



The 2020 *Who Went Where?* Survey Report

**Conducted by the American Marketing Association's Doctoral Special
Interest Group (AMA DocSIG)**



Iman Raoofpanah Yuri Martirosyan Jennifer Locander



2020 Who Went Where? Survey Results

For the last 16 years, the American Marketing Association's Doctoral Special Interest Group (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 2019 can be downloaded from the AMA DocSIG website (docsig.org).

This year, we changed the format of our survey by separating it into two parts: Part 1 was a very brief survey in which we asked for name, PhD granting institution, and where the candidate accepted a job. Part 2 gathered information regarding the candidate's job market experience, teaching experience, number of publications, salary, etc. Part 2 was completely anonymous.

Survey participation is solicited via repeated recruitment announcements to the ACR, AMA 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 Iman Raoofpanah, iraofpa@kent.edu.

The surveys were designed and administered by Iman Raoofpanah and Yuri Martirosyan 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 Who Went Where (WWW) survey and report.

Congratulations and good luck to the new Assistant Professors of Fall 2020!



2019-2020 AMA DocSIG Officers

Jennifer Locander, Chair

University of Mississippi

jlocander@bus.olemiss.edu

Divya Ramachandran, Chair-Elect

Georgia State University

dramachandran1@gsu.edu

Iman Raoofpanah, Vice Chair of Research (Who Went Where Research)

Kent State University

iraofpa@kent.edu

Yuri Martirosyan, Assistant Vice Chair of Research (Who Went Where Research)

Kent State University

ymartiro@kent.edu

Phillip Wiseman, Vice Chair of Research (Productivity Research)

University of Houston

pwiseman@bauer.uh.edu

Victor Nogueira, Assistant Vice Chair of Research (Productivity Research)

