



2011

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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2011 “Who Went Where” Survey Results

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Name	Degree-Granting Institution	Hiring Institution
Joonas Rokka	Aalto U. School of Economics	Rouen Business School
Nancy Sirianni	Arizona State U.	Texas Christian U.
Aristeidis Theotokis	Athens U. of Economics and Business	U. of Leeds
Radu Dimitriu	BI Norwegian School of Management	Cranfield U.
Ben Lawrence	Boston U.	Cornell U.
Baojun Jiang	Carnegie Mellon U.	Washington U.
Jeff Parker	Columbia U.	Georgia State U.
Rom Schrift	Columbia U.	U. of Pennsylvania
Barry Dickinson	Drexel U.	Holy Family U.
Keisha Cutright	Duke U.	U. of Pennsylvania
Adriana Samper	Duke U.	Arizona State U.
Stephen Spiller	Duke U.	U. of California-Los Angeles
Linyun Yang	Duke U.	U. of North Carolina-Charlotte
Nuno Camacho	Erasmus U.	Erasmus U.
Bart de Langhe	Erasmus U.	U. of Colorado-Boulder
Eelco Kappe	Erasmus U.	Pennsylvania State U.
Monica Fine	Florida Atlantic U.	Coastal Carolina U.
Stacey Robinson	Florida State U.	East Carolina U.
Jennifer Fries	Georgia State U.	U. of Alabama-Birmingham
David Price	Griffith U.	Washburn U.
Jiemiao Chen	Indiana U.	Monash U.
Katie Kelting	Indiana U.	U. of Arkansas
Xiaoling Zhang	Indiana U.	Nanyang Technological U.
Kendra Fowler	Kent State U.	Youngstown State U.
Mary Schramm	Kent State U.	Quinnipiac U.
Veronica Thomas	Kent State U.	Towson U.
Claudia Jasmand	Maastricht U.	Imperial College London
Tom van Laer	Maastricht U.	ESCP Europe
Ryan White	Michigan State U.	U. of Wisconsin-La Crosse
Barbara Czarnecka	Middlesex U.	U. of Bedfordshire
David Dubois	Northwestern U.	HEC Paris
Mathew Isaac	Northwestern U.	Seattle U.
Jamie Ressler	Nova Southeastern U.	Anderson U.
Lifeng Yang	Ohio State U.	U. of Mississippi
David A. Gilliam	Oklahoma State U.	U. of Arkansas-Little Rock
Peter Johnson	Pace U.	Fordham U.
Simon Blanchard	Pennsylvania State U.	Georgetown U.
Mahima Hada	Pennsylvania State U.	City U. of New York-Baruch
Adrienne Hall	Purdue U.	Worcester Polytechnic Institute
Terry Beckman	Queen's U.	Athabasca U.
Taeshik Gong	Seoul National U.	U. of Strathclyde

