

2013 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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MarketingPower.com

2013 Who Went Where? Survey Results

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| Name | Degree-Granting Institution | Hiring Institution |
|----------------------|-----------------------------|-------------------------------------|
| Claudia Dumitrescu | Arizona State U | Whitworth U |
| Jim Salas | Arizona State U | Pepperdine U |
| Michael Stros | Aston U | Aston Business School |
| Adriana Madzharov | Baruch College, CUNY | Stevens Institute of Technology |
| Diogo Hildebrand | Baruch College, CUNY | Grenoble Ecole de Management |
| Lauren Trabold | Baruch College, CUNY | Manhattan College |
| Irene Scopelliti | Carnegie Mellon U | City U London |
| Young Eun Huh | Carnegie Mellon U | HKUST |
| Kenneth Hall | Cleveland State U | Bloomsburg U of Pennsylvania |
| Robert Stoll | Cleveland State U | Cleveland State U |
| Stephen Atlas | Columbia U | U of Rhode Island |
| Liad Weiss | Columbia U | Wisconsin school of business |
| Eric Stenstrom | Concordia U | Miami U - Ohio |
| Brooke Reavey | Drexel U | Dominican U |
| Monique Bell | Drexel U | California State U - Fresno |
| Michel Van Der Borgh | Eindhoven U of Technology | Eindhoven U of Technology |
| Ezgi Akpinar | Erasmus U | Vrije U Amsterdam |
| John Gironda | Florida Atlantic U | Nova Southeastern U |
| Micah Murphy | Florida Atlantic U | Eastern Michigan U |
| Jeremy Wolter | Florida State U | Auburn U |
| Todd Bacile | Florida State U | Loyola U New Orleans |
| David Price | Griffith U | Washburn U |
| Zoe Chance | Harvard U | Yale U |
| Da Hee Han | Indiana U | McGill U |
| Hui Feng | Indiana U | Iowa State U |
| Haiyang Yang | INSEAD | Johns Hopkins U |
| Alison Shields | Kent State U | Ithaca College |
| Karla Mendoza-Abarca | Kent State U | Worcester Polytechnic Institute |
| Marie Yeh | Kent State U | Loyola U Maryland |
| Peren Özturan | Koç U | VU U - Amsterdam |
| Yangjie Gu | London Business School | Tilburg U |
| Eesha Sharma | New York U | Dartmouth College |
| John R. Howell | Ohio State U | Pennsylvania State U |
| Mayoor Mohan | Oklahoma State U | Virginia Commonwealth U |
| Steven Rayburn | Oklahoma State U | Texas State U |
| Zixi Jiang | Peking U | U of New S. Wales |
| Hye-Jin Kim | Pennsylvania State U | Korea Advanced Inst of Sci and Tech |