University of Houston

vmnogueira@uh.edu

Mehrnoosh Reshadi, Vice Chair of Communications

Texas Tech University

mehrnoosh.reshadi@ttu.edu

Farnoush Reshadi, Vice Chair of Membership Insights

West Virginia University

fareshadi@mix.wvu.edu

Orhan Bahadır Dogan, Vice Chair of Online Engagement

Georgia State University

odogan1@gsu.edu

Ashley Hass, Assistant Chair of Online Engagement

Texas Tech University

ashley.hass@ttu.edu

Ashley Thomas, Vice Chair of Special Projects and Partnerships

University of Mississippi

athomas@bus.olemiss.edu

Louis Zmich, Assistant Vice Chair of Special Projects and Partnerships

Louisiana Tech University

ljz001@email.latech.edu

Breanne Mertz, Coordinator of Best Practices

Louisiana Tech University

baw030@latech.edu

Verónica Martín Ruiz, Immediate Past Chair

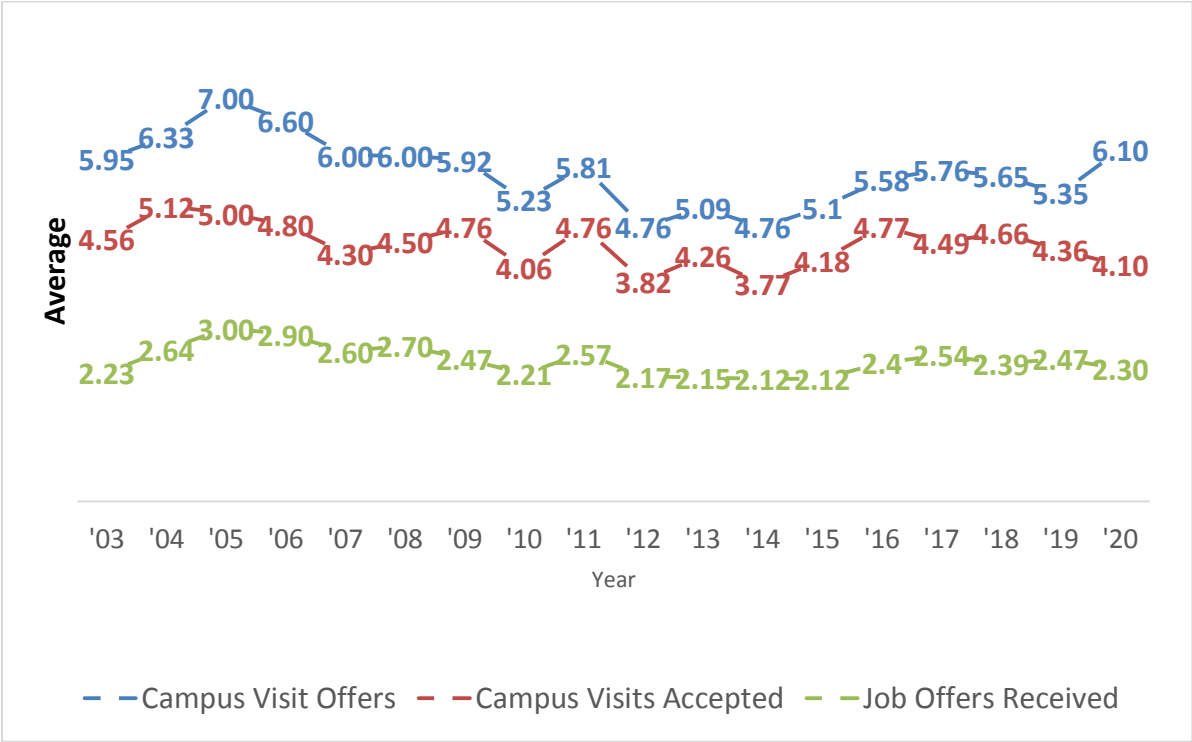
Iowa State University

vmruiz@iastate.edu

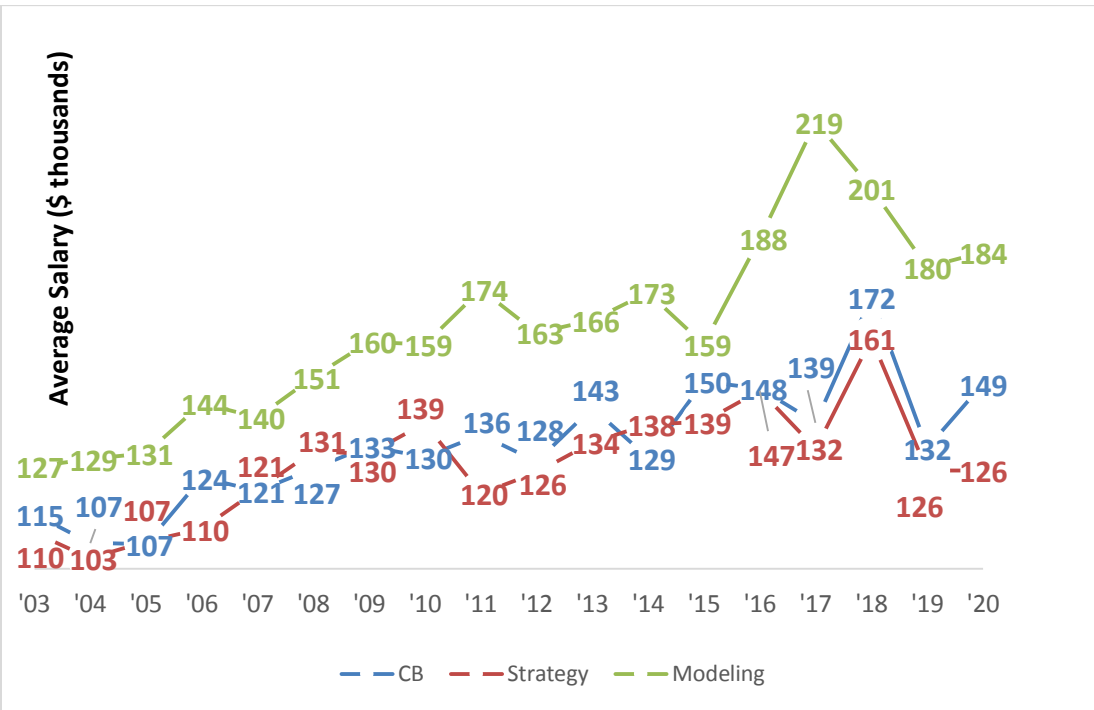
2020 Who Went Where? Survey

Yearly Trends

Job Search Trends



Salary by Research Concentration



Report Highlights

Job Search Process *(Table 3)*

- Mean number of applications sent 70.30
- Mean number of AMA interviews 14.90
- Mean number of campus visits offered 6.10
- Mean number of job offers received 2.30

