New Zealand Institute for Business Research and the Enterprise Innovation Unit are pleased to invite you to attend a Theory Construction Workshop facilitated by Professor Ajay K. Kohli, Regents’ Professor and Gary T. and Elizabeth R. Jones Endowed Chair at Scheller College of Business, Georgia Institute of Technology (USA).

The purpose of the Theory Construction 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 theory.

Participants will engage in the theory construction process to gain deeper insights into the nature of theory construction, the difficulties involved, and ways of addressing the difficulties successfully.

This workshop comprises of two parts. Part 1 is an interactive lecture-discussion and Part 2 involves reviewing participants theoretical propositions and arguments, and collectively working to improve a select set. The goal is to learn by doing.

**DATE:** Thursday, 5 September 2019  
**TIME:** 9.00am—4.30pm  
**VENUE:** University of Waikato  
Waikato Management School  
MSB 4.02  
**RSVP:** nzibr@waikato.ac.nz by Friday, 30 August 2019  
*Please indicate any dietary requirements when you RSVP.*

To add this event to your Calendar [click here](#).

A full overview of the workshop can be [viewed here](#).

Professor Kohli is a former Editor-in-Chief of the *Journal of Marketing*, and a current Associate/Area Editor of the *Journal of Marketing*, *Journal of Marketing Research*, and *International Journal of Research in Marketing*. With over 34,000 citations, Ajay Kohli is among the 100 most cited authors in the fields of Business and Economics combined in a decade. Two of his articles are among the 10 most cited *Journal of Marketing* articles in a quarter century. He is listed in the top 0.5% cited authors in two decades in a variety of social and natural sciences combined.

Ajay Kohli’s research focuses on customer centricity, customer solutions, sales management, and B2B marketing. His research has been recognized with two *Journal of Marketing* Best Paper awards for highest long-term impact, a Best B2B Paper award in the *Journal of Marketing*, and the Sheth award for his article in the *Journal of the Academy of Marketing Science*. Professor Kohli received the AMA/McGraw-Hill/Irwin Award (highest career award in Marketing) in 2017, and the *Paul D. Converse Award* (termed “Marketing Hall of Fame” by Fortune magazine) in 2016.

**Personal Website:**  
[www.scheller.gatech.edu/directory/faculty/kohli/index.html](http://www.scheller.gatech.edu/directory/faculty/kohli/index.html)
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 theory. The focus of the workshop is on nuts and bolts of building new theory (and not on philosophy of science).

We will discuss theory as comprised of three core components – construct definitions, propositions and arguments. We will develop three generic argument structures for supporting three types of theoretical propositions (main effects, interaction effects, and non-linear effects). We will identify characteristics of impactful theories, map the process of constructing theories, and provide guidelines for constructing impactful theories.

An important component of the workshop is learning by doing (see Part 2 below). Participants will engage in the theory construction process to gain deeper insights into 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 does one develop persuasive arguments for supporting different types of theoretical propositions? Are there general structures of arguments for 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” papers? Why do they arise and how can on 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 the 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 the 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 the 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.

OPTIONAL 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


- “Deductive and Inductive Thinking” – Zaltman, LeMasters and Heffring Chapter 5.


THANK YOU