



2015 Who Went Where? Survey Results

Conducted by the Doctoral Student Special
Interest Group (DocSIG) of the
American Marketing Association



Paul Mills

Jamie Grigsby

Scott Cowley



2015 Who Went Where? Survey Results

For the last 12 years, the AMA DocSIG has surveyed students who are in the job-seeking stage of their doctoral programs. Based on their responses, we compile a report that describes the current job market. Reports from 2003 through 2014 can be downloaded from the DocSIG website (docsig.org).

Survey participation is solicited via repeated recruitment announcements to the ACR, DocSIG, ELMAR listservs, and doctoral program coordinators. Schools not contacted should send the name and email address of their marketing department doctoral program coordinator to Jamie Grigsby, jgrigsb2@kent.edu.

This survey was designed and administered by Paul Mills and Jamie Grigsby from Kent State University. We would also like to thank our volunteer review team for their feedback and suggestions as we continue to improve the WWW survey and report.

Congratulations and good luck to the new Assistant Professors of Fall 2015!

2014-2015 DocSIG Officers

Scott Cowley, Chair

Arizona State University
scott.cowley@asu.edu

Brian Taillon, Chair Elect

New Mexico State University
btailon@nmsu.edu

Paul Mills, Vice Chair of Research (Who Went Where Research)

Kent State University
pmills@kent.edu

Jamie Grigsby, Assistant Vice Chair of Research (Who Went Where Research)

Kent State University
jgrigsb2@kent.edu

Irene Nahm, Vice Chair of Research (Productivity Research)

University of Houston
ilynahm@uh.edu

Christopher Ling, Vice Chair of Communications

University of South Carolina
christopher.ling@grad.moore.sc.edu

Robert Allen King, Vice Chair of Technology and Website Content

University of Mississippi
rking2@bus.olemiss.edu

Keith Smith, Vice Chair of Membership Insights

Universtiy of Georgia
kmsmith7@uga.edu

Nina Krey, Vice Chair of Web Content

Louisiana Tech University
nlk002@latech.edu

Jennifer Brannon-Barhorst, Vice Chair of Social Media

University of Strathclyde
jennifer.barhorst@strath.ac.uk

Table 1
Job Candidate Placements: Fall 2015

| Name | Degree-Granting Institution | Hiring Institution |
|-----------------------|------------------------------------|-------------------------------------|
| Daniele Mathras | Arizona State U | Northeastern U |
| Chadwick Miller | Arizona State U | Washington State U |
| Elise Riker | Arizona State U | U of Arkansas - Fort Smith |
| Chien-Wei Lin | SUNY - Binghamton | SUNY - Oneonta |
| Dipankar Rai | SUNY - Binghamton | Lemoyne College |
| Claudio Alvarez | Boston U | Baylor U |
| Yang Yang | Carnegie Mellon U | U of Florida |
| Hwang Kim | Cornell U | Chinese U of Hong Kong |
| Matthew Schneider | Cornell U | Northwestern U |
| Deidre Popovich | Emory U | Texas Tech U |
| Thomas Eichentopf | Erasmus U | Bocconi U |
| Yashoda Bhagwat | Georgia State U | Texas Christian U |
| Sarang Sunder | Georgia State U | Texas Christian U |
| Xi Zhang | Georgia State U | U of Toledo |
| Daniel Sheehan | Georgia Tech | U of Kentucky |
| Silvia Bellezza | Harvard U | Columbia U |
| Adrian Ward | Harvard U | U of Texas - Austin |
| Jenny Lin | Iowa State U | California State U - Monterey Bay |
| Akshaya Vijayalakshmi | Iowa State U | U of South Dakota |
| Shalonda Bradford | Kennesaw State U | Savannah State U |
| Todd Morgan | Kent State U | U of Massachusetts - Lowell |
| Chanho Song | Kent State U | California State U - San Bernardino |
| Sachin Banker | Massachusetts Institute of Tech | U of Utah |
| Song Lin | Massachusetts Institute of Tech | Hong Kong U of Science and Tech |
| Malika Chaudhuri | Michigan State U | Dayton U |
| Mark Pelletier | Mississippi State U | Radford U |
| Stephanie Tully | New York U | U of Southern California |
| Sean Blair | Northwestern U | Georgetown U |
| Ayelet Israeli | Northwestern U | Harvard U |
| Jonathan Jensen | Ohio State U | Merrimack College |
| Dan Schley | Ohio State U | Erasmus U |
| Aditya Gupta | Pennsylvania State U | Iowa State U |
| Stacey Sharpe | Rensselaer Polytechnic Institute | California State U - Los Angeles |
| Colleen Harmeling | Saint Louis U | Florida State U |
| Rick Wilson | Saint Louis U | Texas State U |
| Esther Kang | SUNY - Buffalo | U of Cologne |
| Michelle Andrews | Temple U | Emory U |
| Patrick Barbro | Temple U | Rowan U |
| Nicole Hanson | Texas A&M U | California State U - Los Angeles |