Job Offers *(Table 5 & 6)*

- Job offers received in October 48%
- Job offers received in November 18%
- Job offers accepted in October 34%
- Job offers accepted in November 40%
- 60% of applicants accepted a Consumer Behavior position. Strategy, Modeling, and Sales accounted for 21%, 17%, and 2% of accepted positions respectively *(Table 18)*

Candidate Information

- 54% of candidates attended the AMA Sheth Foundation Consortium *(Table 8)*
- 10% of candidates did **not** have a paper under review or accepted *(Table 9)*
- 42% of all submissions were accepted papers (at any level journal) *(Table 9)*
- 16% of all submissions were accepted papers at A-level journals (JM, JMR, JCR, JAMS, or MS) *(Table 9)*
- Median years of program completed at AMA interviews = 5 *(Table 7)*
- Median years of industry experience = 2 *(Table 7)*
- 50% of applicants had the dissertation proposal defended plus data at the time of AMA *(Table 17)*

Salary Information

- Median 9-month salary *(Table 14)* \$145,000
- Median total salary (including summer support) *(Table 14)* \$170,000
- Mean 9-month salary for research intensive institution *(Table 25)* \$171,031
- Mean 9-month salary for research institution *(Table 25)* \$142,167
- Mean 9-month salary for balanced institution *(Table 25)* \$123,033
- Mean salary for Fall hires *(Table 20)* \$151,459
- Mean salary for Spring hires *(Table 20)* \$134,222

Table 1
2020 Job Candidate Placements

Name	Ph.D. Granting Institution	Hiring Institution
Shreyans Goenka	Cornell U	Virginia Tech
Kristina Harrison	Old Dominion U	U of Southern Mississippi
Sotires Pagiavlas	U of South Carolina	The Pennsylvania State U
Kelly Gullo	Duke U	Indiana U
Christina Kuchmaner	Kent State U	U of Northern Colorado
Matthew Hall	U of Nebraska-Lincoln	Oregon State U
Valerie Good	Michigan State U	Grand Valley State U
Ashley Thomas	U of Mississippi	Indiana U Southeast
Shararya Johnes	U of Colorado Boulder	George Mason U
Unnati Narang	Texas A&M U	UIUC
Eugene Pavlov	U of Washington	U of Miami
Trond Bargestuen	U of North Texas	U of Wisconsin - Eau Claire
Shilpa Madan	Nanyong Technological U	Virginia Tech
Tessa Garcia-Collart	Florida International U	U of Missouri-St Louis
Eric Setten	U of Oregon	California State U Fullerton
Justin Prominance	U of Colorado Boulder	U of New Hampshire
Mohammad Sakif Amin	West Virginia U	Western Michigan U
Farnoush Reshadi	West Virginia U	Worcester Polytechnic Institute
Abigail Nappier Cherup	U of Nebraska-Lincoln	California State U, San Marcos
Aaron Barnes	U of Illinois at Urbana-Champaign	U of Louisville
Tojin Eapen	U of North Carolina Chapel Hill	U of Missouri, Columbia
Leah Smith	U of Tennessee	U of Arkansas
Yixing Chen	Texas A&M U	U of Notre Dame
Ying Bao	U of Toronto	UIUC
Min Kim	U of Maryland	National U of Singapore
Ashley Deutsch Cermin	U of Arkansas	Marquette U
Phyliss Jia Gia	Erasmus U (RSM)	Guanghua School of Management, Peking U
Bitty Balducci	U of Missouri	Washington State U
Sarah Memmi	Duke U	U of Louisville
Tyler Hancock	Mississippi State U	The U of Toledo
Ashley Morgan	U of Mississippi	West Texas A&M U
Md. Tarique Newaz	Texas Tech U	U of Wisconsin-Green Bay
Amy Pei	U of Southern California	Northeastern U
Dongjin He	Hong-Kong Polytechnic U	Lingnan U
Kurt Munz	New York U	Bocconi U

