

CAMP RIVERSIDE 2018 – PHD WORKSHOP: THEORY CONSTRUCTION AND RESEARCH DEVELOPMENT

May 22-25, 2018 at USN Campus Drammen

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 (i) select faculty talks and (ii) students presenting their thesis or other research and receiving constructive suggestions from faculty and fellow students. The intent is to develop student skills and stimulate collaboration among students and faculty, and cultivate world-class scholars in Marketing.

All PhD students and faculty are invited to attend.

PROGRAM

Day 1: Tuesday May 22		
Time	Program/Presentation	Details
09:00 – 12:00	Theory construction, part 1, Professor Ajay Kohli	
12:00 – 13:00	Lunch	
13:00 - 16:30	Theory construction, parts 1 and 2, Professor Ajay Kohli	
Day 2: Wednesday May 23		
Time	Program/Presentation	Details
09:00 – 12:00	Theory construction, part 2 cont'd, Professor Ajay Kohli	
12:00 – 13:00	Lunch	
13:00 - 15:00	Theory construction, part 2 cont'd, Professor Ajay Kohli	
	Short Break	
15:15 - 16:30	<i>Let's grow more Indigenous Theory + Crafting Papers,</i> Professor Ajay Kohli	
19:00	Dinner	

Day 3: Thursday May 24		
Time	Program/Presentation	Details
09:00 - 11:30	Student presentations: A: Kristin + Emanuela B: Fahrana + Delphine C: Daoyan + Aleksandra	
11:30 - 12:30	Lunch	
12:30 - 13:30	Presentation, Professor Marit Gundersen <i>Achievement goal and consumer effort</i>	
	Break	
13:45 - 16:15	Student presentations: A: Olga + Chi B: Audun + Ivan C: Siyou + Kateryna	
19:00	A beer on the pier?	
Day 4: Friday May 25		
Time	Program/Presentation	Details
09:00 – 10:00	Presentation, Professor Luk Warlop <i>The tiny Trump in all of us: the dark side of self-identifying as a valued customer</i>	
10:15:11.30	Student presentations A: Sun B: Iryna C: Messay S	
11:30 - 12:30	Lunch	
	Break	
12:30 - 16:15	Student presentations A: Eisa + Huy + Monica B: Chen + Masoud + Adeel C: Messay M + Afra + Ajmal	
16:15	Summing up Camp Riverside 2018, Professor Fred Selnes	

**THEORY CONSTRUCTION WORKSHOP
(DAY 1 and DAY 2)**

AJAY K. KOHLI

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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 hands-on exercises in which 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