2015 Who Went Where?

| | | |
|--------------------------|------------------------------|---------------------------------|
| Wesley Friske | Texas Tech U | Missouri State U |
| William Humphrey | Texas Tech U | Ithaca College |
| Xinchun Wang | Texas Tech U | U of North Dakota |
| Yufeng Huang | Tilburg U | U of Rochester |
| Catherine Johnson | U of Alabama | U of Toledo |
| Kevin Newman | U of Arizona | Providence College |
| Tony Stovall | U of Arizona | Woodbury U |
| Alexander Rose | U of Arkansas | Murray State U |
| Angela Gracia B. Cruz | U of Auckland | Monash U |
| Kirk Kristofferson | U of British Columbia | Arizona State U |
| Ryan Choi | U of California - Irvine | Eastern Michigan U |
| Russel Nelson | U of California - Irvine | Northwestern U |
| Cecilia Ruvalcaba | U of California - Irvine | U of the Pacific |
| Elizabeth Keenan | U of California - San Diego | Harvard U |
| Somnath Banerjee | U of Central Florida | North Dakota State U |
| Fan Liu | U of Central Florida | Adelphi U |
| Rebeca Perren | U of Central Florida | California State U - San Marcos |
| Yanping Tu | U of Chicago | U of Florida |
| Aparna Sundar | U of Cincinnati | U of Oregon |
| Christina Kan | U of Colorado - Boulder | Texas A&M U |
| Anna Vredeveld | U of Connecticut | Berry College |
| Dong-Jun Min | U of Georgia | U of New Orleans |
| Stefan Sleep | U of Georgia | Georgia Southern U |
| Jeffrey Boichuk | U of Houston | U of Virginia |
| Mina Kwon | U of Illinois | U of Louisville |
| Jenny Jiao | U of Iowa | SUNY - Binghamton |
| James Mead | U of Kentucky | U of Houston - Clear Lake |
| Ajay Abraham | U of Maryland | Seattle U |
| John Healey | U of Maryland | Tulane U |
| Yana Andonova | U of Massachusetts - Amherst | Murray State U |
| Spencer Ross | U of Massachusetts - Amherst | U of Massachusetts - Lowell |
| Alexa Fox | U of Memphis | Ohio U |
| Jenny Olson | U of Michigan | U of Kansas |
| Xiaolin Li | U of Minnesota | U of Texas - Dallas |
| Yajin Wang | U of Minnesota | U of Maryland |
| Vamsi Krishna Kanuri | U of Missouri | U of Miami |
| Abdullah Alhidari | U of North Texas | King Saud U |
| Kirsten Cowan | U of North Texas | NEOMA |
| Bo Dai | U of North Texas | Georgia Southern U |
| Sua Jeon | U of North Texas | Texas Wesleyan U |
| Retno Tanding Suryandari | U of North Texas | Sebelas Maret U |
| Aaron Gleiberman | U of Oklahoma | Louisiana State U |
| Ryan Eanes | U of Oregon | Washington College |

2015 Who Went Where?

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|---------------------|----------------------------|---------------------------------|
| Laurel Steinfield | U of Oxford | Bentley U |
| Jeff Cai | U of Pennsylvania | Texas A&M U |
| Arun Gopalakrishnan | U of Pennsylvania | Washington U - St. Louis |
| Hui Li | U of Pennsylvania | Carnegie Mellon U |
| Geraldo Matos | U of Rhode Island | Roger Williams U |
| Katina Kulow | U of South Carolina | U of Louisville |
| Adam Powell | U of Tennessee | Shippensburg U |
| Matthew Shaner | U of Tennessee | George Mason U |
| Niket Jindal | U of Texas - Austin | Indiana U |
| Aidin Namin | U of Texas - Dallas | U of Idaho |
| Parneet Pahwa | U of Texas - Dallas | U of Texas - Dallas |
| Peter Andersen | U of Texas - Pan American | U of Scranton |
| Kelly Kiyeon Lee | U of Toronto | Oklahoma State U |
| Jing Wan | U of Toronto | U of Groningen |
| Keith Botner | U of Utah | Lehigh U |
| Jake Hoskins | U of Utah | Millsaps College |
| Xingbo Li | U of Washington | U of Louisville |
| Steven Shepherd | U of Waterloo | Oklahoma State U |
| Nima Jalali | U of Wisconsin - Milwaukee | U of North Carolina - Charlotte |
| R. Bret Leary | U of Wyoming | U of Nevada - Reno |
| Stefan Hock | Virginia Tech | George Mason U |
| Brett Josephson | Washington State U | George Mason U |
| Richie Liu | Washington State U | Oklahoma State U |
| Hakil Moon | Washington State U | Eastern Michigan U |
| Sean (Hyunsoon) Yim | Washington State U | Penn State - Erie |
| Kristina Schmidt | WHU | Aston U |
| Ernest Baskin | Yale U | Saint Joseph's U |
| Jennifer Savary | Yale U | U of Arizona |

Summary Data

One hundred and seventeen (117) marketing doctoral candidates/newly-minted PhDs took our survey. As in past years, the data analysis is based on marketing faculty hires in the U.S. who provided placement (n = 102), salary (n = 94), publication (n=107), and job search information (n = 98). Whenever a “total salary” calculation is made, it refers to the respondent’s base salary plus any summer research support received. All salary information is rounded to the nearest dollar amount (USD).