2020 Who Went Where? Survey

Name	Ph.D. Granting Institution	Hiring Institution
Molly Burchett	U of Kentucky	U of Wyoming
Dafna Goor	Harvard Business School	London Business School
Shelly Rathee	U of Utah	Villanova U
Nukhet Taylor	York U	Ted Rogers School of Management, Ryerson U
Cheng He	Georgia Institute of Technology	U of Wisconsin-Madison
Bingyan Hu	U of Iowa	Mississippi State U
Christopher Cannon	Northwestern U	U of Hawaii at Manoa
Jingshi (Joyce) Liu	HKUST	Cass Business School, City U of London
Chuck Howard	U of British Columbia	Texas A&M
Rhia Catapano	Stanford GSB	U of Toronto
Jun(Wendy) Yan	U of Manitoba	Ferris State U
Kristina Auxtova	U of Edinburgh	U of Dundee
Chu(Ivy) Dang	Chinese U of Hong-King	U of Hong Kong
Diego Alvarado-Karste	U of North Texas	Utah Valley U
Bryan Buechner	U of Cincinnati	Xavier U
Matthew McGranagham	Cornell U	U of Delaware
Tianyu Gu	U of Arizona	U of Utah
Sungjim Kim	Cornell U	U of Hawaii at Manoa
Mariella Zavala	U of California, Irvine	Gonzaga U
Zach Nolan	Duke U	U of Delaware
Yegyu Han	Virginia Tech	IE U

SECTION I

This section provides summary data on the job search process, from application submission to offer acceptance. A total of 84 individuals responded to the survey. Note that all survey questions are optional, therefore sample sizes may vary by question.

Table 2
Job Offer Status at Time of Survey (N=84)*

Accepted an Academic Offer	78
Received an Academic Offer, Not Yet Accepted	1
Did Not Receive an Academic Offer	4
Accepted a Non-Academic Offer	1

Based on all respondents.

* The survey was available for respondents to complete until June 30, 2020.

Table 3
The Job Search Process: From Applications to Offers

	N	Mean	Median	Mode	Min.	Max.
Applications Sent	71	70.30	68	100	1	180
AMA Interviews	73	14.90	15	15	0	40
Interviews Outside of AMA	73	4.70	4	4	0	30
Campus Visits Offered	71	6.10	5	5	1	14
Campus Visits Accepted	71	4.70	4	4	1	11
Job Offers Received	72	2.30	2	2	1	6

Based on U.S. and non-U.S. hires.

Note: Out of 76 respondents, 72 (94.7%) indicated that Summer AMA 2019 was their first time on the job market, while 4 (5.3%) indicated that Summer AMA 2019 was NOT their first time on the market.

Table 4
Means for the Job Search Process by Type of Hiring Institution (N=58)

Institution Type*	N	Applications Sent	AMA Interviews	Interviews Outside of AMA	Campus Visits Offered	Campus Visits Accepted	Job Offers
Research Intensive	27	73.8	17.3	4.7	7.4	6.0	2.8
Public	21	73.2	17.5	4.6	7.7	6.1	2.9
Private	6	75.8	16.6	5.0	6.3	5.5	2.3
Research	12	66.0	14.0	3.7	5.0	3.6	1.9
Public	11	62.2	12.2	3.5	4.9	3.5	2.0
Private	1	100.0	30.0	5.0	6.0	4.0	1.0
Balanced	15	77.0	12.1	3.0	5.4	3.57	1.78
Public	10	80.0	12.8	3.4	6.2	3.9	1.9
Private	5	71.0	10.6	2.2	3.8	3.0	1.6
Teaching	4	54.3	9.0	5.8	2.5	2.0	2.0
Public	3	51.0	7.3	6.3	1.7	1.7	2.0
Private	1	64.0	14.0	4.0	5.0	3.0	2.0

Based on U.S. hires only.

*An institution is labeled "Research Intensive" if it has teaching loads of 3 or fewer course sections per 9-month school year, "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.

Table 5
Month of First Academic Job Offer (N=56)

	Number	%
June 2019	1	2
August 2019	3	5
September 2019	8	14
October 2019	27	48
November 2019	10	18
December 2019	4	7
January 2020	0	0
February 2020	0	0
March 2020	2	4
April 2020	1	2
May 2020	0	0
June 2020	0	0
July 2020	0	0

Based on U.S. and non-U.S. hires.

Table 6
Month of Offer Acceptance (N=73)

	Number	%
October 2019	25	34
November 2019	29	40
December 2019	5	7
January 2020	4	5
February 2020	1	1
March 2020	3	4
April 2020	1	1
May 2020	5	7

Based on U.S. and non-U.S. hires.

SECTION II: Candidate Characteristics

This section provides summary data on the background characteristics of candidates hired inside of the United States (N=73) at the time of AMA interviews.

