



2014 Who Went Where? Survey

Paul Mills, Vice Chair of Research

Alexa Fox, Chair

Scott Cowley, Vice Chair



DOCTORAL STUDENT

WWW Survey Objectives

- Annually benchmark the marketplace
- Provide a resource for doctoral students and hiring decision makers

Overview of Results

Findings on:

- Respondent Characteristics
- Search Process
- Publication Records
- Hiring Institutions
- Salary

Please refer
to the entire
Who Went Where?
report for
additional details.

2014 Who Went Where? Survey Results

Conducted by the Doctoral Student Special Interest Group (DocSIG)
of the American Marketing Association
<http://www.docsig.org>



Hillary N. Mellema

Paul Mills

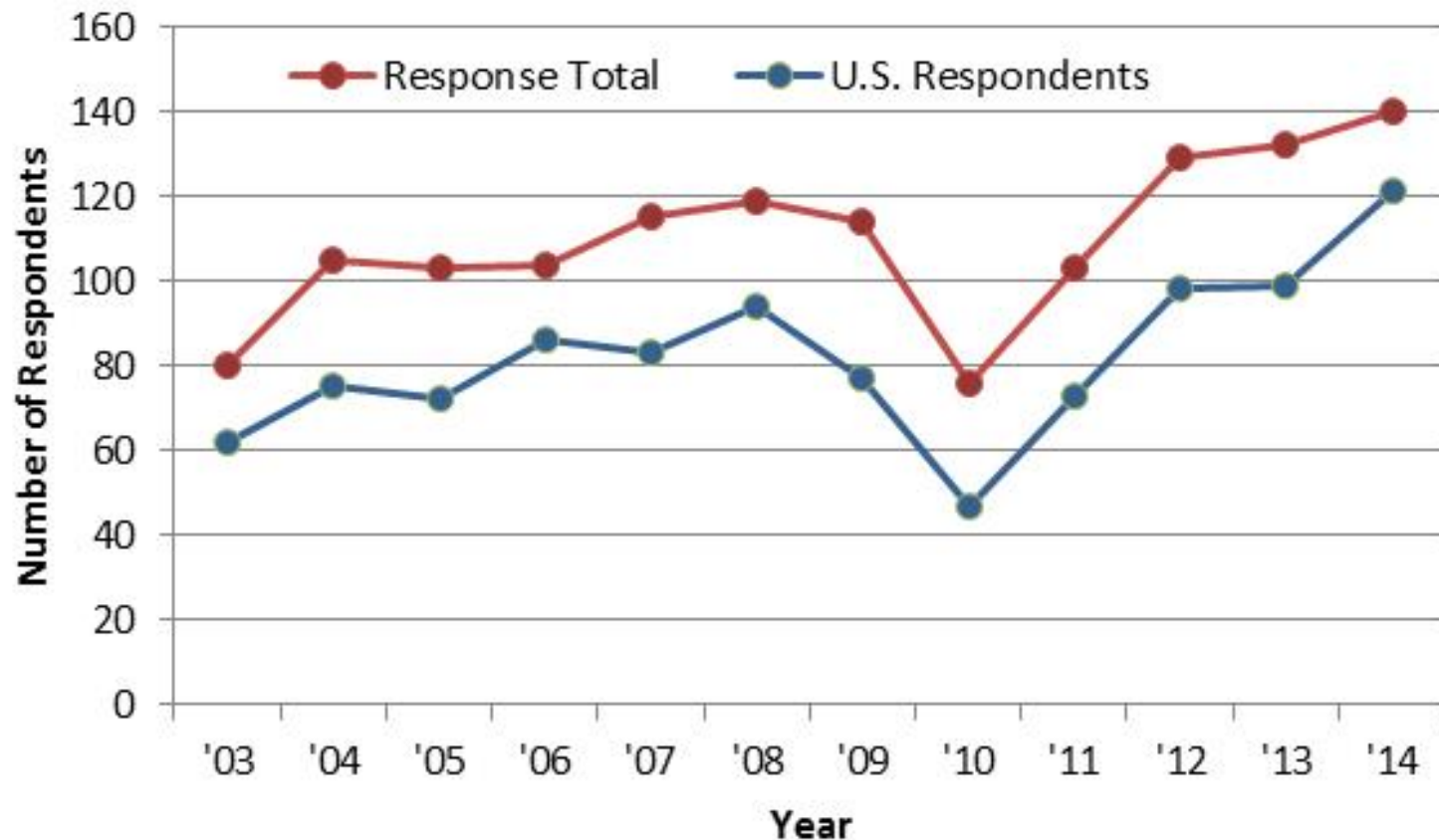
Alexa K. Fox



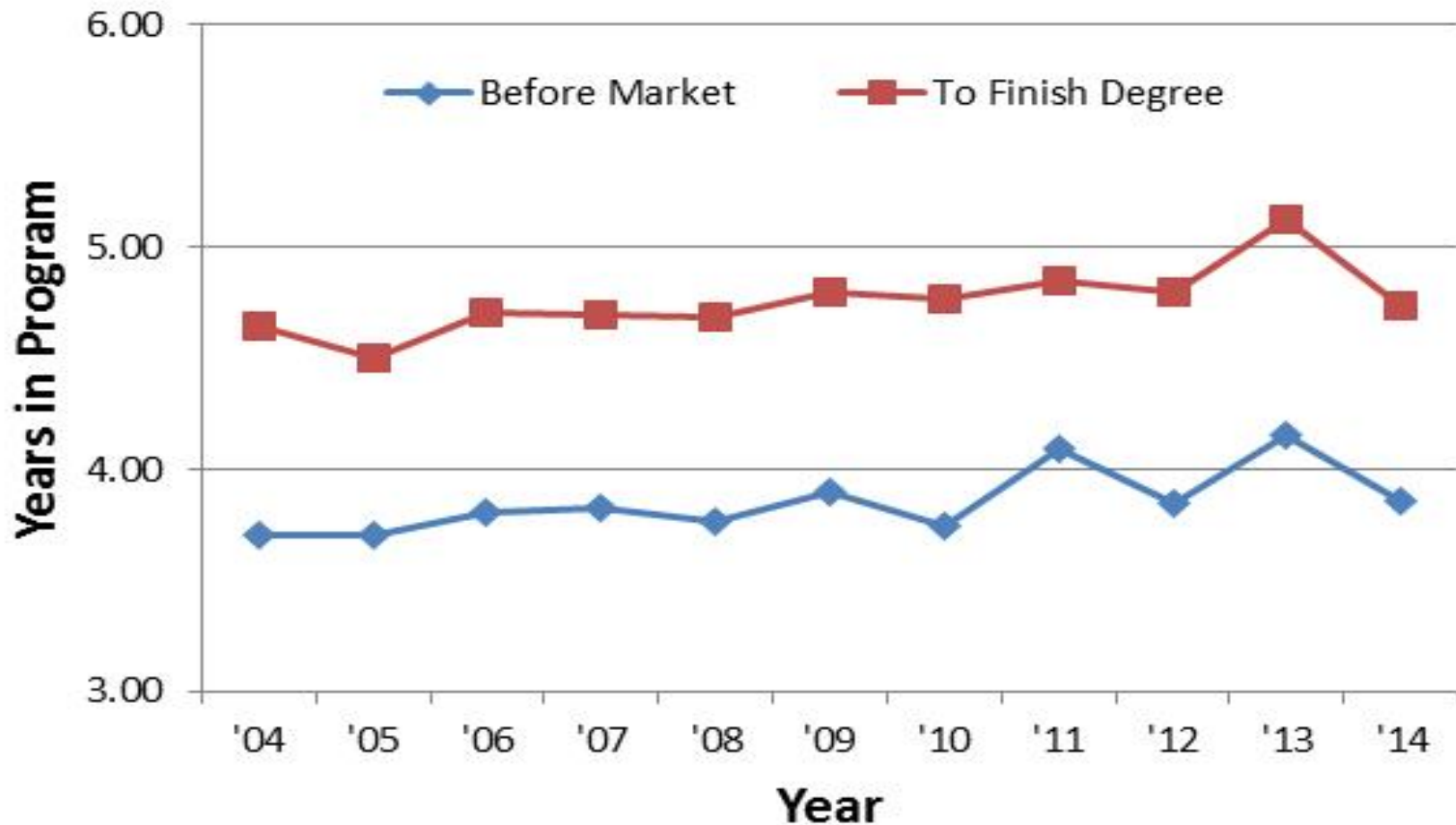
AMA.org

Respondent Characteristics

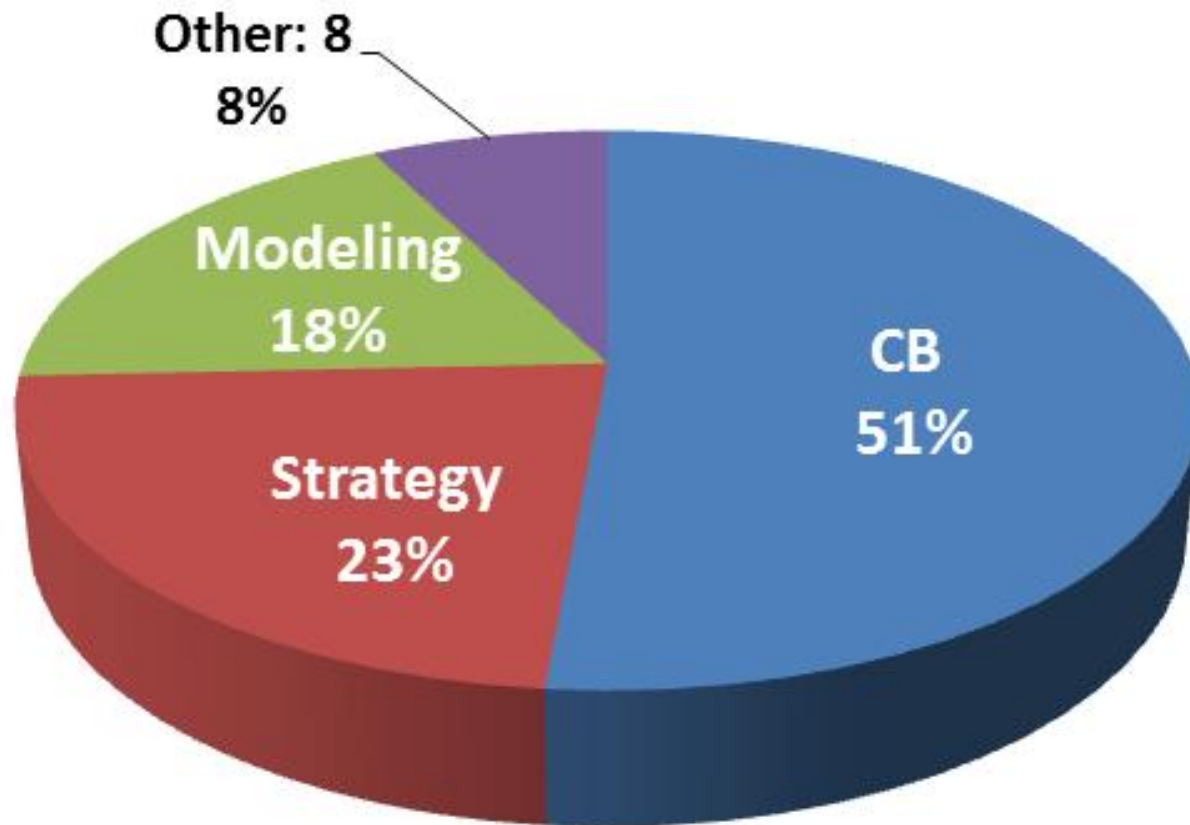
140 total respondents, 121 U.S. hires reported



