

# CAMP RIVERSIDE 2017 – PHD WORKSHOP: THEORY CONSTRUCTION AND RESEARCH DEVELOPMENT

**June 19 – June 22 2017 at USN Campus Drammen, auditorium A6509  
(Group B presentations in room S6207)**

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

*The workshop is an annual event for PhD students and faculty in Marketing at USN and other Norwegian programs (e.g., BI, NHH). 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.*

**For more information and pre-work to be done by PhD students: Please see preparation document from Ajay**

## PROGRAM

<b>Day 1: Monday June 19</b>	
<b>Time</b>	<b>Program/Presentation</b>
09:00 – 12:00	Theory construction, part 1, Professor <b>Ajay Kohli</b>
12:00 – 13:00	Lunch
13.00 - 16:30	Theory construction, parts 1 and 2, Professor <b>Ajay Kohli</b>
<b>Day 2: Tuesday June 20</b>	
<b>Time</b>	<b>Program/Presentation</b>
09:00 –12:00	Theory construction, part 2 cont'd, Professor <b>Ajay Kohli</b>
12:00 – 13:00	Lunch
13:00 -15.00	Theory construction, part 2 cont'd, Professor <b>Ajay Kohli</b>
	Short Break
15:15 -16:30	Crafting a paper Professor <b>Ajay Kohli</b>
19:00	<b>Dinner</b>
<b>Day 3: Wednesday June 21</b>	
<b>Time</b>	<b>Program/Presentation</b>
09:00- 11:45	Student presentations: <b>Group A in room A6509 and group B in S6207</b>
11:45-12:45	Lunch
12:45 -13:45	Challenges and opportunities in modeling research <b>Rutger van Oest and Matilda Dorotic, BI (Plenum in A6509)</b>
	Break
14:00-16:15	Student presentations: <b>Group A in room A6509 and group B in S6207</b>
19:00	A beer on the pier
<b>Day 4: Thursday June 22</b>	
<b>Time</b>	<b>Program/Presentation</b>
9:00 – 11:45	Student presentations: <b>Group A in room A6509 and group B in S6207</b>

11:45-12:45	Lunch
12:45 -15:00	Student presentations: <b>Group A in room A6509 and group B in S6207</b>
	Break
15:15-16:15	Research issues in marketing (from a CB perspective), <b>Luk Warlop, BI</b> (Plenum in A6509)
16:15	<b>Summing up Camp Riverside 2017</b> , Fred Selnes

**Student presentations:** Approx. 30 minutes presentation each

**GROUP A:**

Students	Year	Day	Topic
Olga Ungureanu	2	3	Do in-game purchases backfire on players' willingness to purchase game version upgrades?
Eisa Sahabeh Tabrizi	2	3	Self vs. Other Discrepancy in Estimation and Valuation of Time as Input Resource
Chen Chen	2	3	Less is not more for CSR: Multiple domains outperform single domain
Iryna Shekhovtsova	2	3	The effect of firm innovativeness and marketing communications on firm risk and firm value.
Dmytro (Dima) Moiseiev (Cranfield)	2	4	Unmake up your mind: How reversible decisions can lead to better choice satisfaction, lower regret.
Audun Reiby	2	4	Mentalizing in Interorganizational Relationships
Ruohao Sun	3	4	Consumer attention and promotion scope
Kristin Bentsen	1		-
Sanchit Pawar	1		-

**GROUP B:**

Students	Year	Day	Topic
Vita Galdike	3	3	Self-attunement: local manager's influence on local unit performance within the retail chain
Katerina Maltseva	2	3	Self-tracking: cognitive and behavioral implications
Chi Hoang	2	3	Communicating Warmth and Competence with A Sense of Humor.
Adeel Ahmed Tariq	2	3	
Daoyan Jin	2	4	Quantification and experience in effortful task: the moderating role of gender.
Delphine Caruelle	2	4	Adaptation or sensitization? Responses to series of affective events in the customer journey
Ajmal Hafeez	3	4	
Mesay Shanka	1		-
Afra Kh Koulaei	3		-