| Name | Degree-Granting Institution | Hiring Institution |
|-------------------------|------------------------------------|--|
| Chen Zhou | Pennsylvania State U | Erasmus School of Economics |
| Ethan Pancer | Queen's U | Saint Mary's U |
| Alexander Vossen | RWTH Aachen U | BI Norwegian Business School |
| Susan Myrden | Saint Mary's U | U of Maine |
| Rhizu Krishna Misra | SNDT U - Mumbai | Sinhgad Institute of Business Management, Mumbai |
| Carol Azab | Southern Illinois U | U of Wisconsin Eau Claire |
| Teresa Preston | Southern Illinois U | U of Arkansas at Little Rock |
| Melanie Rudd | Stanford U | U of Houston |
| Taewan Kim | Syracuse U | Lehigh U |
| Purvi Shah | Texas Tech U | Worcester Polytechnic Institute |
| Arjen Van Lin | Tilburg U | VU U - Amsterdam |
| Johanna Slot | Tilburg U | Penn State U |
| Zeinab Rezvani | Umea U | Umea U |
| Colin Gabler | U of Alabama | Ohio U |
| Frank Adams | U of Alabama | Mississippi State U |
| Hyunju Shin | U of Alabama | McNeese State U |
| Myles Landers | U of Alabama | Rochester Institute of Technology |
| Neil Brigden | U of Alberta | Miami U - Ohio |
| Charles Lawry | U of Arizona | Champlain College |
| Wilson Bastos | U of Arizona | Universidade Católica Portuguesa |
| Anastasia Thyroff | U of Arkansas | Clemson U |
| Yoon-Na Cho | U of Arkansas | Villanova U |
| Lily Lin | U of British Columbia | California State U - Los Angeles |
| Rhiannon Macdonnell | U of Calgary | City U London |
| Bonnie Simpson | U of Calgary | Western U |
| Jonathan Bean | U of California - Berkeley | Bucknell U |
| James Leonhardt | U of California - Irvine | New Mexico State U |
| Yitong Wang | U of California - Irvine | U of Technology - Sydney |
| Rafael Becerril Arreola | U of California - Los Angeles | U of South Carolina |
| Ya You | U of Central Florida | College of Charleston |
| Lara Lobschat | U of Cologne | U of Groningen |
| An Tran | U of Colorado at Boulder | Drexel U |
| Ji Hoon Jhang | U of Colorado at Boulder | Oklahoma State U |
| Hang Nguyen | U of Connecticut | Michigan State U |
| Anthony (Hongbum) Kim | U of Georgia | California State Polytechnic U - Pomona |
| Ginger Killian | U of Georgia | U of Central Missouri |
| Eline De Vries | U of Groningen | Carlos III U of Madrid |
| Zach Hall | U of Houston | Texas Christian U |

| Name | Degree-Granting Institution | Hiring Institution |
|------------------------|------------------------------------|------------------------------|
| Sydney Chinchachokchai | U of Illinois - Urbana-Champaign | U of Wisconsin - Eau Claire |
| Jungsil Choi | U of Kansas | Cleveland State U |
| Jonathan Hasford | U of Kentucky | U of Nevada |
| Jordan Etkin | U of Maryland | Duke U |
| Yu-Jen Chen | U of Maryland | Lingnan U - Hong Kong |
| Delancy Bennett | U of Massachusetts - Amherst | Clemson U |
| Hafizul Islam | U of Melbourne | Victoria U |
| Julio Sevilla | U of Miami | U of Georgia |
| Hee Mok Park | U of Michigan | U of Connecticut |
| James Mourey | U of Michigan | DePaul U |
| Robert Smith | U of Michigan | Ohio State U |
| Steven Stanton | U of Michigan | Oakland U |
| Jannine D. Lasaleta | U of Minnesota | Grenoble Ecole de Management |
| Nelson Amaral | U of Minnesota | American U |
| Paola Mallucci | U of Minnesota | U of Wisconsin - Madison |
| Florian Pallas | U of Münster | Gildemeister AG |
| Jeff Johnson | U of Nebraska - Lincoln | U of Missouri - Kansas City |
| Shipra Gupta | U of Nebraska - Lincoln | U of Illinois - Springfield |
| Kanika Meshram | U of Newcastle | Macquarie U |
| Iman Naderi | U of North Texas | Fairfield U |
| Eric Schwartz | U of Pennsylvania | U of Michigan |
| Michael Goldman | U of Pretoria | U of San Francisco |
| Yulia Nevskaya | U of Rochester | Washington U - St. Louis |
| Dave Norton | U of South Carolina | U of Connecticut |
| Meike Eilert | U of South Carolina | U of Nebraska - Lincoln |
| Stefanie Robinson | U of South Carolina | North Carolina State U |
| Abhishek Borah | U of Southern California | U of Washington - Seattle |
| Sean Coary | U of Southern California | Saint Joseph's U |
| Yi Zhu | U of Southern California | U of Minnesota |
| Phil Boutin | U of Tennessee | Eastern Kentucky U |
| Sunaina Chugani | U of Texas - Austin | Baruch, CUNY |
| Szu-Chi Huang | U of Texas - Austin | Stanford U |
| Cesar Zamudio | U of Texas - Dallas | Kent State U |
| Emre Ulusoy | U of Texas - Pan American | Youngstown State U |
| Paul Barretta | U of Texas - Pan American | St. Bonaventure U |
| Jessica Rixom | U of Utah | Florida International U |
| Hasan Gilani | U of Warwick | Glyndwr U |
| Conor Henderson | U of Washington | U of Oregon |
| Ju-Yeon Lee | U of Washington | Lehigh U |
| Julian Saint Clair | U of Washington | Loyola Marymount U |