Respondent Characteristics



Respondent Characteristics





57.9 Letters Sent Out

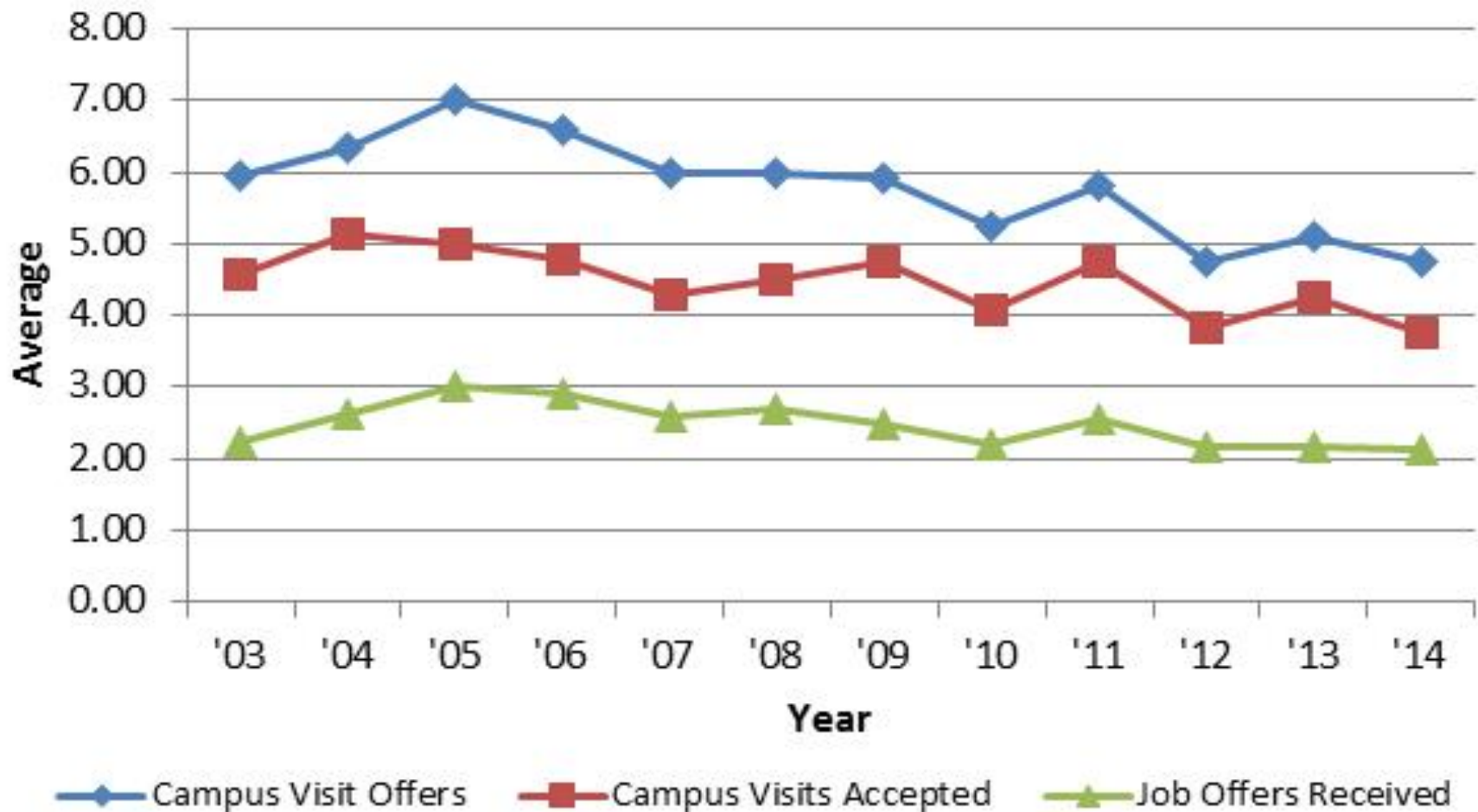
12.9 AMA Interviews

4.8 Fly Out Offers

3.8 Fly Outs

**2.1 Job
Offers**

2014 Job Search Information



Offer Timing

Job Offers by Month	
<i>Month Offer Accepted</i>	<i>Valid Percentage</i>
September 2013	6.8%
October 2013	26.2
November 2013	29.1
December 2013	12.6
January 2014	4.9
February 2014	6.8
March 2014	5.8
April 2014	7.8

Publication Productivity

Overall Publication Activity at Time of AMA Interviews		
	N	%
Without Papers at Any Stage	25	21.37
Papers Under 1st Review		
A-Level	21	17.95
B-Level and Lower	22	18.80
Papers Past 1st Review		
A-Level	16	13.68
B-Level and Lower	27	23.08
Accepted Papers		
A-Level	8	6.84
B-Level and Lower	57	48.72

Publication Record

New Marketing Faculty Class of 2014: Contributions to Journals* At the Time of AMA Interviews

