

Camp riverside 2021 – PhD workshop: Theory construction and research development

November 15-17, 2021

Campus Kongsberg

The workshop is an annual event for PhD students and faculty in Marketing at USN and other Norwegian programs. The workshop is chaired by professor Ajay Kohli (Georgia Tech) and professor Fred Selnes (BI and USN) and takes place on campus Kongsberg.

The goal of the workshop is to develop student skills and stimulate collaboration among students and faculty and cultivate world-class scholars in Marketing and other business disciplines.

Program

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 (see the enclosed material). The last day is devoted to students presenting their research (including but not limited to thesis work) and getting constructive suggestions from faculty and fellow students.

Program

Day 1	
Time	Program/Presentation
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	
Time	Program/Presentation
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	Crafting a paper Professor Ajay Kohli
Day 3	
Time	Program/Presentation
09:00 – 12:00	Student presentations
12:00-13:00	Lunch
13:00-17:00	Student presentations
17:00-17:15	Short break
17:15-18:00	Keynote speaker Professor Page Moreau
18:00-18:15	Summing up Camp Riverside 2021, Professor Fred Selnes
19:00	Dinner at Quality Hotel Grand Kongsberg