

- Shark Tank EOI Nomination Deadline (STEP 1): 1st May, 2020
- Shark Tank Pitch Submission Deadline (STEP 2): 1st June, 2020
- Shark Tank Decision Notification (STEP 3): 13th July, 2020.⁶

SHARK TANK PITCH Submission Process

1. Using the [pitching framework](#) and advice given in [Faff \(2019, "Pitching Research", SSRN: <http://ssrn.com/abstract=2462059>\)](#), create a reverse-engineered pitch of your MFAIC2020 paper.

IMPORTANT NOTE: for the final part of the pitching framework, "Other Considerations", please answer highlighting your paper's **three "signature" findings**.

2. All written pitch submissions for the **MFAIC2020 SHARK TANK** must be made via the web portal:

<https://pitchmyresearch.com/>

Further Enquiries For any clarifications/queries regarding this **SHARK TANK** event, please email **Professor Faff** or **Professor Hooy Chee Wooi** directly:

r.faff@business.uq.edu.au

or

cwhooy@usm.my

⁶ Specific details of how the SHARK TANK sessions will be run will be given at this time.