



GUIDELINES FOR SHARK TANK EVENT

World Finance Conference 2021 (new: 5/9/21)



Following on from the highly successful inaugural SHARK TANK event at the World Finance Conference 2019 in Santiago, **Professor Robert Faff** from the Bond University will co-ordinate and lead a **SHARK TANK** stream at WFC2021. 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 WFC2021 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: At the time of WFC2021 submission, authors must **explicitly nominate** for the SHARK TANK event.

STEP 2: In early May 2021, a subset of the STEP 1 authors accepted into the WFC2021 program will be invited to participate in the Shark Tank event.²

STEP 3: To be eligible for the SHARK TANK, those STEP 2 authors accepting the SHARK TANK invitation, must create and submit a **1,000 word written pitch by Monday 21st June 2021**, following the instructions outlined on page 2 of this call.

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. They should aim to have slide content that can be covered in a presentation lasting **no more than 10 minutes**.

During-conference

STEP 5: SHARK TANK presentations will be scheduled within a dedicated stream of the WFC2021 program. Oral pitches are to be primarily directed to the shark panel, in an open forum of 22-30 minutes for each paper. Each oral pitch will be followed by Q&A led by the keenest editors (and from the audience, time permitting), the sharks will offer a “**green light**” or “**orange light**” or a “**red light**” decision.³

Post-conference

STEP 6: Ultimately, subject to **receiving and accepting an offer** from one of the shark editors, author teams commit to a “**Revise and Resubmit**” process at the “winning” shark’s journal.⁴

¹ **Participating journals:** *Emerging Markets Review; International Review of Financial Analysis; Journal of International Financial Markets, Institutions & Money; Journal of Multinational Financial Management; Pacific-Basin Finance Journal.*

² Those papers not making the SHARK TANK “cut” will revert to the normal WFC2021 program.

³ Only those papers receiving at least one “**green light**” 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 occur “offline”.

⁴ 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. 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):** WFC2021 paper submission deadline
- **Shark Tank Pitch Submission Deadline (STEP 3):** 21st June, 2021

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 WFC2021 paper.

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

2. All written pitch submissions for the **WFC 2021 SHARK TANK** must be made via the web portal:⁵
<https://PitchMyResearch.com>

Further Enquiries

For any clarifications/queries regarding this **SHARK TANK** event, please email **Professor Faff** directly:
rfaff@bond.edu.au

⁵ The first step is to register as a user, then click on the button "pitching competitions" and follow the instructions.