| Name | Degree-Granting Institution | Hiring Institution |
|------------------------|------------------------------------|-----------------------------|
| Prabirendra Chatterjee | U of Washington | Sabancı U |
| Lin Boldt | U of Wisconsin - Madison | Clark U |
| Ahreum Maeng | U of Wisconsin - Madison | U of Kansas |
| Yiyuan Liu | U of Wisconsin - Milwaukee | Otterbein U |
| Derick Davis | Virginia Tech | U of Miami |
| Brian Gillespie | Washington State U | U of New Mexico |
| Manja Zidansek | Washington State U | U of Lausanne, HEC Lausanne |
| Kangkang Wang | Washington U - St. Louis | U of Alberta |
| Koray Cosguner | Washington U - St. Louis | Georgia State U |
| Xing Zhang | Washington U - St. Louis | Fudan U |
| Aimee Huff | Western U | Oregon State U |
| Jong Min Kim | Yale U | Singapore Management U |

SUMMARY DATA

One hundred thirty-two marketing doctoral candidates/newly-minted PhDs took the 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 ($n = 99$). The analyzed sample size is slightly higher than that of the 2012 sample (total $n = 129$; U.S. $n = 98$). Eighty respondents reported 9-month salaries and 12 respondents reported 12-month salaries. Whenever a “total salary” calculation is made, it refers to the respondent’s 9-month or 12-month salary plus any summer research support received. Participation in the survey was solicited via repeated recruitment announcements to the ACR, DocSIG, and ELMAR listservs. Additionally, 94 marketing department doctoral program coordinators received an email announcing the WWW survey and requesting they forward the WWW survey announcement to students known to have been recently hired. Schools not contacted should send the name and email address of their marketing department doctoral program coordinator to Hillary N. Mellema, hmellema@kent.edu, to be added to the email list.

Salary Information*

| | <i>Mean</i> | <i>Median</i> | <i>Mode</i> | <i>Minimum</i> | <i>Maximum</i> |
|-----------------|-------------|---------------|-------------|----------------|----------------|
| 9-Month Salary | \$ 124,393 | \$ 124,500 | \$ 135,000 | \$ 72,661 | \$ 170,000 |
| Summer Research | 17,298 | 17,500 | 0 | 0 | 39,000 |
| Total Salary | 142,112 | 138,500 | 100,000 | 72,661 | 214,000 |

* 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 (\$) | 83 | 73 | \$ 6,757 | \$ 6,000 | \$ 5,000 | \$ 1,000 | \$ 18,000 |
| Conference Travel (\$) | 67 | 28 | 2,829 | 3,000 | 3,000 | 1,000 | 5,000 |
| Research Stipend (\$) | 60 | 34 | 9,279 | 5,000 | 5,000 | 1,000 | 60,000 |
| Summer Teaching (\$/section) | 43 | 17 | 10,915 | 10,000 | 10,000 | 5,450 | 30,000 |
| Tech Funding (\$) | 53 | 12 | 3,125 | 3,000 | 2,000 | 2,000 | 5,000 |
| House Hunting (\$) | 37 | 15 | 1,847 | 2,000 | 2,000 | 500 | 5,000 |
| Housing Support (\$) | 7 | 4 | 51,300 | 52,500 | N/A | 200 | 100,000 |
| GA Support (hrs) | 35 | 17 | 12.9 | 10 | 10 | 5 | 20 |

* Other perks mentioned included parking and publication bonus payments.

