

2010 Who Went Where? Survey Results

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

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2010 “Who Went Where” Survey Results

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Name	Degree-Granting Institution	Hiring Institution
Polymeros Chrysochou	Aarhus School of Business	U. of South Australia
Tanuka Ghoshal	Carnegie Mellon U.	Indian School of Business
Vineet Kumar	Carnegie Mellon U.	Harvard Business School
Isaac Dinner	Columbia U.	IE Business School
Yu Yu	Cornell U.	Georgia State U.
Gerri Spassova	Cornell U.	Monash U.-Melbourne
Woochoel Shin	Duke U.	U. of Florida
Vijay Viswanathan	Emory U.	Northwestern U.
Guiyang Xiong	Emory U.	U. of Georgia
Edward Ramirez	Florida State U.	U. of Texas-El Paso
Ashutosh (Ash) Patil	Georgia Institute of Technology	Boston College
Dina Rasolofoarison	HEC Paris	Aston Business School
Ramendra Singh	Indian Institute of Management-Ahmedabad	Indian Institute of Management-Calcutta
Nailya Ordabayeva	INSEAD	Erasmus U.
Nobuyuki Fukawa	Louisiana State U.	Missouri U. of Science and Technology
Matthew Selove	Massachusetts Institute of Technology	U. of Southern California
Jessica Hoppner	Michigan State U.	George Mason U.
Michael Breazeale	Mississippi State U.	Indiana U. Southeast
Marcus Phipps	Monash U.	U. of Melbourne
Edith Shalev	New York U.	Technion-Israel
Ellie Kyung	New York U.	Dartmouth College
Nikolai Hval	Norwegian School of Management BI	Norwegian School of Management BI
Bryan Johnson	Pennsylvania State U.	Creighton U.
Anindita Chakravarty	Pennsylvania State U.	U. of Georgia
Joseph P. Little	Saint Louis U.	Grand Valley State U.
Kevin Lehnert	Saint Louis U.	Grand Valley State U.
Eric Rhiney	Saint Louis U.	Webster U.
Kesha Coker	Southern Illinois U.-Carbondale	Eastern Illinois U.
Aner Sela	Stanford U.	U. of Florida
Vijay Ganesh Hariharan	State U. of New York-Buffalo	Erasmus U.
Ellen Thomas	Temple U.	New Jersey Institute of Technology
Suzanne C. Makarem	Temple U.	Virginia Commonwealth U.
Jeffrey Meyer	Texas A&M U.	Bowling Green State U.
Gautham Gopal Vadakkepatt	Texas A&M U.	U. of Central Florida
Reo Song	Texas A&M U.	Kansas State U.
Femke van Horen	Tilburg U.	U. of Cologne
Simon Somogyi	U. of Adelaide	U. of Southern Queensland
Andrea Heintz Tangari	U. of Arkansas	Wayne State U.
Lan Jiang	U. of British Columbia	U. of Oregon
Dante M. Pirouz	U. of California-Irvine	U. of Western Ontario
Minha Hwang	U. of California-Los Angeles	McGill U.
Sangwon Lee	U. of Central Florida	Ball State U.
Helene Deval	U. of Cincinnati	Dalhousie U.
Tomasz Miaskiewicz	U. of Colorado	The New U. of Lisbon