Name	Degree-Granting Institution	Hiring Institution
Bryan Bollinger	Stanford U.	New York U.
Scott Shriver	Stanford U.	Columbia U.
Napatsorn Jiraporn	State U. of New York-Binghamton	State U. of New York-New Paltz
Ashwin Malshe	State U. of New York-Binghamton	ESSEC Business School
Satheeshkumar Seenivasan	State U. of New York-Buffalo	Monash U.-Melbourne
Ying Zhu	Texas A&M U.	U. of British Columbia-Okanagan
Carolyn (Casey) Findley Musgrove	U. of Alabama	Indiana U.-Southeast
Keri L. Kettle	U. of Alberta	U. of Miami
Kellilynn Frias	U. of Arizona	Texas Tech U.
Anubha Mishra	U. of Arizona	U. of Idaho
Amy Stokes	U. of Arkansas	Oregon State U.
Anna Turri	U. of Arkansas	Texas State U.
Ravi Mehta	U. of British Columbia	U. of Illinois-Urbana-Champaign
Pedro Gardete	U. of California-Berkeley	Stanford U.
Zachary Johnson	U. of Central Florida	Idaho State U.
Elisabeth Honka	U. of Chicago	U. of Texas-Dallas
Kelly Herd	U. of Colorado-Boulder	Indiana U.
Melissa Minor	U. of Florida	U. of Mississippi
Mark Mayer	U. of Georgia	Indiana U.-Indianapolis
Kristy McManus	U. of Georgia	U. of Wisconsin - La Crosse
Plamen Peev	U. of Georgia	Towson U.
Matilda Dorotic	U. of Groningen	U. of Split
Willy Bolander	U. of Houston	Florida State U.
William Zahn	U. of Houston	St. Edward's U.
Frederik Beuk	U. of Illinois-Chicago	U. of Akron
Atul Kulkarni	U. of Illinois-Urbana-Champaign	U. of Missouri-Kansas City
Jayati Sinha	U. of Iowa	U. of Arizona
Hulda G. Black	U. of Kentucky	Illinois State U.
Jason Gabisch	U. of Massachusetts-Amherst	Providence College
Alexander Josiassen	U. of Melbourne	Copenhagen Business School
John Cicala	U. of Memphis	Texas A&M U.-Kingsville
Christine Kowalczyk	U. of Memphis	East Carolina U.
Mohammad G. Nejad	U. of Memphis	Fordham U.
Ryan Elder	U. of Michigan	Brigham Young U.
Ji Kyung Park	U. of Minnesota	U. of Delaware
Chris Hinsch	U. of Missouri	Grand Valley State U.
Elina Tang	U. of Missouri	Illinois State U.
Jesse King	U. of Oregon	Oregon State U.
Fern Lin	U. of Pennsylvania	Auburn U.
Casey Newmeyer	U. of Pittsburgh	Case Western Reserve U.
Adam W. Craig	U. of South Carolina	U. of South Florida
Robin Soster	U. of South Carolina	U. of Arkansas-Fayetteville
Young Jee Han	U. of Southern California	U. of Alberta
Seshadri Tirunillai	U. of Southern California	U. of Houston
Kevin Thomas	U. of Texas-Austin	U. of Texas-Austin
Ebru Ulusoy	U. of Texas-Pan American	U. of Maine
Jaehoon Lee	U. of Texas-San Antonio	U. of Houston-Clear Lake
Masakazu Ishihara	U. of Toronto	New York U.
Hyun Jeong Min	U. of Utah	Lewis U.

Name	Degree-Granting Institution	Hiring Institution
Eric Levy	U. of Washington	U. of Cambridge
Alvin Lee	U. of Western Australia	Deakin U.
Seung Hwan (Mark) Lee	U. of Western Ontario	Colorado State U.
Victor Barger	U. of Wisconsin-Madison	U. of Wisconsin-Whitewater
Kelley O'Reilly	Utah State U.	Western Michigan U.
Hasan Gilani	Warwick Business School	British Institute of Technology and E-commerce
Sarah Wilner	York U.	Wilfred Laurier U.

DocSIG thanks Georgia State University for hosting the survey online.

Summary Data

One hundred three (103) 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 = 73). The sample size is higher than that of the 2010 sample (Total n = 76; U.S. n = 47).

Salary Information*

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
9-Month Salary	118,746	\$ 118,000	\$ 120,000	\$ 70,000	\$ 165,000
Summer Support	17,713	15,000	0	0	37,000
Total Salary	135,003	128,000	101,000	70,000	202,000

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

Other Financial Perks*

	<i># Reporting Perk</i>	<i># Reporting Amount</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
Moving (\$)	73	63	5,817	5,000	10,000	1,000	15,000
Research Stipend (\$)	24	20	8,095	5,000	5,000	2,300	20,000
GA Support (hrs)	35	22	11	10	10	5	20

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

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	14	\$ 143,036	\$ 27,860	\$ 166,915
Research-Public	34	121,643	19,883	140,958
Balanced-Private	7	94,929	8,167	101,928
Balanced-Public	17	102,588	8,493	110,082

* 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	29	\$ 139,000	\$ 26,975	\$ 164,114
No	44	105,398	11,461	115,816

**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	15	\$ 135,200	\$ 24,655	\$ 158,855
3	27	127,575	23,541	148,499
4	7	112,500	12,936	125,436
5	9	109,667	11,986	120,321
6	12	98,458	6,708	105,167
8	3	80,000	-	80,000

* 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.