Mean Salary Information by Whether Hiring Institution is Private or Public

| <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> |
|-----------------------------------|---------------------------------|-----------------------|------------------------------------|---------------------|
| Private | 36 | \$ 125,134 | \$ 16,947 | \$ 141,966 |
| Public | 53 | 124,565 | 17,824 | 142,696 |

**Mean Salary Information
by Type of Private or Public 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 | 37 | \$ 141,790 | \$ 26,638 | \$ 168,575 |
| Private | 14 | 149,000 | 28,409 | 176,060 |
| Public | 23 | 138,841 | 25,560 | 164,669 |
| Research | 23 | 125,737 | 17,945 | 141,229 |
| Private | 6 | 126,000 | 18,065 | 136,398 |
| Public | 17 | 125,643 | 17,901 | 143,161 |
| Balanced | 27 | 106,356 | 6,519 | 113,010 |
| Private | 14 | 110,597 | 7,071 | 117,982 |
| Public | 13 | 102,115 | 5,923 | 108,038 |
| Teaching** | 3 | 83,830 | 1,667 | 97,554 |

* Consistent with the 2012 WWW survey, 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 figures are not broken down further by institution type to maintain confidentiality.

**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 | 34 | \$ 143,625 | \$ 25,781 | \$ 168,814 |
| No | 56 | 113,918 | 12,452 | 126,317 |

**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 | \$ 136,000 | \$ 28,083 | \$ 164,083 |
| 2 | 7 | 164,250 | 32,000 | 192,000 |
| 3 | 26 | 138,891 | 24,972 | 163,671 |
| 4 | 23 | 125,737 | 17,945 | 141,229 |
| 5 | 11 | 111,887 | 9,545 | 121,433 |
| 6 | 16 | 102,300 | 4,438 | 106,833 |
| 7+** | 2 | N/A | N/A | N/A |

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

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

**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 | 35 | \$ 142,565 | \$ 27,173 | \$ 168,193 |
| 2 | 37 | 116,817 | 13,415 | 129,768 |
| 3 | 11 | 106,688 | 7,000 | 116,500 |
| 4 | 3 | 95,000 | 1,667 | 105,000 |
| 6** | 2 | N/A | N/A | N/A |

* For example, 2 indicates respondents will prepare and teach 2 *different* courses during the next academic year.

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

**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 2012 | 68 | \$ 126,242 | \$ 18,716 | \$ 144,953 |
| Spring 2013 | 21 | 117,176 | 12,657 | 130,490 |

**Mean Salary Information
by Month Offer Accepted**

| <i>Month Offer Accepted</i> | <i>Number of Candidates</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|-----------------------------|---------------------------------|-----------------------|--|---------------------|
| September 2012 | 3 | \$ 105,000 | \$ 8,148 | \$ 104,815 |
| October 2012 | 16 | 123,000 | 18,719 | 147,567 |
| November 2012 | 35 | 134,311 | 22,122 | 156,310 |
| December 2012 | 14 | 109,727 | 12,464 | 121,500 |
| January 2013 | 5 | 123,000 | 9,256 | 131,655 |
| February 2013 | 1* | N/A | N/A | N/A |
| March 2013 | 11 | 104,907 | 7,800 | 113,240 |
| April 2013 | 4 | 134,501 | 24,716 | 159,217 |

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

**Mean Salary Information
by Dissertation Status at time of AMA Interviews**

| <i>Dissertation Status</i> | <i>Number of Candidates</i> | <i>Valid Percentage</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|--|-----------------------------|-------------------------|-----------------------|--------------------------------|---------------------|
| Proposal not defended | 9 | 10% | \$ 109,571 | \$ 5,222 | \$ 112,667 |
| Proposal was defended, no data collected | 15 | 16% | 130,404 | 20,296 | 149,140 |
| Proposal was defended, some data collected | 64 | 69% | 125,341 | 18,313 | 144,551 |
| Dissertation defended | 5 | 5% | 116,250 | 17,244 | 145,244 |

**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>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|---|-----------------------------|-------------------------|-----------------------|--------------------------------|---------------------|
| 2 | 1* | 1% | N/A | N/A | N/A |
| 3 | 18 | 20% | \$ 117,917 | \$ 12,003 | \$ 126,930 |
| 4 | 41 | 46% | 123,897 | 17,673 | 142,853 |
| 5 | 23 | 26% | 131,442 | 21,128 | 152,570 |
| 6 | 6 | 7% | 115,500 | 20,083 | 143,700 |

* Salaries are not reported to maintain confidentiality of this individual.