Table 2
Salary Information*

| | <i>N</i> | <i>Mean</i> | <i>Median</i> | <i>Mode</i> | <i>Minimum</i> | <i>Maximum</i> |
|-------------------------|----------|-------------|---------------|-------------|----------------|----------------|
| 9-Month Salary | 88 | \$130,092 | \$122,000 | \$110,000 | \$75,000 | \$200,000 |
| 12-Month Salary | 7 | \$150,571 | \$160,500 | \$211,000 | \$95,000 | \$211,000 |
| Other (10-month, 9+2) | 3 | \$135,667 | \$135,000 | N/A | \$132,000 | \$140,000 |
| Summer Research Support | 74 | \$21,936 | \$20,000 | \$10,000 | \$1,500 | \$40,000 |
| Total Salary | 94 | \$147,430 | \$136,000 | \$110,000 | \$76,500 | \$240,000 |

* All salary information reported has been rounded to the nearest USD.

Table 3
Other Financial Incentives*

| | <i>Number Reporting Perk</i> | <i>Number Reporting Amount</i> | <i>Mean</i> | <i>Median</i> | <i>Mode</i> | <i>Minimum</i> | <i>Maximum</i> |
|------------------------------|------------------------------|--------------------------------|-------------|---------------|-------------|----------------|----------------|
| Moving (\$) | 94 | 78 | \$7,017 | \$6,000 | \$5,000 | \$500 | \$20,000 |
| Conference Travel (\$) | 71 | 30 | 2,600 | 2,000 | 2,000 | 1,000 | 5,000 |
| Research Stipend (\$) | 61 | 32 | 10,319 | 5,000 | 5,000 | 1,000 | 120,000 |
| Summer Teaching (\$/section) | 53 | 14 | 9,661 | 9,750 | 13,000 | 2,000 | 14,000 |
| Software (\$) | 59 | 19 | 2,793 | 2,500 | 3,000 | 325 | 5,000 |
| Housing Support (\$) | 8 | 3 | 3,500 | 1,500 | 1,500 | 1,500 | 7,500 |
| GA Support (hrs) | 37 | 21 | 12.8 | 10 | 10 | 5 | 40 |

* Other incentives mentioned include house hunting trips, insurance, and signing bonuses.

Table 4
Mean Salary Information
by Whether Hiring Institution is Public or Private

| <i>Type of Hiring Institution</i> | <i>Number of Candidates Reporting Salary</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|-----------------------------------|--|-----------------------|--------------------------------|---------------------|
| Public | 61 | \$128,358 | \$22,148 | \$145,605 |
| Private | 33 | 133,673 | 21,501 | 150,804 |

Table 5
Mean Salary Information
by Type of Hiring Institution*

| <i>Type of Hiring Institution</i> | <i>Number of Candidates</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|-----------------------------------|-----------------------------|-----------------------|--------------------------------|---------------------|
| Research Intensive | 48 | \$146,135 | \$26,854 | \$170,391 |
| Private | 17 | 152,846 | 28,637 | 183,830 |
| Public | 31 | 142,500 | 25,889 | 162,977 |
| Research | 25 | 121,964 | 19,123 | 136,566 |
| Private | 5 | 116,250 | 20,000 | 125,600 |
| Public | 20 | 123,309 | 19,020 | 139,452 |
| Balanced | 24 | 108,944 | 10,250 | 117,531 |
| Private | 12 | 113,722 | 8,679 | 117,271 |
| Public | 12 | 104,167 | 13,000 | 117,792 |
| Teaching** | 1 | N/A | N/A | N/A |

* A school is classified as "Research Intensive" if it has teaching loads of 3 or fewer course sections per 9-month school year. A school is classified as "Research" if the teaching load is 4 sections per year, "Balanced" if the teaching load is 5-6 sections per year, and "Teaching" if the teaching load is 7 or more sections per year.

** Salary is not reported to maintain confidentiality of this individual.

Table 6
Mean Salary Information
by Whether Hiring Institution has PhD Program

| <i>PhD Program at Hiring Institution</i> | <i>Number of Candidates</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|--|-----------------------------|-----------------------|--------------------------------|---------------------|
| Yes | 37 | \$154,556 | \$29,909 | \$180,399 |
| No | 63 | 116,975 | 16,553 | 128,748 |

Table 7
Mean Salary Information
by Teaching Load

| <i>Academic Year Teaching Load*</i> | <i>Number of Candidates</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|-------------------------------------|-----------------------------|-----------------------|--------------------------------|---------------------|
| 1 | 4 | \$131,000 | \$21,500 | \$181,750 |
| 2 | 20 | \$144,088 | \$27,781 | \$166,947 |
| 3 | 23 | \$148,559 | \$26,018 | \$169,563 |
| 4 | 25 | \$121,964 | \$19,123 | \$136,566 |
| 5 | 9 | \$111,563 | \$11,292 | \$120,028 |
| 6 | 15 | \$106,850 | \$9,000 | \$116,033 |
| 7+** | 1 | N/A | N/A | N/A |

* Respondents reported teaching loads during the next academic year (i.e., excluding summer).