**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	32	\$ 136,437	\$ 24,848	\$ 160,509
2	23	110,587	13,790	123,777
3	9	97,889	6,592	102,283

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

**Mean Salary Information
by Year Offer Accepted**

<i>Year Offer Accepted</i>	<i>Number of Candidates</i>	<i>9-Month Salary</i>	<i>Summer Support</i>	<i>Total Salary</i>
2010	34	\$ 129,676	\$ 23,661	\$ 151,945
2011	14	126,000	18,399	143,084

**Mean Salary Information
by Dissertation Status***

<i>Dissertation Status</i>	<i>Number of Candidates</i>	<i>Valid Percentage</i>	<i>Total Salary</i>
Proposal not defended	6	8%	\$ 106,083
Proposal was defended, no data collected	11	15%	121,308
Proposal was defended, some data collected	46	63%	142,092
Dissertation defended	10	14%	134,810

* 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>Number of Candidates</i>	<i>Valid Percentage</i>	<i>Total Salary*</i>
2	1	1%	N/A
3	16	22%	114,207
3.5	7	10%	122,071
4	29	40%	140,197
4.5	1	1%	N/A
4.75	1	1%	N/A
5	13	18%	158,192
6	3	4%	118,000
10	1	1%	N/A

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

**Mean Salary Information
by Main Research Area**

<i>Main Research Area</i>	<i>Number of Candidates</i>	<i>Valid Percentage</i>	<i>Total Salary</i>
Consumer Behavior	40	55%	\$ 135,535
Strategy	16	22%	119,843
Modeling	9	12%	174,091
Other*: Advertising, Services, Sales, Channels Business Marketing, Managerial Marketing	8	11%	118,688

* Other categories are not reported to maintain confidentiality of these individuals.

Tenure Requirements at Hiring Institutions

<i>Requirement</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
Type/Level of Journal*	2.82	3	2	1	5
# of "A" Publications **	2.02	1	0	0	7
Overall # of Publications	5.79	6	6	1	12

* 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>Number of Candidates</i>	<i>Valid Percentage</i>	<i>Total Salary</i>
Only A journals count*	15	21%	\$ 179,077
B journals count, but only very little	16	23%	149,530
B journals count, but there are some expectations for A journals	16	23%	123,037
B journals count and A journals are not expected	14	20%	107,286
Conference proceedings, as well as A and B journals count	9	13%	102,333

* 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	3.42	6.28
Research-Public	2.47	2.69	6.55
Balanced-Private	3.29	0.67	4.83
Balanced-Public	4	0.25	4.82

* 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: Application to Offers

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
Application letters sent out	77.77	70	100	4	300
AMA Interviews completed	14.74	15	15	0	35
Campus visit offers	5.81	4.5	3	0	15
Campus visits accepted & made	4.76	4	3	0	15
Job offers received	2.57	2	2	1	10

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	94.33	16.64	8	7	3.73
Research-Public	85.44	15.14	5.91	4.91	2.46
Balanced-Private	59.12	10.29	4	2.86	2.29
Balanced-Public	50.29	14.18	4.41	3.24	1.88

* 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>
Years in Doctoral Program Completed Before Going on Market	4.09	4	4	2	10
Years Needed to Finish Degree	4.85	5	5	0	12
Years of Industry Experience	5.6	3	0	0	25

	<i>Yes</i>		<i>No</i>	
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>
Attended AMA Sheth Doctoral Consortium	43	58.1	31	41.9

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	5.71	5	4	0	24
A-level marketing journals**					
Under 1st review	0.49	0	0	0	2
Past 1st review	0.36	0	0	0	2
Accepted/published	0.24	0	0	0	3
B or lower marketing journals					
Under 1st review	0.5	0	0	0	3
Past 1st review	0.46	0	0	0	3
Accepted/published	0.77	0	0	0	7

*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>Publication type/status</i>	<i>0</i>		<i>1</i>		<i>2</i>		<i>3 or more</i>	
	<i>Freq.</i>	<i>%</i>	<i>Freq.</i>	<i>%</i>	<i>Freq.</i>	<i>%</i>	<i>Freq.</i>	<i>%</i>
A-level marketing journals***								
Under 1st review	44	60.3	22	30.1	7	9.6	0	0
Past 1st review	51	70.8	16	22.2	5	6.8	0	0
Accepted/published	59	81.9	10	13.9	2	2.8	1	1.4
B or lower marketing journals								
Under 1st review	46	65.7	16	22.9	5	7.1	3	4.3
Past 1st review	47	67.1	15	21.4	7	10	1	1.4
Accepted/published	38	52.1	23	31.5	9	12.3	3	4.2