**Mean Salary Information
by Main Research Area**

| <i>Main Research Area</i> | <i>Number of Candidates</i> | <i>Valid Percentage</i> | <i>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|---------------------------|-----------------------------|-------------------------|-----------------------|--------------------------------|---------------------|
| Consumer Behavior | 50 | 56% | \$ 125,232 | \$ 16,404 | \$ 142,671 |
| Strategy | 23 | 26% | 117,722 | 15,534 | 133,541 |
| Modeling | 11 | 12% | 139,200 | 27,848 | 165,933 |
| Other* | 6 | 7% | 118,700 | 15,667 | 132,100 |

* Other identified categories include digital marketing, entrepreneurship, sales, and services .

Tenure Requirements at Hiring Institutions

| <i>Requirements</i> | <i>Mean</i> | <i>Median</i> | <i>Mode</i> | <i>Minimum</i> | <i>Maximum</i> |
|---------------------------|-------------|---------------|-------------|----------------|----------------|
| Type/Level of Journal* | 2.89 | 3 | 3 | 1 | 5 |
| # of "A" Publications** | 2.02 | 1 | 0 | 0 | 10 |
| Overall # of Publications | 5.57 | 5 | 6 | 0 | 20 |

* 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* & *MS*.

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 | 37 | 1.91 | 3.93 | 6.38 |
| Private | 14 | 2.08 | 4.33 | 8.67 |
| Public | 23 | 1.81 | 3.72 | 5.18 |
| Research | 23 | 3.30 | 0.92 | 5.56 |
| Private | 6 | 3.00 | 1.13 | 5.25 |
| Public | 17 | 3.41 | 0.86 | 5.64 |
| Balanced | 27 | 3.83 | 0.28 | 4.60 |
| Private | 14 | 3.73 | 0.33 | 4.75 |
| Public | 13 | 3.92 | 0.22 | 4.50 |
| Teaching† | 3 | 4.00 | 0 | 4.00 |

* Research Intensive = 3 or fewer course teaching load per 9-month year; Research = 4 courses/year; Balanced = 5-6 courses/year; Teaching = 7 or more courses/year.

** 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*.

† These figures are not broken down further by institution type to maintain confidentiality.

**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>9-Month Salary</i> | <i>Summer Research Support</i> | <i>Total Salary</i> |
|--|-----------------------------|-------------------------|-----------------------|--------------------------------|---------------------|
| Only A journals count* | 17 | 21% | \$ 151,847 | \$ 31,176 | \$ 182,188 |
| B journals count, but only very little | 11 | 13% | 147,409 | 31,278 | 178,687 |
| B journals count, but there are some expectations for A journals | 25 | 30% | 119,979 | 17,979 | 137,582 |
| B journals count and A journals are not expected | 22 | 27% | 107,876 | 7,185 | 116,483 |
| Conference proceedings, as well as A and B journals count | 7 | 9% | 101,600 | 3,714 | 101,833 |

* 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(s)</i> | <i>Minimum</i> | <i>Maximum</i> |
|-------------------------------|-------------|---------------|----------------|----------------|----------------|
| Application letters sent out | 70.02 | 70 | 80, 100 | 0 | 300 |
| AMA interviews completed | 13.52 | 13 | 0 | 0 | 33 |
| Campus visit offers | 5.09 | 4 | 3 | 0 | 19 |
| Campus visits accepted & made | 4.26 | 4 | 2 | 0 | 13 |
| Job offers received | 2.15 | 2 | 1 | 0 | 8 |