** Salary is not reported to maintain confidentiality of this individual.

Table 8
Mean Salary Information
by Different Course Preparations

| <i>Academic Year Different Preps*</i> | <i>Number of Candidates</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|---------------------------------------|-----------------------------|-----------------------|--------------------------------|---------------------|
| 1 | 43 | \$143,821 | \$28,317 | \$170,703 |
| 2 | 30 | 126,188 | 17,222 | 139,184 |
| 3 | 17 | 106,625 | 10,361 | 113,044 |
| 4 | 3 | 106,500 | 12,000 | 112,500 |
| 5+** | 1 | N/A | N/A | 110,000 |

* For example, 2 indicates he/she will teach 2 different courses during the next academic year.

**Salary is not reported to maintain confidentiality of this individual.

Table 9
Mean Salary Information
by Semester Offer Accepted

| <i>Semester Offer Accepted</i> | <i>Number of Candidates</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|--------------------------------|-----------------------------|-----------------------|--------------------------------|---------------------|
| Fall 2014 | 67 | \$134,719 | \$22,030 | \$152,950 |
| Spring 2015 | 28 | 115,132 | 16,475 | 125,180 |

Table 10
Jobs Offers by Month

| <i>Month Offer Accepted</i> | <i>Percentage</i> |
|-----------------------------|-------------------|
| September 2014 | 6.1% |
| October 2014 | 25.3% |
| November 2014 | 33.3% |
| December 2014 | 9.1% |
| January 2015 | 6.1% |
| February 2015 | 7.1% |
| March 2015 | 8.1% |
| April 2015 | 5.1% |

Table 11
Mean Salary Information
by Dissertation Status*

| <i>Dissertation Status</i> | <i>Number of Candidates</i> | <i>Percentage</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|--|-----------------------------|-------------------|-----------------------|--------------------------------|---------------------|
| Proposal not defended | 5 | 5% | \$101,313 | \$13,000 | \$108,850 |
| Proposal was defended, no data collected | 7 | 7% | 107,900 | 12,689 | 122,157 |
| Proposal was defended, some data collected | 80 | 78% | 133,068 | 22,547 | 151,239 |
| Dissertation defended | 10 | 10% | 136,222 | 27,825 | 154,078 |

* Dissertation status at time of AMA interviews.

Table 12
Mean Salary Information by Number of Years
Completed in Doctoral Program before Going on the Market

| <i>Years in Doctoral Program Completed before Going on the Market</i> | <i>Number of Candidates</i> | <i>Percentage</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|---|-----------------------------|-------------------|-----------------------|--------------------------------|---------------------|
| 2* | 2 | 2% | N/A | N/A | N/A |
| 3 | 16 | 17% | \$113,962 | 15,217 | 126,793 |
| 4 | 52 | 55% | \$130,581 | 22,607 | 145,737 |
| 5 | 20 | 21% | \$153,367 | 28,365 | 179,881 |
| 6 | 4 | 4% | \$121,750 | 21,667 | 132,583 |

* Salary is not reported individually to maintain confidentiality of these individuals.

Table 13
Mean Salary Information
by Main Research Area

| <i>Main Research Area</i> | <i>Number of Candidates</i> | <i>Percentage</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|---------------------------|-----------------------------|-------------------|-----------------------|--------------------------------|---------------------|
| Consumer Behavior | 52 | 46% | \$131,815 | \$23,183 | \$149,680 |
| Strategy | 27 | 24% | 122,548 | 18,585 | 138,933 |
| Modeling | 16 | 14% | 144,727 | 30,516 | 164,355 |
| Modeling - Empirical | 13 | 11% | 150,250 | 28,230 | 171,874 |
| Modeling - Analytical | 3 | 3% | 130,000 | 36,000 | 142,000 |
| Other | 3 | 3% | 110,000 | 21,000 | 128,333 |

* Other categories include sales and consumer culture theory.

Table 14
Mean Salary Information
by Type/Level of Journal Required at Hiring Institution for Tenure

| <i>Type/Level of Journal</i> | <i>Number of Candidates</i> | <i>Percentage</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|--|-----------------------------|-------------------|-----------------------|--------------------------------|---------------------|
| Only A journals count* | 19 | 22% | \$163,063 | \$33,801 | \$190,012 |
| B journals count, but only very little | 17 | 19% | 148,385 | 26,760 | 173,635 |
| B journals count, but there are some expectations for A journals | 19 | 22% | 121,625 | 18,175 | 136,339 |
| B journals count and A journals are not expected | 19 | 22% | 105,900 | 9,861 | 112,074 |
| Conference proceedings, as well as A and B journals count | 14 | 16% | 105,795 | 8,875 | 109,696 |

* A-level marketing journals included are JM, JMR, JCR, and MS.