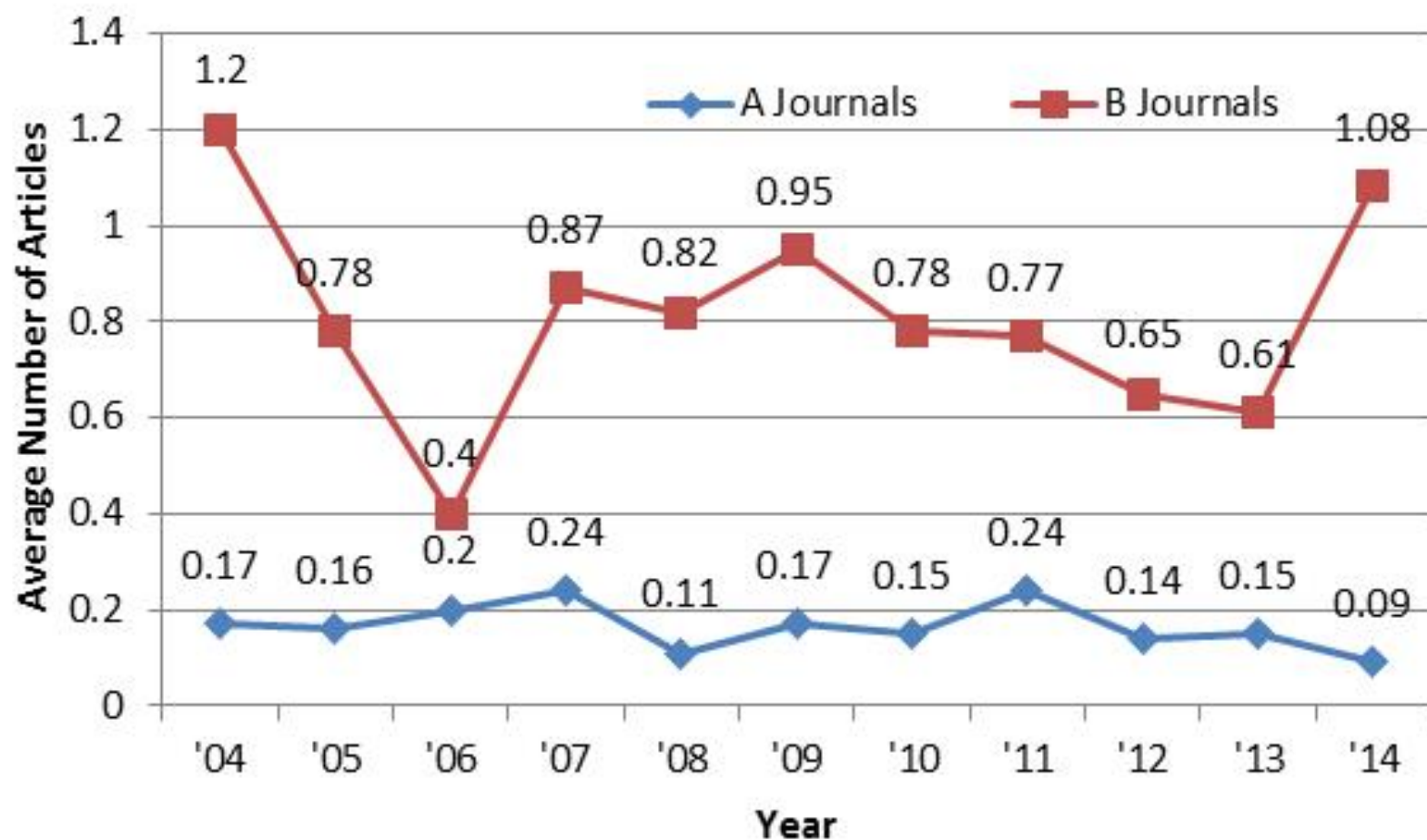
Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
A-Level Marketing Journals			
<i>Journal of Consumer Research</i>			5
<i>Journal of Marketing Research</i>	1	2	5
<i>Journal of Marketing</i>			
<i>Marketing Science</i>	1	4	1

Publication Record

New Marketing Faculty Class of 2014: 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	7	14
<i>Journal of Marketing Research</i>	1	9	6
<i>Journal of Marketing</i>	4	3	1
<i>Marketing Science</i>	1	4	1