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 | 4.15 | 4 | 4 | 2 | 6 |
| Years needed to finish degree | 5.12 | 5 | 5 | 3 | 7 |
| Years of industry experience | 4.43 | 3 | 0 | 0 | 28 |

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 | 39 | 43.3% | 51 | 56.7% |

**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 | 37 | 68.94 | 17.36 | 6.61 | 5.69 | 2.50 |
| Private | 14 | 57.86 | 15.00 | 6.50 | 5.93 | 2.71 |
| Public | 23 | 76.00 | 18.86 | 6.68 | 5.55 | 2.36 |
| Research | 23 | 75.26 | 14.13 | 4.78 | 4.09 | 2.27 |
| Private | 6 | 68.83 | 14.50 | 4.67 | 4.17 | 3.17 |
| Public | 17 | 77.53 | 14.00 | 4.82 | 4.06 | 1.94 |
| Balanced | 27 | 66.48 | 9.89 | 3.59 | 2.74 | 1.59 |
| Private | 14 | 56.79 | 8.71 | 3.71 | 2.79 | 1.64 |
| Public | 13 | 76.92 | 11.15 | 3.46 | 2.69 | 1.54 |
| Teaching** | 3 | 131.67 | 5.67 | 5.67 | 5.00 | 3.33 |

* Research Intensive = 3 or fewer course teaching load per 9-month year; Research = 4 courses/year; Balanced = 5-6 courses/year; Teaching = 7 or more courses/year.

** These figures are not broken down further by institution type to maintain confidentiality.

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 or proceedings | 7.04 | 6 | 6 | 0 | 30 |
| A-level marketing journals** | | | | | |
| Under 1st Review | 0.30 | 0 | 0 | 0 | 2 |
| Past 1st Review | 0.44 | 0 | 0 | 0 | 3 |
| Accepted/published | 0.15 | 0 | 0 | 0 | 2 |
| B or lower marketing journals | | | | | |
| Under 1st Review | 0.34 | 0 | 0 | 0 | 3 |
| Past 1st Review | 0.24 | 0 | 0 | 0 | 3 |
| Accepted/published | 0.61 | 0 | 0 | 0 | 9 |

* Publication record at time of AMA interviews.

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

Overall Publication Activity at Time of AMA Interviews*

| <i>% Without Papers at Any Stage</i> | <i>% With Papers Under Review (Any Level of Journal)</i> | <i>% With Accepted Papers (Any Level of Journal)</i> |
|--------------------------------------|--|--|
| 16% | 73% | 41% |

*Multiple responses are included.

**Percentage* of Respondents with Papers Under Review
by Journal Level and Stage of Review****

| | A-Level Journals*** | B-Level Journals or Lower |
|--------------------|---------------------|---------------------------|
| Under First Review | 23.4% | 26.6% |
| Past First Review | 29.8% | 21.3% |

* Multiple responses are included.

** 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**

| Publication Type/Status | # of Manuscripts | | | | | | | |
|--------------------------------------|------------------|-------|-------|-------|-------|-------|-----------|------|
| | 0 | | 1 | | 2 | | 3 or more | |
| | Freq. | % | Freq. | % | Freq. | % | Freq. | % |
| A-level marketing journals*** | | | | | | | | |
| Under 1st Review | 72 | 76.6% | 16 | 17.0% | 6 | 6.4% | 0 | 0.0% |
| Past 1st Review | 66 | 70.2% | 16 | 17.0% | 11 | 11.7% | 1 | 1.1% |
| Accepted/published | 83 | 88.3% | 8 | 8.5% | 3 | 3.2% | 0 | 0.0% |
| B or lower marketing journals | | | | | | | | |
| Under 1st Review | 69 | 73.4% | 19 | 20.2% | 5 | 5.3% | 1 | 1.1% |
| Past 1st Review | 74 | 78.7% | 18 | 19.1% | 1 | 1.1% | 1 | 1.1% |
| Accepted/published | 63 | 67.0% | 19 | 20.2% | 6 | 6.4% | 6 | 6.4% |

* Reported percentages are based on the valid percentage.