Table 15
Tenure Requirements at Hiring Institutions

| <i>Requirements</i> | <i>N</i> | <i>Mean</i> | <i>Median</i> | <i>Mode</i> | <i>Minimum</i> | <i>Maximum</i> |
|---------------------------|----------|-------------|---------------|-------------|----------------|----------------|
| Type/Level of Journal* | 100 | 3.02 | 3 | 1 | 1 | 20 |
| # of "A" Publications** | 63 | 1.83 | 2 | 0 | 0 | 7 |
| Overall # of Publications | 58 | 5.22 | 5 | 5 | 2 | 10 |

* 1 = Only A journals count, 2 = B journals count, but only very little, 3 = B journals count, but there are some expectations for A journals, 4 = B journals count and A journals are not expected, 5 = Conference proceedings, as well as A and B journals count at my institution.

** A-level marketing journals included are JM, JMR, JCR, and MS.

Table 16
Means of Tenure Requirements by Type of Hiring Institution

| <i>Type of Hiring Institution*</i> | <i>Number of Candidates</i> | <i>Type/Level of Publication Needed**</i> | <i># of "A" Publications for Tenure***</i> | <i>Total # of Publications for Tenure</i> |
|------------------------------------|-----------------------------|---|--|---|
| Research Intensive | 48 | 2.54 | 3.18 | 5.68 |
| Private | 17 | 2.92 | 3.67 | 4.71 |
| Public | 31 | 2.35 | 2.95 | 6.13 |
| Research | 25 | 3.57 | 1.38 | 5.00 |
| Private | 5 | 3.33 | 2.00 | 4.00 |
| Public | 20 | 3.61 | 1.29 | 5.15 |
| Balanced | 24 | 4.00 | 0.22 | 4.90 |
| Private | 12 | 4.50 | 0.00 | 4.60 |
| Public | 12 | 3.50 | 0.50 | 5.20 |
| Teaching† | 1 | N/A | N/A | N/a |

* A school is classified as "research intensive" if it has teaching loads of 3 or fewer course sections per 9-month school year. A school is classified as "Research" if the teaching load is 4 sections per year, "Balanced" if the teaching load is 5-6 sections per year, and "Teaching" if the teaching load is 7 or more sections per year. These classifications are based on the hire's reported teaching load for the first year on the job.

** 1 = Only A journals count, 2 = B journals count, but only very little, 3 = B journals count, but there are some expectations for A journals, 4 = B journals count and A journals are not expected, 5 = Conference proceedings, as well as A and B journals count at my institution.

*** A-level marketing journals include JM, JMR, JCR, and MS.

†Tenure requirements are not reported by Public/Private to maintain confidentiality of this individual.

Table 17
JOB SEARCH INFORMATION
The Process: Applications to Offers

| | <i>N</i> | <i>Mean</i> | <i>Median</i> | <i>Mode</i> | <i>Minimum*</i> | <i>Maximum</i> |
|-------------------------------|----------|-------------|---------------|-------------|-----------------|----------------|
| Application letters sent out | 98 | 71.62 | 65.0 | 80.00 | 2.0 | 200.0 |
| AMA interviews completed | 98 | 14.07 | 13.0 | 12.00 | 0.0 | 30.0 |
| Campus visit offers | 98 | 5.10 | 5.0 | 2.00 | 1.0 | 15.0 |
| Campus visits accepted & made | 98 | 4.18 | 3.0 | 2.00 | 1.0 | 13.0 |
| Job offers received | 98 | 2.12 | 2.0 | 1.00 | 1.0 | 6.0 |

* Some candidates were hired prior to the AMA Summer Educators Conference and/or received unsolicited campus visits.

Table 18
Other Information about Respondents

| | <i>Mean</i> | <i>Median</i> | <i>Mode</i> | <i>Minimum</i> | <i>Maximum</i> |
|--|-------------|---------------|-------------|----------------|----------------|
| Years in doctoral program before going on market | 4.09 | 4 | 4 | 2 | 6 |
| Years needed to finish degree | 4.95 | 5 | 5 | 3 | 7 |
| Years of industry experience | 4.79 | 4 | 0 | 0 | 23 |

Table 19
Attendance of Respondents at AMA Sheth Foundation Doctoral Consortium

| | <i>No</i> | | <i>Yes</i> | |
|--|------------------|-------------------|------------------|-------------------|
| | <i>Frequency</i> | <i>Percentage</i> | <i>Frequency</i> | <i>Percentage</i> |
| Attended AMA Sheth Doctoral Consortium | 40 | 40.0% | 60 | 60.0% |