Table 7

Prior Experience of Candidates (N=57)

	N	Mean	Median	Mode	Min.	Max.
Years of Ph.D. Completed Before AMA	57	4.2	4	4	2	7
Years to Complete Ph.D.	57	5.1	5	5	3	7
Years of Industry Experience	57	3.7	2	2	0	22

Table 8

Candidate Attendance at the AMA Sheth Foundation Consortium (N=56)

	Frequency	Percentage (%)
Yes	30	54
No	26	46

Table 9

Overall Publication Activity at the Time of AMA Interviews (N=61)

	N	%
Applicants Without Papers At Any Stage	6	10% †
Papers Under First Review	54	33%
A-Level*	25	46%
B-Level and Lower	29	54%
Papers Past First Review	40	22%
A-Level	22	55%
B-Level and Lower	18	45%
Accepted Papers	68	42%
A-Level	11	16%
B-Level and Lower	57	84%

† This percentage is based on N=61 which is the number of applicants.

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

Note: Total number of submissions at all stages = 162. All percentages after the first row are based the total number of submissions at all stages.

Table 10*Publications at the Time of AMA Interviews (N=60)*

Publication Type/Status	Mean	Median	Mode	Min.	Max.
Conference Presentations & Proceedings	7.37	6	5	0	27
A-level* Marketing Journals					
Under 1st Review	0.42	0	0	0	2
Past 1st Review	0.37	0	0	0	2
Accepted/Published	0.18	0	0	0	2
B-level or Lower Marketing Journals					
Under 1st Review	0.48	0	0	0	3
Past 1st Review	0.30	0	0	0	2
Accepted/Published	0.95	0	0	0	17

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

Table 11*Publication Record Frequencies and Percentages at the Time of AMA Interviews (N=162)*

Publication Type/Status	0		1		2		3 or More	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
A-level* Marketing Journals								
Under 1st Review	39	65.0%	17	28.3%	4	6.7%	0	0.0%
Past 1st Review	39	65.0%	20	33.3%	1	1.7%	0	0.0%
Accepted/Published	50	83.3%	9	15.0%	1	1.7%	0	0.0%
B-level or Lower Marketing Journals								
Under 1st Review	36	60.0%	20	33.3%	3	5.0%	1	1.7%
Past 1st Review	44	73.3%	14	23.3%	2	3.3%	0	0.0%
Accepted/Published	37	61.7%	12	20.0%	5	8.3%	6	10.0%

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

Table 12*Publication Breakdown by Journal Level at the Time of AMA Interviews (N=60)*

	# of A-Level* Publications				
	0	1	2	3+	Total
0	29	7	0	0	36
1	17	2	1	0	20
# of B-Level or Lower Publications	2	3	0	0	3
	3+	1	0	0	1
Total	50	9	1	0	60

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

Table 13*New Marketing Faculty, Class of 2020 (N=60)**Journal Contributions* at the Time of AMA Interviews*

Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
A-Level Marketing Journals			
Journal of Consumer Research	7	5	5
Journal of Marketing	9	9	1
Journal of Marketing Research	5	6	1
Journal of the Academy of Marketing Science	2	0	2
Marketing Science	2	2	2
All Other Journals			
Advances in Consumer Research (ACR Full Paper)	0	0	12
Advances in International Marketing	0	0	0
European Journal of Marketing	1	0	0
Industrial Marketing Management	0	1	1
International Journal of Advertising	0	0	0
International Journal of Market Research	0	0	1
International Journal of Research in Marketing	0	0	1
International Marketing Review	0	0	0
Journal of Advertising	0	2	1
Journal of Advertising Research	0	0	0
Journal of Brand Management	0	0	0