Ethan Pew	U. of Colorado	American U.
Caleb Warren	U. of Colorado	Bocconi U.
Caroline Bingxin Li	U. of Hong Kong	U. of Denver
Alison Jing Xu	U. of Illinois at Urbana-Champaign	U. of Toronto
Ze Wang	U. of Kansas	U. of Central Florida
Emily Plant	U. of Kentucky	U. of Montana
Joe Cobbs	U. of Massachusetts-Amherst	Northern Kentucky U.
Lauren Labrecque	U. of Massachusetts-Amherst	Northern Illinois U.
Ereni Markos	U. of Massachusetts-Amherst	Quinnipiac U.
Laknath Jayasinghe	U. of Melbourne	Forethought Research
Bo Huang	U. of Michigan	HEC Paris
Neil Bendle	U. of Minnesota	U. of Western Ontario
Andrew M. Kaikati	U. of Minnesota	U. of Georgia
Donald Lund	U. of Missouri	U. of Alabama-Birmingham
David Taylor	U. of North Texas	Sacred Heart U.
Ian Parkman	U. of Oregon	Loyola U.-Maryland
Namika Sagara	U. of Oregon	Duke U.
Nicole M. Verrochi	U. of Pennsylvania	U. of Pittsburgh
Promothesh Chatterjee	U. of South Carolina	U. of Kansas
Yuliya Komarova Loureiro	U. of South Carolina	Fordham U.
Aarti Ivanic	U. of Southern California	U. of San Diego
Ohjin Kwon	U. of Southern California	Concordia U.
Bridget Satinover Nichols	U. of Tennessee	Northern Kentucky U.
Nita Umashankar	U. of Texas-Austin	Georgia State U.
Morgan Ward	U. of Texas-Austin	Southern Methodist U.
Maggie Wenjing Liu	U. of Toronto	Tsinghua U.
Marie Hafey DeVincenzo	U. of Utah	Francis Marion U.
Joon Yong Seo	U. of Utah	State U. of New York-Brockport
James Kelley	U. of Western Australia	Saint Joseph's U.
Kivilcim Dogerlioglu Demir	Washington State U.	Sabancı U.
Jeff Radighieri	Washington State U.	U. of Houston-Victoria
Eric Li	York U.	Qatar U.

Summary Data

Seventy-six (76) marketing doctoral students/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 salary and job search information (n = 47). The sample size is lower than that of the 2009 sample (Total n = 114; U.S. n=77).

Salary Information*

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
9-Month Salary	\$ 118,289	\$ 113,500	\$ 100,000	\$ 90,000	\$ 185,000
Summer	15,821	13,000	10,000	0	34,444
Total Salary	135,216	128,000	110,000	94,500	210,000

*All salary information reported is rounded to the nearest USD.

Other Financial Perks*

	# Reporting Perk	# Reporting \$ Amount	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
Moving	43	39	\$ 4,596	\$ 5,000	\$ 5,000	\$ 250	\$ 10,000
Research Stipend	19	10	6,900	4,500	2,000	1,000	20,000

*Other perks mentioned included conference travel budget, start-up budget, technology budget, access to database, software, house-hunting trip, parking, and graduate assistants.

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 Support</i>	<i>Total Salary</i>
Research-Private	9	\$ 123,277	\$ 19,056	\$ 142,333
Research-Public	24	125,696	19,286	146,195
Balanced-Private	5	107,600	9,750	121,750
Balanced-Public	7	98,500	6,500	105,000

* As in past years' surveys, a school is classified as a "research" school if it has teaching loads of 4 or fewer courses per year. If a school does not meet these requirements, it is classified as a "balanced" school.

**Mean Salary Information
by Whether Hiring Institution Has Ph.D. Program**

<i>Ph.D. Program at Hiring Institution</i>	<i>Number of Candidates</i>	<i>9-Month Salary</i>	<i>Summer Support</i>	<i>Total Salary</i>
Yes	15	\$ 143,035	\$ 25,722	\$ 168,758
No	32	107,113	11,041	119,024

**Mean Salary Information
by Teaching Load**

<i>Academic Year Teaching Load*</i>	<i>Number of Candidates</i>	<i>9-Month Salary</i>	<i>Summer Support**</i>	<i>Total Salary</i>
2	7	\$ 146,286	\$ 23,333	\$ 169,619
3	16	124,300	19,401	145,508
4	10	111,200	16,085	127,285
5	4	112,000	9,750	121,750
6	8	96,063	5,571	102,500
9	1***	n/a	n/a	n/a

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

** Please note that summer financial support is not necessarily for summer teaching.

*** Salaries are not reported to maintain confidentiality of the respondent/school.

**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 Support</i>	<i>Total Salary</i>
1	19	\$ 134,945	\$ 23,605	\$ 158,549
2	20	110,250	11,124	121,966
3	5	93,200	1,125	95,125

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

Mean Salary Information by Dissertation Status*

<i>Dissertation Status</i>	<i>Frequency</i>	<i>Valid Percentage</i>	<i>Total Salary</i>
Proposal not defended	3	7.0%	\$ 108,333
Proposal defended, no data collected	10	23.3%	128,462
Proposal defended, some data collected	28	65.1%	140,724
Dissertation defended	2	4.7%	132,195

* Dissertation status at time of AMA interviews.