Table 20
Means for Job Search Information
by Type of Hiring Institution

| <i>Type of Hiring Institution*</i> | <i>Number of Candidates</i> | <i>Application Letters Sent Out</i> | <i>AMA Interviews Completed</i> | <i>Campus Visit Offers</i> | <i>Campus Visits Accepted</i> | <i>Job Offers</i> |
|------------------------------------|-----------------------------|-------------------------------------|---------------------------------|----------------------------|-------------------------------|-------------------|
| Research Intensive | 48 | 64.22 | 16.35 | 5.65 | 4.89 | 2.13 |
| Private | 17 | 55.00 | 15.47 | 5.53 | 5.12 | 1.94 |
| Public | 31 | 69.62 | 16.86 | 5.72 | 4.76 | 2.24 |
| Research | 25 | 76.43 | 13.26 | 5.09 | 3.57 | 2.17 |
| Private | 5 | 91.80 | 7.80 | 5.00 | 4.00 | 2.20 |
| Public | 20 | 72.17 | 14.78 | 5.11 | 3.44 | 2.17 |
| Balanced | 24 | 87.04 | 11.87 | 4.04 | 3.22 | 2.09 |
| Private | 12 | 84.75 | 12.25 | 4.50 | 3.33 | 2.08 |
| Public | 12 | 89.55 | 11.45 | 3.55 | 3.09 | 2.09 |
| Teaching** | 1 | N/A | N/A | N/A | N/A | N/A |

* A school is classified as "Research Intensive" if it has teaching loads of 3 or fewer course sections per 9-month school year. A school is classified as "Research" if the teaching load is 4 sections per year, "Balanced" if the teaching load is 5-6 sections per year, and "Teaching" if the teaching load is 7 or more sections per year. These classifications are based on the hire's reported teaching load for the first year on the job.

** These figures are not reported individually to maintain confidentiality of this individual.

Table 21
Publication Record Information at the Time of AMA Interviews*

| <i>Publication Type/Status</i> | <i>Mean</i> | <i>Median</i> | <i>Mode</i> | <i>Minimum</i> | <i>Maximum</i> |
|-------------------------------------|-------------|---------------|-------------|----------------|----------------|
| Conference presentations/proceeding | 7.83 | 7 | 3 | 0 | 40 |
| A-level marketing journals** | | | | | |
| Under 1st Review | 0.34 | 0 | 0 | 0 | 3 |
| Past 1st Review | 0.36 | 0 | 0 | 0 | 4 |
| Accepted/published | 0.28 | 0 | 0 | 0 | 4 |
| B or lower marketing journals | | | | | |
| Under 1st Review | 0.44 | 0 | 0 | 0 | 8 |
| Past 1st Review | 0.27 | 0 | 0 | 0 | 3 |
| Accepted/published | 0.92 | 0 | 0 | 0 | 6 |

* Publication record at time of AMA interviews.

** A-level marketing journals include JM, JMR, JCR, and MS.

Table 22
Publication Record Frequencies and Percentages* of Journal Submissions/Acceptances at the Time of AMA Interviews

| <i>Publication Type/Status</i> | 0 | | 1 | | 2 | | 3 or more | |
|--------------------------------|-------|------|-------|------|-------|------|-----------|------|
| | Freq. | % | Freq. | % | Freq. | % | Freq. | % |
| A-level marketing journals** | | | | | | | | |
| Under 1st Review | 76 | 71.0 | 27 | 25.2 | 3 | 2.8 | 1 | 0.9 |
| Past 1st Review | 80 | 74.8 | 19 | 17.8 | 6 | 5.6 | 2 | 1.9 |
| Accepted/published | 84 | 78.5 | 18 | 16.8 | 4 | 3.7 | 1 | 0.9 |
| B or lower marketing journals | | | | | | | | |
| Under 1st Review | 79 | 73.8 | 19 | 17.8 | 4 | 3.7 | 5 | 4.7 |
| Past 1st Review | 81 | 75.7 | 24 | 22.4 | 1 | 0.9 | 0 | 0.0 |
| Accepted/published | 57 | 53.3 | 23 | 21.5 | 15 | 14.0 | 12 | 11.2 |

* Reported percentages are based on the valid percentage.

** A-level marketing journals include JM, JMR, JCR and MS.

Table 23
Overall Publication Activity* at Time of AMA Interviews

| | N** | % |
|-----------------------------|-----|-------|
| Without Papers at Any Stage | 24 | 22.43 |
| Papers Under 1st Review | 47 | 43.93 |
| A-Level | 31 | 28.97 |
| B-Level and Lower | 28 | 26.17 |
| Papers Past 1st Review | 47 | 43.93 |
| A-Level | 27 | 25.23 |
| B-Level and Lower | 26 | 24.30 |
| Accepted Papers | 60 | 56.07 |
| A-Level | 23 | 21.50 |
| B-Level and Lower | 50 | 46.73 |

*Refers to all publications listed in Tables 26 and 27, included those provided as "other".

**Refers to the number of respondents that had at least one paper fitting this category. Percentages reported are the percentage of all respondents that fit into this category (N = 107).

Table 24
Publication Breakdown* by Level of Journal at the Time of AMA Interviews**

| | | # of Pubs in A-level Journals | | | |
|--|-------|-------------------------------|----|---|-------|
| | | 0 | 1 | 2 | Total |
| | 0 | 47 | 8 | 2 | 57 |
| | 1 | 17 | 5 | 0 | 22 |
| # of Pubs in B-level Journals or Lower | 2 | 13 | 1 | 1 | 15 |
| | 3+ | 7 | 4 | 1 | 12 |
| | Total | 84 | 18 | 4 | 106 |

*Publication record at time of AMA interviews.