Publication Record at time of AMA



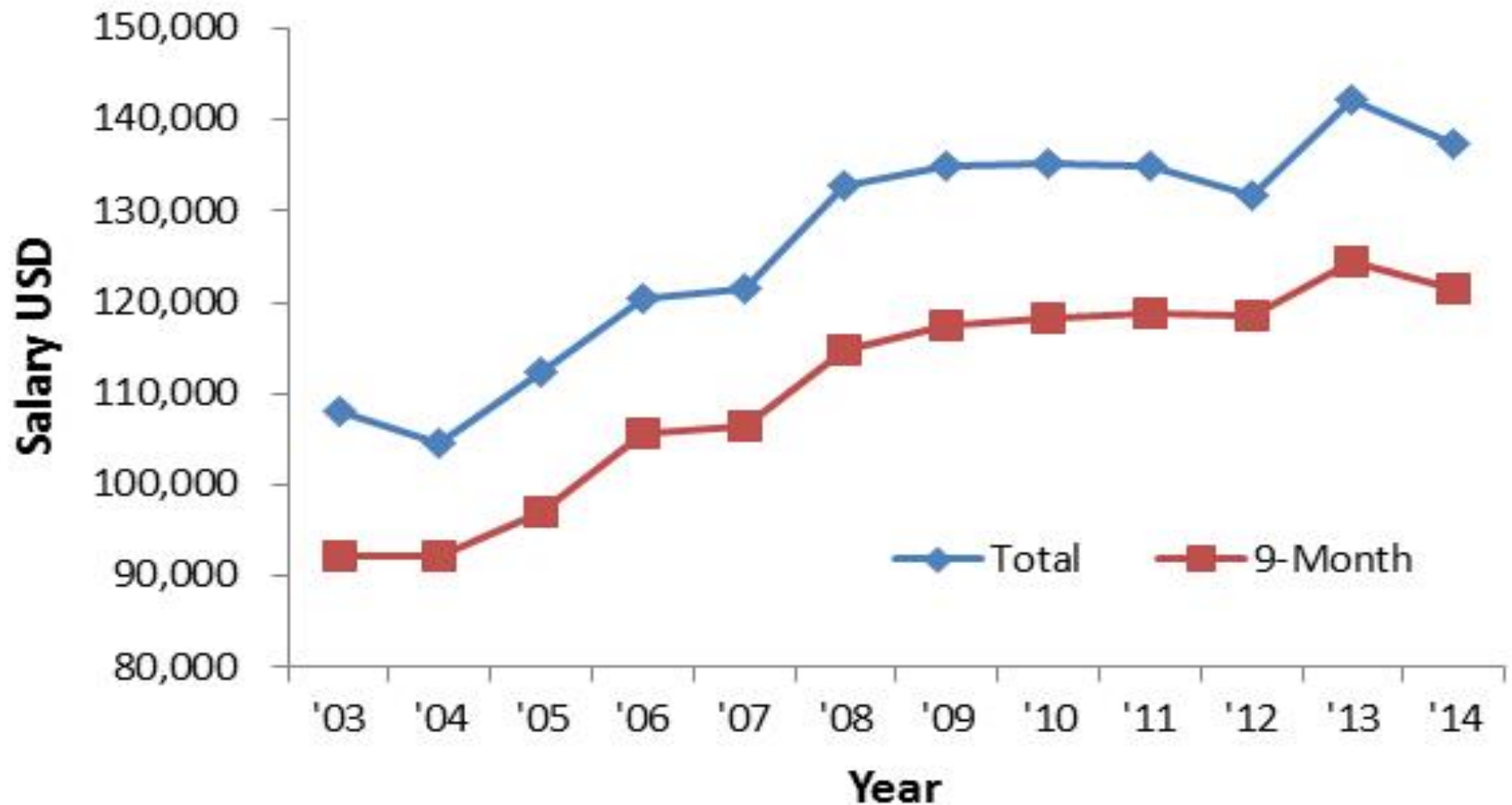
Hiring Institution Information

	Number Reporting Amount	<i>Mean</i>	<i>Minimum</i>	<i>Maximum</i>
9-Month Salary	93	\$121,381	\$48,000	\$180,000
12-Month Salary	10	124,600	55,000	205,000
10-Month Salary	5	129,000	94,000	174,000
Summer Research	82	19,712	2,000	40,000
Total Salary	108	137,495	48,000	220,000