2020 Who Went Where? Survey

Journal of Business & Industrial Marketing	1	0	1
Journal of Business Research	1	1	2
Journal of Business-to-Business Marketing	0	0	0
Journal of Consumer Affairs	0	0	0
Journal of Consumer Marketing	0	1	1
Journal of Consumer Psychology	8	2	4
Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
Journal of Current Issues & Research in Advertising	0	0	0
Journal of Euromarketing	0	0	0
Journal of Global Marketing	0	0	0
Journal of Interactive Marketing	0	0	0
Journal of International Consumer Marketing	0	0	1
Journal of International Marketing	0	0	0
Journal of Macromarketing	0	0	1
Journal of Marketing Channels	0	0	1
Journal of Marketing Communication	0	0	1
Journal of Marketing Education	0	0	0
Journal of Marketing Management	0	0	0
Journal of Marketing Theory & Practice	0	0	0
Journal of Personal Selling & Sales Management	0	0	0
Journal of Personality & Social Psychology	0	2	1
Journal of Product and Brand Management	1	0	1
Journal of Product Innovation Management	0	0	1
Journal of Public Policy & Marketing	3	1	3
Journal of Retailing	0	1	0
Journal of Retailing & Consumer Services	0	0	1
Journal of Service Research	1	0	1
Journal of Services Marketing	1	0	1
Journal of Strategic Marketing	0	0	0
Journal of the Market Research Society	0	0	0
Marketing Education Review	0	0	0
Marketing Health Services	0	0	0
Marketing Letters	2	0	0
Marketing Management	0	0	0
Marketing Theory	1	0	0
Psychological Science	2	0	1
Psychology & Marketing	1	0	1
Others**	6	7	7

* Self-reported acceptance/publication.

** "Other" publications are any journals not listed above and can include journals in any field.

SECTION III: Mean Salary by Candidate Characteristics

This section provides summary salary data based on the background features of candidates hired inside of the United States (N=73). "Total salary" is calculated by adding the respondent's base salary to any summer research support received. Salary information is rounded to the nearest USD.

Table 14
Salary Information (\$) (N=60)

	N	Mean	Median	Mode	Min.	Max.
9-Month Salary	48	148,031	145,000	160,000	100,000	205,000
12-Month Salary	8	143,626	141,000	N/A	110,000	186,000
Other (10-month)	2	172,000	172,000	N/A	160,000	186,000
Summer Research Support	54	23,638	24,000	15,000	5,000	45,000
Total Salary	60	169,141	170,000	244,000	118,000	250,000

Note: Respondents reported an average of 3.3 years of summer research support (N=54).

Table 15
Other Financial Incentives (N=60)

Incentive	N	Mean	Median	Mode	Min.	Max.
Moving Expenses (\$)	52	7,008	6,750	8,000	1,500	20,000
Conference Travel (\$)	18	4,083	3,000	3,000	1,000	12,000
Research Stipend (\$)	26	10,315	7,750	10,000	200	45,000
Summer Teaching (\$/section)	13	10,323	11,500	N/A	5,000	16,000
Tech/Software (\$)	17	3,971	4,000	2,000	1,500	10,000
Housing Support (\$)	3	3,793	3,380	N/A	3,000	5,000
Faculty Development (\$)	5	3,540	2,500	2,500	1,200	10,000
Publication Bonus (\$)	2	1,250	1,250	N/A	1,000	1,500
GA Support (hrs/week)	10	16.5	15	20	5	40

Table 16
Mean Salary by Years of Ph.D. Program Completed at Time of AMA Interviews (N=49)

Years of Ph.D. Completed	N	%	9-Month Salary	Summer Research Support	Total Salary
2	1	2%	205,000	45,000	250,000
3	9	18%	147,389	25,385	172,773
4	18	37%	167,781	19,046	186,826
4.5	1	2%	235,000	45,000	280,000
5	20	41%	175,724	29,175	204,899

Table 17*Mean Salary by Dissertation Status at Time of AMA Interviews (N=58)*

Dissertation Status	N	%	9-Month	Summer	Total Salary
			Salary	Research Support	
Dissertation Defended	2	3%	175,000	34,500	209,500
Proposal Defended + Data	29	50%	170,695	31,477	202,172
Proposal Defended	18	31%	133,828	18,949	152,777
Proposal Not Defended	9	16%	144,111	19,444	163,555

Table 18*Mean Salary by Main Research Area (N=43)*

Main Research Area	N	%	9-Month Salary	Summer Research	Total Salary
				Support	
Consumer Behavior	26	60	148,886	22,991	171,857
Strategy	9	21	126,444	14,063	140,507
Modeling - Empirical	5	12	183,571	40,714	224,285
Modeling - Analytical	2	5	185,500	35,417	220,917
Sales	1	2	127,000	10,000	137,000

Table 19*Mean Salary by Number of Course Preps At Degree-Granting Institution (N=53)*