Refers to all publications listed in Tables 26 and 27, including those provided as "other".

** A-level marketing journals include JM, JMR, JCR, and MS.

Table 25
Publication Information
New Marketing Faculty Class of 2015: Contributions to Journals*
At the Time of AMA Interviews

| Publication Outlet | Under 1st Review | Past 1st Review | Accepted/ Published |
|--|-----------------------------|----------------------------|--------------------------------|
| A - Level Marketing Journals | | | |
| <i>Journal of Consumer Research</i> | 13 | 18 | 13 |
| <i>Journal of Marketing</i> | 7 | 2 | 6 |
| <i>Journal of Marketing Research</i> | 11 | 12 | 9 |
| <i>Marketing Science</i> | 5 | 6 | 2 |
| All Other Journals | | | |
| <i>Advances in Consumer Research (Full Paper)</i> | 0 | 1 | 18 |
| <i>Advances in International Marketing</i> | 0 | 0 | 0 |
| <i>European Journal of Marketing</i> | 3 | 0 | 1 |
| <i>Industrial Marketing Management</i> | 1 | 0 | 1 |
| <i>International Journal of Advertising</i> | 0 | 0 | 0 |
| <i>International Journal of Market Research</i> | 1 | 0 | 1 |
| <i>International Journal of Research in Marketing</i> | 1 | 1 | 1 |
| <i>International Marketing Review</i> | 0 | 0 | 0 |
| <i>Journal of Advertising</i> | 3 | 0 | 1 |
| <i>Journal of Advertising Research</i> | 0 | 0 | 1 |
| <i>Journal of Brand Management</i> | 0 | 0 | 1 |
| <i>Journal of Business & Industrial Marketing</i> | 0 | 1 | 0 |
| <i>Journal of Business Research</i> | 3 | 0 | 5 |
| <i>Journal of Business-to-Business Marketing</i> | 0 | 0 | 0 |
| <i>Journal of Consumer Affairs</i> | 0 | 0 | 1 |
| <i>Journal of Consumer Marketing</i> | 0 | 1 | 0 |
| <i>Journal of Consumer Psychology</i> | 5 | 6 | 2 |
| <i>Journal of Current Issues & Research in Advertising</i> | 1 | 0 | 1 |
| <i>Journal of Euromarketing</i> | 0 | 0 | 0 |
| <i>Journal of Global Marketing</i> | 0 | 0 | 1 |
| <i>Journal of Interactive Marketing</i> | 0 | 0 | 0 |
| <i>Journal of International Consumer Marketing</i> | 0 | 0 | 0 |
| <i>Journal of International Marketing</i> | 0 | 0 | 1 |
| <i>Journal of Macromarketing</i> | 0 | 1 | 1 |
| <i>Journal of Marketing Channels</i> | 0 | 0 | 0 |
| <i>Journal of Marketing Communication</i> | 1 | 0 | 0 |
| <i>Journal of Marketing Education</i> | 0 | 0 | 0 |
| <i>Journal of Marketing Management</i> | 0 | 1 | 3 |
| <i>Journal of Marketing Theory & Practice</i> | 0 | 0 | 1 |
| <i>Journal of Personality & Social Psychology</i> | 3 | 1 | 1 |
| <i>Journal of Personal Selling & Sales Management</i> | 0 | 1 | 0 |
| <i>Journal of Product and Brand Management</i> | 1 | 0 | 1 |

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| Publication Outlet | Under 1st Review | Past 1st Review | Accepted/ Published |
|---|-------------------------|------------------------|--------------------------------|
| <i>Journal of Product Innovation Management</i> | 0 | 0 | 2 |
| <i>Journal of Public Policy & Marketing</i> | 0 | 0 | 2 |
| <i>Journal of Retailing</i> | 2 | 1 | 2 |
| <i>Journal of Retailing & Consumer Services</i> | 0 | 0 | 0 |
| <i>Journal of Service Research</i> | 0 | 1 | 0 |
| <i>Journal of Services Marketing</i> | 0 | 0 | 0 |
| <i>Journal of Strategic Marketing</i> | 0 | 0 | 0 |
| <i>Journal of the Academy of Marketing Science</i> | 2 | 1 | 1 |
| <i>Journal of the Market Research Society</i> | 0 | 0 | 0 |
| <i>Marketing Education Review</i> | 0 | 0 | 0 |
| <i>Marketing Health Services</i> | 0 | 0 | 0 |
| <i>Marketing Letters</i> | 2 | 1 | 3 |
| <i>Marketing Management</i> | 0 | 0 | 0 |
| <i>Marketing Theory</i> | 0 | 1 | 0 |
| <i>Psychological Science</i> | 3 | 0 | 2 |
| <i>Psychology & Marketing</i> | 0 | 1 | 2 |
| Other** | 15 | 9 | 41 |
| TOTAL | 83 | 67 | 128 |

*Self-reported acceptance/publication.

