

# **Camp riverside 2022 – phd workshop: Theory construction and research development**

June 13-16, 2022 in

Campus Drammen (room S6502)

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 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

Day 1: Monday		
Time	Program/Presentation	
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>	
Day 2: Tuesday		
Time	Program/Presentation	
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>	
Day 3: Wednesday		
Time	Group 1 – A6508	Group 2 – A6502
09:00 – 12:00 Incl. short break	Student presentations:  Anders M. Mamen Anna Stepanova Giang Huong Nguyen	Student presentations:  Lill Susan Rognli Vale Rocky Mahmud Vidar Top
12:00-13:00	Lunch	
13:00-17:00 Incl. short break	Student presentations:  Ivie Porto Jared Offei Lartey Luying Zhou Anders Råve	Student presentations:  Yashoda Karki Baptiste Marescaux Yaozhi Zhang Neema Kaaya
19:00	Dinner at Beck’s Brasserie, Papirbredden	
Day 4: Thursday		
	Group 1 – A6508	Group 2 – A6502
9-11:45	Student presentations:	Student presentations:

	Mari Haugerud Sjøgren My Ta Anna Apartsina	Ludovica Scalco Sajed Khandami Bardiya Moghaddam
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**Student presentations:** Approx. 15 minutes presentation each (max 10 slides) + discussion.

## **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.
- 5.

## **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