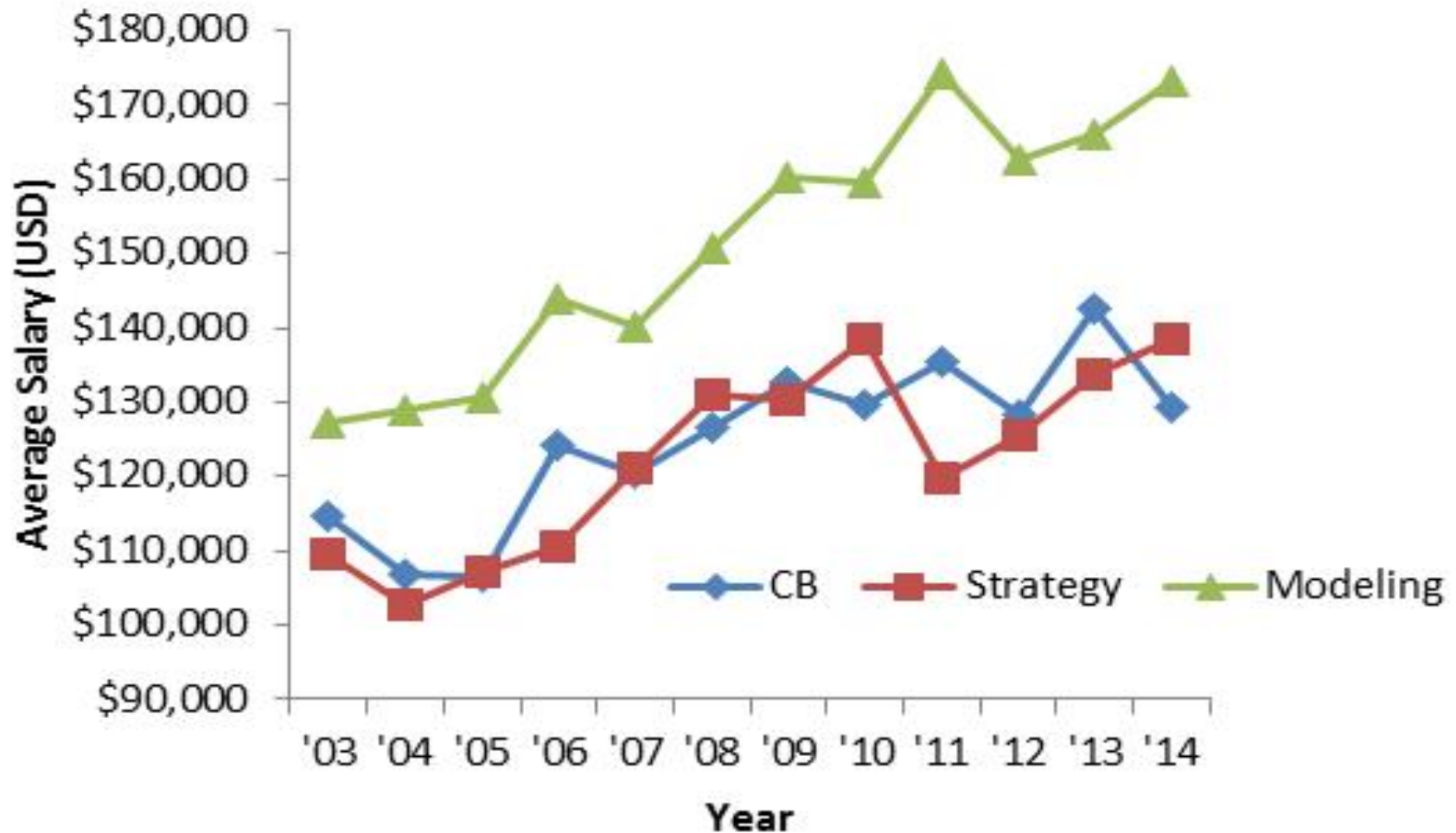
Other Hiring Perks

	<i>Number Reporting Amount</i>	<i>Mean</i>	<i>Minimum</i>	<i>Maximum</i>
Moving (\$)	84	\$6,920	\$1,000	\$35,000
Conference Travel (\$)	33	3,411	900	15,000
Research Stipend (\$)	35	9,053	350	32,000
Summer Teaching (\$/section)	26	7,573	1,100	15,313
Software (\$)	30	4,797	900	21,000
Housing Support (\$)	4	7,500	1,000	22,000
GA Support (hrs)	20	13.6	2	20