**Publications by a survey respondent in a publication not listed above. "Other" publications are not just marketing publications and may be in any field.

Table 26
New Marketing Faculty Class of 2015: Contributions to Journals*
At the Time of Survey Completion**

| Publication Outlet | Under 1st Review | Past 1st Review | Accepted/ Published |
|--|-----------------------------|----------------------------|--------------------------------|
| A - Level Marketing Journals | | | |
| <i>Journal of Consumer Research</i> | 6 | 14 | 18 |
| <i>Journal of Marketing</i> | 0 | 2 | 6 |
| <i>Journal of Marketing Research</i> | 3 | 15 | 8 |
| <i>Marketing Science</i> | 0 | 3 | 4 |
| All Other Journals | | | |
| <i>Advances in Consumer Research (ACR Full Paper)</i> | 1 | 0 | 15 |
| <i>Advances in International Marketing</i> | 0 | 0 | 0 |
| <i>European Journal of Marketing</i> | 1 | 1 | 0 |
| <i>Industrial Marketing Management</i> | 1 | 3 | 1 |
| <i>International Journal of Advertising</i> | 0 | 0 | 0 |
| <i>International Journal of Market Research</i> | 0 | 0 | 1 |
| <i>International Journal of Research in Marketing</i> | 0 | 1 | 0 |
| <i>International Marketing Review</i> | 0 | 0 | 0 |
| <i>Journal of Advertising</i> | 0 | 0 | 2 |
| <i>Journal of Advertising Research</i> | 1 | 0 | 1 |
| <i>Journal of Brand Management</i> | 0 | 0 | 0 |
| <i>Journal of Business & Industrial Marketing</i> | 0 | 0 | 2 |
| <i>Journal of Business Research</i> | 1 | 3 | 4 |
| <i>Journal of Business-to-Business Marketing</i> | 0 | 0 | 0 |
| <i>Journal of Consumer Affairs</i> | 0 | 0 | 1 |
| <i>Journal of Consumer Marketing</i> | 0 | 0 | 1 |
| <i>Journal of Consumer Psychology</i> | 0 | 5 | 6 |
| <i>Journal of Current Issues & Research in Advertising</i> | 0 | 0 | 1 |
| <i>Journal of Euromarketing</i> | 0 | 0 | 0 |
| <i>Journal of Global Marketing</i> | 0 | 0 | 1 |
| <i>Journal of Interactive Marketing</i> | 2 | 0 | 0 |
| <i>Journal of International Consumer Marketing</i> | 0 | 0 | 0 |
| <i>Journal of International Marketing</i> | 0 | 0 | 2 |
| <i>Journal of Macromarketing</i> | 0 | 2 | 1 |
| <i>Journal of Marketing Channels</i> | 0 | 0 | 0 |
| <i>Journal of Marketing Communication</i> | 0 | 1 | 1 |
| <i>Journal of Marketing Education</i> | 1 | 0 | 0 |
| <i>Journal of Marketing Management</i> | 0 | 0 | 3 |
| <i>Journal of Marketing Theory & Practice</i> | 0 | 0 | 1 |
| <i>Journal of Personality & Social Psychology</i> | 2 | 2 | 0 |
| <i>Journal of Personal Selling & Sales Management</i> | 0 | 0 | 1 |
| <i>Journal of Product and Brand Management</i> | 1 | 0 | 2 |

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| Publication Outlet | Under 1st Review | Past 1st Review | Accepted/ Published |
|---|-------------------------|------------------------|--------------------------------|
| <i>Journal of Product Innovation Management</i> | 2 | 0 | 2 |
| <i>Journal of Public Policy & Marketing</i> | 0 | 0 | 1 |
| <i>Journal of Retailing</i> | 3 | 0 | 3 |
| <i>Journal of Retailing & Consumer Services</i> | 2 | 0 | 0 |
| <i>Journal of Service Research</i> | 0 | 0 | 1 |
| <i>Journal of Services Marketing</i> | 0 | 0 | 0 |
| <i>Journal of Strategic Marketing</i> | 0 | 0 | 0 |
| <i>Journal of the Academy of Marketing Science</i> | 1 | 0 | 2 |
| <i>Journal of the Market Research Society</i> | 0 | 0 | 0 |
| <i>Marketing Education Review</i> | 1 | 0 | 0 |
| <i>Marketing Health Services</i> | 0 | 0 | 0 |
| <i>Marketing Letters</i> | 0 | 1 | 2 |
| <i>Marketing Management</i> | 0 | 0 | 0 |
| <i>Marketing Theory</i> | 0 | 0 | 1 |
| <i>Psychological Science</i> | 3 | 0 | 2 |
| <i>Psychology & Marketing</i> | 2 | 0 | 2 |
| Other*** | 18 | 9 | 38 |
| TOTAL | 52 | 62 | 137 |

*Self-reported acceptance/publication

**The survey was available for respondents to complete from May 1st to June 24th, 2015.

***Publications by a survey respondent in a publication not listed above. "Other" publications are not just marketing publications and may be in any field.