* 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 2011: Contributions to Journals*

Publication Outlet	Total # of Papers
<i>Academy of Management Journal</i>	1
<i>Asia Pacific Journal of Marketing and Logistics</i>	1
<i>Business Case Journal</i>	1
<i>Canadian Journal of Administrative Sciences</i>	1
<i>Computational Statistics and Data Analysis</i>	1
<i>Current Issues and Research in Advertising</i>	1
<i>Decision Support Systems</i>	1
<i>Economic Journal</i>	1
<i>Economic Policy</i>	1
<i>Emotion</i>	1
<i>European Business Review</i>	1
<i>European Journal of Marketing</i>	2
<i>Finanza Marketing e Produzione</i>	1
<i>Harvard Business Review</i>	1
<i>Health Communication</i>	1
<i>Health Marketing Quarterly</i>	1
<i>Industrial Marketing Management</i>	2
<i>International Journal of Consumer Studies</i>	3
<i>International Journal of Human Resource Management</i>	1
<i>International Journal of Information Systems and Social Change</i>	1
<i>International Journal of Media Management</i>	1
<i>International Journal of Nonprofit and Voluntary Sector Marketing</i>	1
<i>International Journal of Pharmaceutical and Healthcare Marketing</i>	1
<i>International Journal of Research in Marketing</i>	1
<i>International Journal of Retail and Distribution Management</i>	1
<i>International Journal of Sports Marketing and Management</i>	1
<i>International Marketing Review</i>	1
<i>Journal of Advertising Education</i>	2
<i>Journal of Advertising Research</i>	1
<i>Journal of Applied Psychology</i>	1
<i>Journal of Brand Management</i>	1
<i>Journal of Business and Industrial Marketing</i>	2
<i>Journal of Business Ethics</i>	1
<i>Journal of Business Research</i>	6
<i>Journal of Business Strategy</i>	1
<i>Journal of Consumer Psychology</i>	7
<i>Journal of Consumer Research</i>	12
<i>Journal of E Business Research</i>	1
<i>Journal of General Management</i>	1
<i>Journal of Global Academy of Marketing Science</i>	1
<i>Journal of Information Technology and Case Based Research</i>	1
<i>Journal of International Marketing</i>	1

Publication Outlet	Total # of Papers
<i>Journal of Legal Issues and Cases in Business</i>	1
<i>Journal of Marketing</i>	4
<i>Journal of Marketing Channels</i>	1
<i>Journal of Marketing for Higher Education</i>	1
<i>Journal of Marketing and Public Policy</i>	1
<i>Journal of Marketing Research</i>	4
<i>Journal of Marketing Theory and Practice</i>	2
<i>Journal of Modeling in Management</i>	1
<i>Journal of Personal Selling and Sales Management</i>	1
<i>Journal of Product and Brand Management</i>	1
<i>Journal of Research in Marketing and Entrepreneurship</i>	1
<i>Journal of Retail and Marketing</i>	1
<i>Journal of Retailing</i>	2
<i>Journal of Retailing and Consumer Services</i>	1
<i>Journal of Service Research</i>	1
<i>Journal of Small Business and Entrepreneurship</i>	1
<i>Journal of Travel Research</i>	1
<i>Journal of Travel and Tourism Marketing</i>	1
<i>Journal of the Academy of Marketing Science</i>	1
<i>Management Decision</i>	1
<i>Management Science</i>	2
<i>Marketing Science</i>	2
<i>Organization Science</i>	1
<i>Organizational Behavior and Human Decision Processes</i>	1
<i>Psychological Science</i>	2
<i>Psychology & Marketing</i>	2
<i>Qualitative Market Research</i>	1
<i>Quantitative Marketing and Economics</i>	1
<i>Review of Marketing Research</i>	2
<i>Science</i>	1
<i>Service Industries Journal</i>	1
<i>Services Marketing Quarterly</i>	2
<i>Social Psychological and Personality Science</i>	1
<i>Tourism Management</i>	1
<i>Transforming Sciences</i>	1
<i>Yale Journal of Health Policy, Law, and Ethics</i>	1

*Self-reported acceptance/publication

Congratulations to the new faculty class of 2011, from DocSIG.