# of Course Preps	N	%	9-Month Salary	Summer Research	Total Salary
				Support	
0	8	15%	166,814	28,122	194,935
1	19	36%	159,369	25,117	184,486
2	17	32%	143,882	22,799	166,681
3	3	6%	129,333	16,333	145,667
4	1	2%	120,000	5,000	125,000
5	2	4%	128,500	19,305	147,806
6	3	6%	113,333	9,500	122,833

Table 20*Mean Salary by Semester of Offer Acceptance (N=58)*

Semester Accepted	N	%	9-Month Salary	Summer Research	Total Salary
				Support	
Fall 2019	49	84%	151,459	25,155	176,614
Spring 2020	9	16%	134,222	17,500	151,722

SECTION IV: Mean Salary by Hiring Institution Characteristics

This section provides summary salary data that is based on the characteristics of the hiring institutions of candidates hired inside of the United States (N=61). Note that "total salary" is calculated by adding the respondent's base salary to any summer research support received. Salary information is rounded to the nearest USD.

Table 21*Mean Salary by Whether Hiring Institution Has Ph.D. Program (N=57)*

Ph.D. Program	N	%	9-Month Salary	Summer Research Support	Total Salary
No	37	65%	170,125	31,261	201,386
Yes	20	35%	138,865	18,332	157,197

Table 22*Mean Salary by Next Academic Year Course Preps at Hiring Institution (N=57)*

# Course Preps	N	%	9-Month Salary	Summer Research	Total Salary
				Support	
1	28	49%	162,000	30,138	192,138
2	26	46%	137,943	17,959	155,901
3	3	5%	117,000	11,333	128,333

Note: Out of 57 respondents, 49 provided data regarding reduced teaching load. 21 (43%) out of 49 respondents indicated a reduced teaching load for their first academic year.

Note: Out of 57 respondents, 49 provided data regarding teaching a specific course. 21 (43%) respondents out of 49 indicated being hired to teach a specific course.

Table 23*Mean Salary by Typical Teaching Load Per Year at Hiring Institution (N=58)*

Typical Load	N	%	9-Month Salary	Summer Research	Total Salary
				Support	
1	1	2%	113,000	15,000	128,000
2	2	3%	151,500	24,250	175,750
3	25	43%	170,080	33,846	203,926
4	12	21%	142,167	16,118	158,285
5	5	9%	131,200	16,422	147,622
6	10	17%	118,950	8,167	127,117
7	2	3%	134,000	14,889	148,889
8	1	2%	113,004	5,000	118,004

Table 24*Mean Salary by Whether Hiring Institution is Public or Private (N=57)*

Institution Type	N	%	9-Month Salary	Summer Research	
				Support	Total Salary
Public	44	77%	146,818	23,051	169,870
Private	13	23%	160,038	24,247	184,286

Table 25*Mean Salary by Type of Hiring Institution (N=57)*

Institution Type	N	9-Month Salary	Summer Research	
			Support	Total Salary
Research Intensive	27	171,037	32,172	203,209
Public	21	169,191	31,986	201,176
Private	6	177,500	32,824	210,324
Research	12	142,167	16,118	158,285
Public	11	137,591	16,118	153,709
Private	1	192,500	N/A	192,500
Balanced	15	123,033	11,919	134,953
Public	10	118,250	11,302	129,552
Private	5	132,600	13,000	145,600
Teaching	3	127,001	11,592	138,594
Public	2	110,502	8,500	119,002
Private	1	160,000	17,777	177,777

Note: An institution is labeled "Research Intensive" if it has teaching loads of 3 or fewer course sections per 9-month school year, "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.

Table 26*Tenure Requirements at Hiring Institution*

Requirement	N	Mean	Median	Mode	Min.	Max.
Journal Level*	47	2.85	3	3	1	5
# A Publications**	42	2.68	2	0	0	7
Total # Publications	40	5.00	5	5	3	8

Note: N refers to the number of applicants responded to tenure requirement question.

