

**CAMP RIVERSIDE 2019 – PHD WORKSHOP:  
THEORY CONSTRUCTION AND RESEARCH DEVELOPMENT  
May 20 – 23, 2019 at USN Campus Drammen, auditorium A3504**

**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.*

## PROGRAM

<b>Day 1: Monday</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</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 at Becks Brasserie &amp; Bar</b>
<b>Day 3: Wednesday</b>	
<b>Time</b>	<b>Program/Presentation</b>
09:00- 11:45	Student presentations
11:45-12:45	Lunch
12:45 -13:45	Research opportunities in marketing, Professor <b>Kenneth Watne</b> .
	Break
14:00-16:15	Student presentations
19:00	<b>A beer on the pier</b>
<b>Day 4: Thursday</b>	
<b>Time</b>	<b>Program/Presentation</b>
9:00 – 11:45	Student presentations
11:45-12:45	Lunch
12:45 -15:00	Student presentations
	Break
15:15-16:15	Student presentations
16:15	Summing up Camp Riverside 2019, <b>Fred Selnes</b>