2003 - 2014 Salary Trends

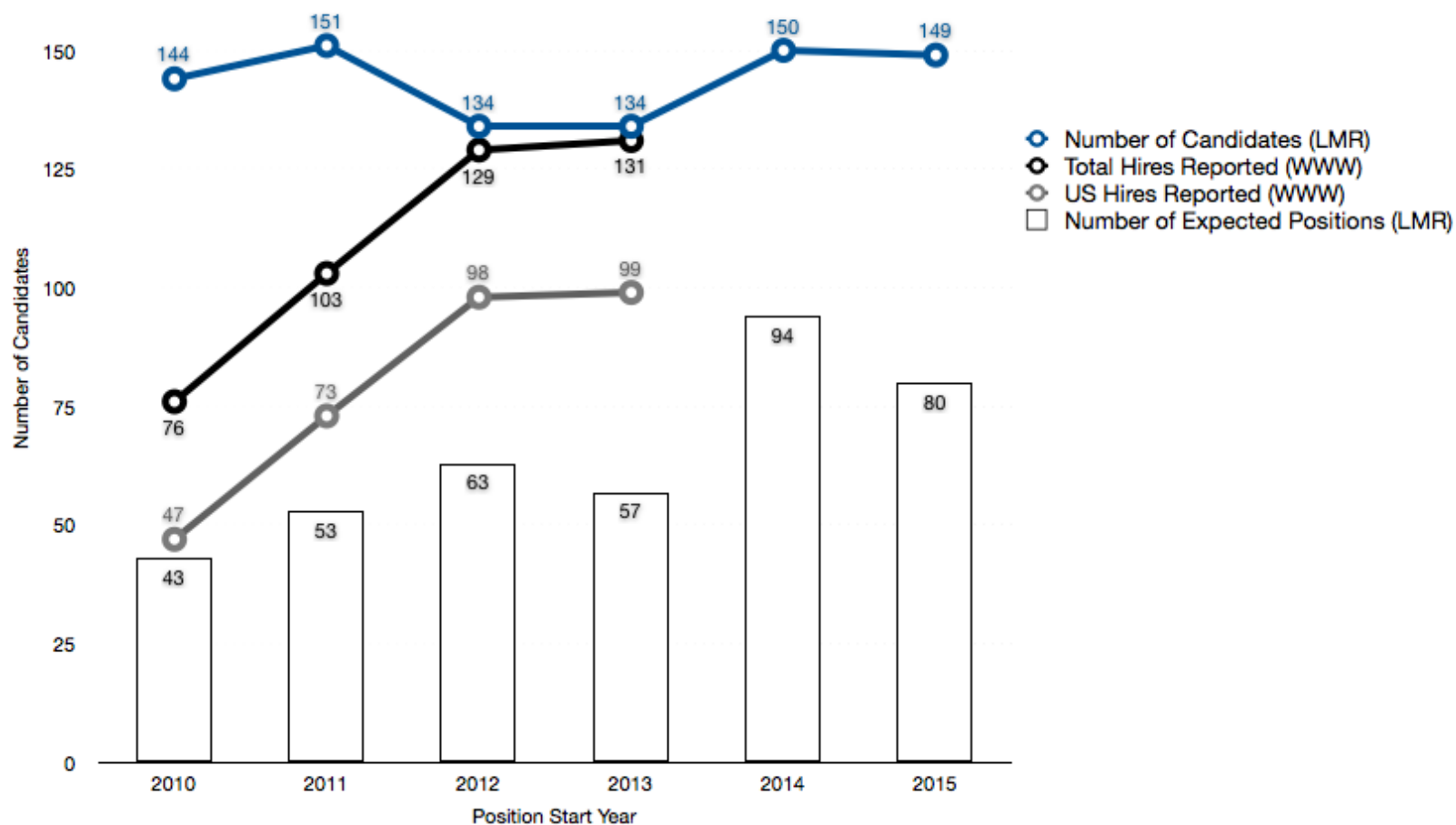


2003 - 2014 Salary Trends



Hiring Trends by Market

M Marketing Phd Jobs



Find the Full Report at
www.docsig.org

Questions about the survey:
Paul Mills
Vice-Chair of Research, DocSIG
pmills7@kent.edu