*Coding: 1 = Only A Journals, 2 = B Journals Count (but only very little), 3 = B Journals w/ Expectations for A Journals, 4 = B Journals w/ NO Expectations for A Journals, 5 = A Journals, B Journals, and Conference Proceedings

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

Table 27*Mean Salary by Journal Level Required for Tenure at Hiring Institution (N=56)*

Journal Level	N	%	9-Month Salary	Summer Research Support	Total Salary
Only A Journals*	12	23.73%	186,333	40,944	227,278
B Journals Count (but only very little)	5	10.17%	166,800	26,795	193,595
B Journals w/ Expectations for A Journals	23	38.98%	142,131	19,296	161,427
B Journals w/ NO Expectations for A Journals	9	20.34%	120,333	11,214	131,548
A Journals, B Journals, and Conference Proceedings	7	6.78%	124,584	11,700	136,284

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

Table 28*Means of Tenure Requirements by Type of Hiring Institution (N=41)*

Institution Type*	N	Journal Level**	# A Publications***	Total # Publications
Research Intensive	20	2.00	4.00	5.00
Public	16	2.00	4.00	5.00
Private	4	2.25	3.00	4.00
Research	10	3.00	1.00	5.00
Public	9	3.00	1.00	5.00
Private	1	3.00	1.00	4.00
Balanced	19	3.78	NA	5.00
Public	13	3.70	NA	5.00
Private	6	4.00	1.00	5.00
Teaching	2	1.00	2.00	3.00
Public	1	4.00	NA	5.00
Private	1	2.00	4.00	6.00

*An institution is labeled "Research Intensive" if it has teaching loads of 3 or fewer course sections per 9-month school year, "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.

**Coding: 1 = Only A Journals, 2 = B Journals Count (but only very little), 3 = B Journals w/ Expectations for A Journals, 4 = B Journals w/ NO Expectations for A Journals, 5 = A Journals, B Journals, and Conference Proceedings.

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

SECTION V: Publications of U.S. Hires at the Time of Survey**Table 29***New Marketing Faculty, Class of 2020 (N=61)**Journal Contributions* at the Time of Survey Completion***

Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
A-Level Marketing Journals			
Journal of Consumer Research	2	12	6
Journal of Marketing	3	11	1
Journal of Marketing Research	1	8	1
Journal of the Academy of Marketing Science	1	3	2
Marketing Science	2	3	3
All Other Journals			
Advances in Consumer Research (ACR Full Paper)	1	0	1
Advances in International Marketing	0	0	0
European Journal of Marketing	0	0	1
Industrial Marketing Management	0	0	2
International Journal of Advertising	0	0	0
International Journal of Market Research	0	0	0
International Journal of Research in Marketing	0	0	1
International Marketing Review	0	0	0
Journal of Advertising	0	0	1
Journal of Advertising Research	0	0	0
Journal of Brand Management	0	0	0
Journal of Business & Industrial Marketing	0	1	0
Journal of Business Research	3	0	6
Journal of Business-to-Business Marketing	0	0	0
Journal of Consumer Affairs	1	0	1
Journal of Consumer Marketing	0	2	0
Journal of Consumer Psychology	0	1	1
Journal of Current Issues & Research in Advertising	0	0	0
Journal of Euromarketing	0	0	0
Journal of Global Marketing	0	0	0
Journal of Interactive Marketing	0	0	1
Journal of International Consumer Marketing	0	0	0
Journal of International Marketing	0	0	0
Journal of Macromarketing	0	0	0
Journal of Marketing Channels	0	0	0

2020 Who Went Where? Survey

Journal of Marketing Communication	0	0	0
	Under		
	1st	Past 1st	Accepted/
Publication Outlet	Review	Review	Published
Journal of Marketing Education	0	0	0
Journal of Marketing Management	0	0	0
Journal of Marketing Theory & Practice	0	1	0
Journal of Personal Selling & Sales Management	0	0	0
Journal of Personality & Social Psychology	1	2	2
Journal of Product and Brand Management	0	1	2
Journal of Product Innovation Management	0	0	1
Journal of Public Policy & Marketing	0	3	0
Journal of Retailing	0	0	2
Journal of Retailing & Consumer Services	0	0	0
Journal of Service Research	0	1	0
Journal of Services Marketing	1	1	0
Journal of Strategic Marketing	0	0	0
Journal of the Market Research Society	0	0	0
Marketing Education Review	0	0	0
Marketing Health Services	0	0	0
Marketing Letters	2	1	1
Marketing Management	0	0	0
Marketing Theory	0	0	0
Psychological Science	0	0	3
Psychology & Marketing	0	0	0
Others***	9	8	14

* Self-reported acceptance/publication.

** The survey was available for respondents to complete until June 30, 2020.

*** "Other" publications are any journals not listed above and can include journals in any field.