** Publication record at time of AMA interviews.

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

Publication Breakdown* by Level of Journal**

| | | # of Pubs in A-level Journals | | | Total |
|---|----|-------------------------------|---|---|-------|
| | | 0 | 1 | 2 | |
| # of Pubs in B-level Journals or Lower | 0 | 55 ⁺ | 6 | 2 | 63 |
| | 1 | 16 | 2 | 1 | 19 |
| | 2 | 6 | 0 | 0 | 6 |
| | 3+ | 6 | 0 | 0 | 6 |
| Total | | 83 | 8 | 3 | 94 |

* Publication record at time of AMA interviews.

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

+ Reflects those not reporting acceptance at any level journal.

New Marketing Faculty Class of 2013: Contributions to Journals*
At Time of AMA Interviews

| Publication Outlet | # of Respondents with Accepted Manuscript |
|--|--|
| <i>American Economic Review</i> | 1 |
| <i>Biological Psychology</i> | 1 |
| <i>Canadian Journal of Administrative Sciences</i> | 1 |
| <i>Hormones & Behavior</i> | 4 |
| <i>Industrial Marketing Management</i> | 1 |
| <i>International Journal of Consumer Studies</i> | 1 |
| <i>International Journal of Entrepreneurial Venturing</i> | 1 |
| <i>International Journal of Housing Markets and Analysis</i> | 1 |
| <i>International Journal of Logistics Management</i> | 1 |
| <i>International Trade Journal</i> | 1 |
| <i>Journal of Advertising</i> | 1 |
| <i>Journal of Applied Business Research</i> | 1 |
| <i>Journal of Business Research</i> | 4 |
| <i>Journal of Consumer Affairs</i> | 1 |
| <i>Journal of Consumer Psychology</i> | 8 |
| <i>Journal of Consumer Research</i> | 9 |
| <i>Journal of International Business Research</i> | 1 |
| <i>Journal of Macromarketing</i> | 1 |
| <i>Journal of Marketing Education</i> | 1 |
| <i>Journal of Marketing Research</i> | 3 |
| <i>Journal of Marketing Theory & Practice</i> | 1 |
| <i>Journal of Personal Selling and Sales Management</i> | 1 |
| <i>Journal of Research for Consumers</i> | 2 |
| <i>Journal of Research in Interactive Marketing</i> | 1 |
| <i>Journal of Research in Personality</i> | 2 |
| <i>Journal of Retailing</i> | 1 |
| <i>Journal of Retailing and Consumer Services</i> | 1 |
| <i>Journal of Services Marketing</i> | 1 |
| <i>Management Decision</i> | 1 |
| <i>Managing Global Transitions</i> | 1 |
| <i>Marketing Letters</i> | 1 |
| <i>Marketing Science</i> | 2 |
| <i>Marketing ZFP</i> | 1 |
| <i>Organizational Behavior and Human Decision Process</i> | 1 |
| <i>Personality and Individual Differences</i> | 1 |
| <i>Proceedings of the National Academy of Sciences</i> | 1 |
| <i>Psychological Science</i> | 3 |

| Publication Outlet | # of Respondents with Accepted Manuscript |
|--|--|
| <i>Southern Economic Journal</i> | 1 |
| <i>Strategic Management Journal</i> | 1 |
| <i>Supply Chain Management: An International Journal</i> | 1 |
| <i>Tobacco Control</i> | 1 |

* Self-reported acceptance/publication.