**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>Frequency</i>	<i>Valid Percentage</i>	<i>Total Salary*</i>
2	1	2.2%	n/a
2.5	1	2.2%	n/a
3	14	30.4%	\$ 118,565
3.5	1	2.2%	n/a
4	20	43.5%	\$ 148,600
4.5	1	2.2%	n/a
5	5	10.9%	\$ 147,489
5.5	1	2.2%	n/a
7	1	2.2%	n/a

* Salaries are not reported individually to maintain confidentiality of these individuals/schools.

**Mean Salary Information
by Main Research Area**

<i>Main Research Area</i>	<i>Frequency</i>	<i>Valid Percentage</i>	<i>Total Salary</i>
Consumer Behavior	25	53.2%	\$ 129,607
Strategy	11	23.4%	138,640
Modeling	6	12.8%	159,489
Other*: 1 New Product Design, 1 E-Marketing, 1 International, 1 Sports Marketing, 1 Behavioral and Methodological Research	5*	10.5%	129,973

* Other salaries are not reported individually to maintain confidentiality of these individuals/schools.

Tenure Requirements at Hiring Institution

<i>Requirement</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Type/Level of Journal*</i>	3.00	3	3	1	5
<i># "A" Publications**</i>	1.67	1	0	0	6
<i># Overall Publications</i>	5.58	6	6	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

** Consistent with last year's survey, "A-level marketing journals" include *JM*, *JMR*, *JCR*, and *MS*.

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

<i>Type/Level of Journal</i>	<i>Frequency</i>	<i>Valid Percentage</i>	<i>Total Salary</i>
Only A journals count*	8	18.2%	\$ 170,528
B journals count, but only very little	9	20.5%	148,062
B journals count, but there are some expectations for A journals	14	31.8%	121,404
B journals count and A journals are not expected	9	20.5%	109,500
Conference proceedings, as well as A and B journals count	4	9.1%	95,167

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

**Means of Tenure Requirements
by Type of Hiring Institution**

<i>Type of Hiring Institution*</i>	<i>Type/Level of Publication** Needed</i>	<i># of "A" Publications*** for Tenure</i>	<i>Total # of Publications for Tenure</i>
Research-Private	2.13	3.17	5.50
Research-Public	2.43	2.22	5.89
Balanced-Private	3.60	.20	5.20
Balanced-Public	4.00	0.00	4.83

* As in past years' surveys, a school is classified as a "research" school if it has teaching loads of 4 or fewer courses per year. If a school does not meet these requirements, it is classified as a "balanced" school.

** 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*.

JOB SEARCH INFORMATION

The Process: Applications to Offers

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Application letters sent out</i>	70.09	60	50	2	200
<i>AMA interviews completed</i>	15.06	14	14	0	43
<i>Campus visit offers</i>	5.23	5	6	1	20
<i>Campus visits accepted & made</i>	4.06	3	2	1	18
<i>Job offers received</i>	2.21	2	1	1	7

Means for Job Search Information By Type of Hiring Institution

<i>Type of Hiring Institution*</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-Private	68.67	13.44	4.78	3.78	2.44
Research-Public	73.17	15.63	5.42	4.29	2.25
Balanced-Private	65.00	9.20	4.20	2.60	1.60
Balanced-Public	63.57	15.57	4.14	2.86	1.43

* A school is classified as a "research" school if it has teaching loads of 4 or fewer courses per year. If a school does not meet these requirements, it is classified as a "balanced" school.

Other Information About Respondents

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Years in Doctoral Program Completed Before Going On Market</i>	3.74	4	4	2	7
<i>Years Needed to Finish Degree</i>	4.76	5	5	3	8
<i>Years of Industry Experience</i>	4.94	4	3	0	20
	<i>Yes</i>		<i>No</i>		
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>	
<i>Attended AMA Sheth Doctoral Consortium</i>	28	59.6%	19	40.4%	

Publication Record Information*

<i>Publication type/status</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
Conference presentations/proceeding	4.52	4	3	0	12
<i>A-level marketing journals**</i>					
Under 1 st review	0.50	0	0	0	5
Past 1 st review	0.41	0	0	0	4
Accepted/published	0.15	0	0	0	2
<i>B or lower marketing journals</i>					
Under 1 st review	0.44	0	0	0	5
Past 1 st review	0.56	0	0	0	6
Accepted/published	0.78	0	0	0	6

*Publication record at time of AMA interviews.

