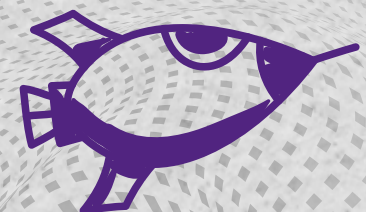




Formulating the research question



To formulate the research question that is relevant to the industry, do not limit to academic papers. It is recommended to use white papers published by companies, interview with the industry experts, magazines, and even social media posts made by the experts in the field.



Importance of Descriptive Analysis



Descriptive analysis should not be undervalued, as high-quality practitioner papers can be based on it. Academics often focus too much on complicated econometric analysis, but sophisticated methods do not necessarily guarantee higher quality papers.

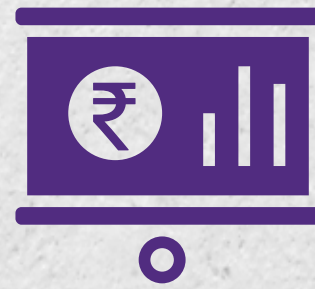
Using Mixed Methods



Data analysis can be a combination of qualitative and quantitative methods. For example, one can do in-depth interviews with the industry experts and support the data collected via interviews with secondary data to bring industry relevant insights.



Importance of Money slide



Summarize the key takeaway of the paper in one figure. It is the most important figure called the money slide. This is the selling point of the paper.



Use figures instead of numbers



It is important to spend time on figures and graphs. Any quantitative information that can be represented visually should be converted into figures, as visuals have a greater impact.



Validate and contextualize the results

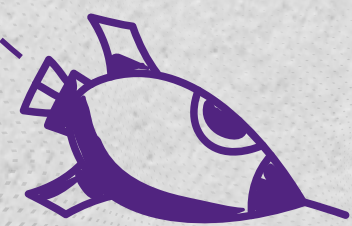


It is always a good idea to get expert opinions on the results of the paper. If there are other studies with similar results, stating them would provide a context to the research.

Combining multiple papers



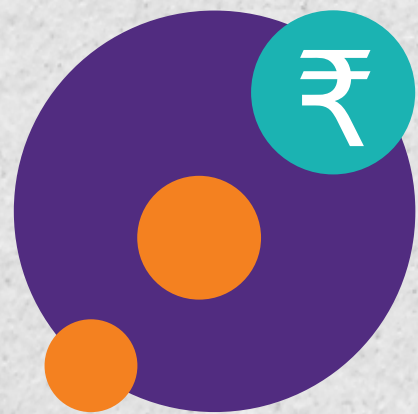
Practitioner research can be conducted by combining multiple papers on the same theme to derive insights that are relevant to the industry.



Know your audience



It is essential to have a clear understanding of the target audience of a research paper, whether they are corporates, central bankers, or trained economists. The key takeaway of a paper may vary depending on the target audience.



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