New Marketing Faculty Class of 2013: Contributions to Journals*
At Time of Survey Completion**

| Publication Outlet | Total # of Papers |
|--|--------------------------|
| <i>American Economic Review</i> | 1 |
| <i>Biological Psychology</i> | 1 |
| <i>British Food Journal</i> | 1 |
| <i>Canadian Journal of Administrative Sciences</i> | 1 |
| <i>Emotion and Cognition</i> | 1 |
| <i>Global Text Project</i> | 1 |
| <i>Hormones & Behavior</i> | 4 |
| <i>IEEE Transactions on Professional Communication</i> | 1 |
| <i>International Journal of Consumer Studies</i> | 2 |
| <i>International Journal of Entrepreneurial Venturing</i> | 1 |
| <i>International Journal of Housing Markets and Analysis</i> | 1 |
| <i>International Journal of Logistics Management</i> | 1 |
| <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> | 1 |
| <i>International Journal of Retail & Distribution Management</i> | 1 |
| <i>International Trade Journal</i> | 1 |
| <i>Journal of Advertising</i> | 1 |
| <i>Journal of Applied Business Research</i> | 1 |
| <i>Journal of Applied Social Psychology</i> | 1 |
| <i>Journal of Business Research</i> | 4 |
| <i>Journal of Consumer Affairs</i> | 2 |
| <i>Journal of Consumer Psychology</i> | 8 |
| <i>Journal of Consumer Research</i> | 17 |
| <i>Journal of Experimental Psychology</i> | 1 |
| <i>Journal of Food Products Marketing</i> | 1 |
| <i>Journal of Global Fashion Marketing</i> | 1 |
| <i>Journal of Historical Research in Marketing</i> | 1 |
| <i>Journal of International Business Research</i> | 1 |
| <i>Journal of Macromarketing</i> | 1 |
| <i>Journal of Marketing</i> | 2 |
| <i>Journal of Marketing Education</i> | 1 |
| <i>Journal of Marketing Research</i> | 5 |
| <i>Journal of Marketing Theory & Practice</i> | 1 |
| <i>Journal of Neuroscience, Psychology, and Economics</i> | 1 |
| <i>Journal of Nonprofit and Public Sector Marketing</i> | 1 |
| <i>Journal of Personal Selling and Sales Management</i> | 1 |
| <i>Journal of Personality and Social Psychology</i> | 1 |
| <i>Journal of Positive Psychology</i> | 1 |

| Publication Outlet | Total # of Papers |
|---|--------------------------|
| <i>Journal of Product Innovation Management</i> | 2 |
| <i>Journal of Public Law and Policy</i> | 1 |
| <i>Journal of Research for Consumers</i> | 2 |
| <i>Journal of Research in Interactive Marketing</i> | 1 |
| <i>Journal of Research in Personality</i> | 2 |
| <i>Journal of Retailing</i> | 1 |
| <i>Journal of Retailing and Consumer Services</i> | 1 |
| <i>Journal of Risk and Uncertainty</i> | 1 |
| <i>Journal of Services Marketing</i> | 2 |
| <i>Journal of Sport and Tourism</i> | 1 |
| <i>Journal of the Academy of Marketing Science</i> | 2 |
| <i>Leisure Sciences</i> | 1 |
| <i>Management Decision</i> | 1 |
| <i>Management Science</i> | 1 |
| <i>Marketing Letters</i> | 2 |
| <i>Marketing Science</i> | 2 |
| <i>Marketing ZFP</i> | 1 |
| <i>MSI Working Papers</i> | 1 |
| <i>Organizational Behavior and Human Decision Processes</i> | 2 |
| <i>Personality and Individual Difference</i> | 2 |
| <i>Psychological Science</i> | 5 |
| <i>Psychology and Marketing</i> | 2 |
| <i>R&D Management</i> | 1 |
| <i>Science</i> | 1 |
| <i>Social Influence</i> | 1 |
| <i>Southern Economic Journal</i> | 1 |
| <i>Sport Marketing Quarterly</i> | 1 |
| <i>Strategic Management Journal</i> | 1 |
| <i>Supply Chain Management: An International Journal</i> | 1 |
| <i>Tobacco Control</i> | 1 |

* Self-reported acceptance/publication.

** The survey was available for respondents to complete from April 1, 2013 until May 3, 2013.

Congratulations to the new faculty class of 2013, from the DocSIG.

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