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

**Publication Record
Frequencies and Percentages* of Journal Submissions/Acceptances****

<i>Journal type/ Publication status</i>	Number of Manuscripts							
	0		1		2		3 or more	
	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.
<i>A-level marketing journals***</i>								
Under 1 st review	31	67.4%	10	21.7%	4	8.7%	1	2.2%
Past 1 st review	31	67.4%	13	28.3%	1	2.2%	1	2.2%
Accepted/published	40	87.0%	5	10.9%	1	2.2%	0	0.0%
<i>B-or lower level marketing journals</i>								
Under 1 st review	32	71.1%	10	22.2%	1	2.2%	2	4.3%
Past 1 st review	31	68.9%	9	20.0%	3	6.7%	2	4.3%
Accepted/published	27	58.7%	11	23.9%	4	8.7%	4	8.7%

* Reported percentages are based on the valid percentage.

**Publication record at time of AMA interviews.

***A-level marketing journals were classified as *JM*, *JMR*, *JCR* and *MS*.

New Marketing Faculty Class of 2010: Contributions to Journals*

Publication Outlet	Total # of Papers
<i>Academy of Management Journal</i>	1
<i>Appetite</i>	1
<i>California Management Review</i>	1
<i>Consumption, Markets and Culture</i>	1
<i>Electronic Commerce Research</i>	1
<i>EuroMed Journal of Business</i>	1
<i>European Journal of Marketing</i>	1
<i>Industrial Marketing Management</i>	4
<i>International Journal of Advertising</i>	1
<i>International Journal of Electronic Marketing and Retailing</i>	2
<i>International Journal of Market Research</i>	1
<i>International Journal of Pharmaceutical and Healthcare Marketing</i>	1
<i>International Journal of Physical Distribution and Logistics Management</i>	1
<i>International Journal of Product Development</i>	1
<i>International Journal of Research in Marketing</i>	1
<i>International Journal of Wine Business</i>	1
<i>Journal of Public Policy & Marketing</i>	1
<i>Journal of Advertising</i>	3
<i>Journal of Basic and Applied Social Psychology</i>	1
<i>Journal of Black Studies</i>	1
<i>Journal of Business & Industrial Marketing</i>	1
<i>Journal of Business Research</i>	2
<i>Journal of Consumer Affairs</i>	1
<i>Journal of Consumer Behaviour</i>	1
<i>Journal of Consumer Psychology</i>	1
<i>Journal of Consumer Research</i>	4
<i>Journal of Customer Behaviour</i>	1
<i>Journal of Experimental Social Psychology</i>	1
<i>Journal of Interactive Marketing</i>	4
<i>Journal of Marketing</i>	1
<i>Journal of Marketing Communications</i>	2
<i>Journal of Marketing Research</i>	2
<i>Journal of Marketing Theory and Practice</i>	1
<i>Journal of Personal Selling and Sales Management</i>	1
<i>Journal of Retailing</i>	1
<i>Journal of Service Research</i>	1
<i>Journal of Services Marketing</i>	1

Publication Outlet	Total # of Papers
<i>Journal of the Academy of Marketing Science</i>	1
<i>Management Science</i>	3
<i>Marketing Management Journal</i>	3
<i>Organizational Behavior and Human Decision Processes</i>	1
<i>Psychological Science</i>	2
<i>Psychology and Marketing</i>	1
<i>Social Psychology</i>	1
<i>Social Psychology Quarterly</i>	1
<i>Social Science Journal</i>	1
<i>Sociologia Ruralis</i>	1
<i>Sport Management Review</i>	1
<i>Wiley Interdisciplinary Reviews Cognitive Science</i>	1

*Publication record at time of AMA interviews.

Congratulations to the new faculty class of 2010, from DocSIG.