

Camp Riverside 2016 – PhD Workshop: Theory Construction and Research Development

June 20 – June 23 2016 at HSN Campus Drammen, room S6207

Chaired by Professor **Fred Selnes** (BI and USN) and Professor **Ajay Kohli** (Georgia Tech)

The workshop is intended to become an annual event for PhD students and faculty in Marketing at HSN and other Norwegian programs (e.g., NHH, BI). The goal is to develop student skills and stimulate collaboration among students and faculty, and cultivate world-class scholars in Marketing and other business disciplines.

The first two days are devoted to understanding and engaging in theory construction. The next two days are devoted to students presenting their research (including but not limited to thesis work), and getting constructive suggestions from faculty and fellow students. In addition, faculty presentations aimed at enhancing student research skills are planned.

All PhD students and faculty are invited to attend.

Program

Day 1: Monday 20. June		
Time	Program/Presentation	Details
09:00 – ca. 16:30	Theory construction, parts 1 and 2 Professor Ajay Kohli , Professor, Georgia Tech	For more information – please see pages 3-4.
12:00 – 13:00	Lunch	
Day 2: Tuesday 21. June		
Time	Program/Presentation	Details
09:00 – ca. 16:30	Theory construction, part 2 Ajay Kohli , Professor, Georgia Tech	For more information – please see pages 3-4.
12:00 – 13:00	Lunch	
19:00	Dinner at LaVida	Tapas restaurant at Nedre Torggate 3
Day 3: Wednesday 22. June		
Time	Program/Presentation	Details
09:00 - 10:15	Presentation Afra Kh Koulaei , Phd-fellow, Department of Strategy and Business, USN	Presentation by PhD student (approx. 30 min), followed by 45 min discussion.
10:30 – 11:45	Presentation Mariia Koval , Phd-fellow, Department of Marketing, Norwegian Business School, BI	Presentation by PhD student (approx. 30 min), followed by 45 min discussion.

11:45 – 13:00	Lunch	
13:00 – 14:15	Presentation Rouhao Sun , Phd-fellow, Department of Strategy and Business, USN	Presentation by PhD student (approx. 30 min), followed by 45 min discussion.
14:30 - 15:30	Crafting a paper Ajay Kohli Professor, Georgia Tech	
15:30- 16:00	Summing up Fred Selnes	
Day 4: Thursday 23. June		
Time	Program/Presentation	Details
09:00- 10:15	Presentation Ajmal Hafeez , Phd-fellow, Department of Strategy and Business, USN	Presentation by PhD student (approx. 30 min), followed by 45 min discussion
10:30- 11:45	Presentation Deodat Edward Mwesiumo , Phd-fellow, Department of Logistics, Molde University College	Presentation by PhD student (approx. 30 min), followed by 45 min discussion.
11:45 – 13:00	Lunch	
13:00 – 14:00	Recent trends in market modeling research, Professor Rutger van Oest , BI	
14:00 – 14:30	Summing up Camp Riverside 2016 and plans for next year by Fred Selnes	

THEORY CONSTRUCTION WORKSHOP

AJAY K. KOHLI

Gary T. and Elizabeth R. Jones Chair
Georgia Institute of Technology

The purpose of this workshop is to help participants understand the nature of a theory, the theory construction process, and to develop skills in building interesting and impactful new marketing theory. The focus of the workshop is on nuts and bolts of building new theory (and not on philosophy of science).

The workshop will discuss theory as comprised of three core components. It will bring into sharp focus three general structures of arguments that can be used to support different types of theoretical propositions (main effects, interaction effects, and non-linear effects). It will identify characteristics of impactful theories, map the process of constructing theories, and provide guidelines for constructing impactful theories.

A key component of the workshop will be a hands-on exercise where participants will engage in the theory construction process during the session to better appreciate the nature of theory construction, the difficulties involved, and ways of addressing the difficulties successfully.

The workshop is divided in two parts:

PART 1

Part 1 is an interactive lecture-discussion covering the following topics/questions:

1. What is the purpose of a theory?
2. What is a theory, and what are its key components?
3. How one can develop persuasive arguments for supporting different types of theoretical propositions (i.e., what are the general structures of arguments for supporting different types of theoretical propositions)?
4. What are the different forms of theoretical contributions scholars can make?
5. What is the difference between theory construction and theory application?
6. What are the characteristics of theories that are more impactful (i.e., used more) than others?
7. How does the theory construction process work? What can scholars do during the theory construction process to develop more impactful theories?
8. What are some common weaknesses in “theory” manuscripts? Why do they arise and how can one safeguard against them?

PART 2

Part 2 involves reviewing participants' theoretical propositions and arguments, and collectively working to improve a select set. The goal is to learn by doing. **Please bring the following to the workshop:**

1. A written proposition about a main effect of X on Y (one succinct sentence) and a written argument to justify/support the proposition. X and Y can be any variables of your choice. (Make the argument as short as possible – one sentence is ideal.)
2. A written proposition about a moderating effect of Z on the relationship between X and Y (one succinct sentence) and a written argument to justify/support the proposition. You can use any variables you wish. (Make the argument as short as possible – one sentence is ideal.)
3. A written proposition about a non-linear (e.g., inverted U-shaped) relationship between X and Y (one sentence) and a written argument to justify/support the proposition. You can use any variables you wish. (Make the argument as short as possible – two sentences are ideal.)
4. A dilemma or question you have with regard to theory or its construction. We will try to discuss some dilemmas/questions during the workshop.

READINGS

It is not necessary to do any reading prior to the workshop. However, time permitting, reading the following may help participants get more value out of the workshop:

- "Causality" – Zaltman, LeMasters and Heffring, Chapter 3
- Sutton, Robert I. and Barry M. Staw (1995), "What theory is *Not*," *Administrative Science Quarterly*, 40, 371-384.
- Weick, Karl E. (1995), "What Theory is *Not*, Theorizing *Is*," *Administrative Science Quarterly*, 40, 385-390.
- "Deductive and Inductive Thinking" – Zaltman, LeMasters and Heffring Chapter 5.
- Weick, Karl E. (1989), "Theory Construction as Disciplined Imagination," *Academy of Management Review*, 14 (4) 516-531.
- "Being Interesting," – Zaltman, LeMasters, and Heffring, Chapter 2.
- Kohli, Ajay K. (2011), "From the Editor: Reflections on the Review Process," *Journal of Marketing*, 75 (November), 1-4.

(Zaltman, Gerald, Karen LeMasters and Michael Heffring (1982), *Theory Construction in Marketing: Some Thoughts on Thinking*. New York, NY: John Wiley & So