



The 2021 *Who Went Where?* Survey Report

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



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2021 Who Went Where? Survey Results

For the last 17 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 2020 can be downloaded from the AMA DocSIG website (docsig.org).

Despite the disruption in the job market due to the pandemic in late 2019-2021, we encouraged students to provide as much information in their job search process. As such, information summarized in the 2020-2021 report may vary significantly from past reports.

Our survey consisted of two parts: Part 1 was a brief survey where we asked for the candidate's name, PhD granting institution, and hiring institution. Information in Part 1 of the survey was collected through a separate, redirected survey to ensure anonymity and confidentiality from information sensitivity in Part 2 of the survey. 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 was solicited via repeated recruitment announcements through the AMA DocSIG and ELMAR listservs, and DocSIG social media platforms (i.e., Facebook and LinkedIn).

The surveys were designed and administered by Cheryl-lyn Ngoh and Xiaowei Guo from Kent State University. We would 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. If you have any questions about the survey, please contact Cheryl-lyn Ngoh (cngoh1@kent.edu).

Congratulations and good luck to the new Assistant Professors of Fall 2021!

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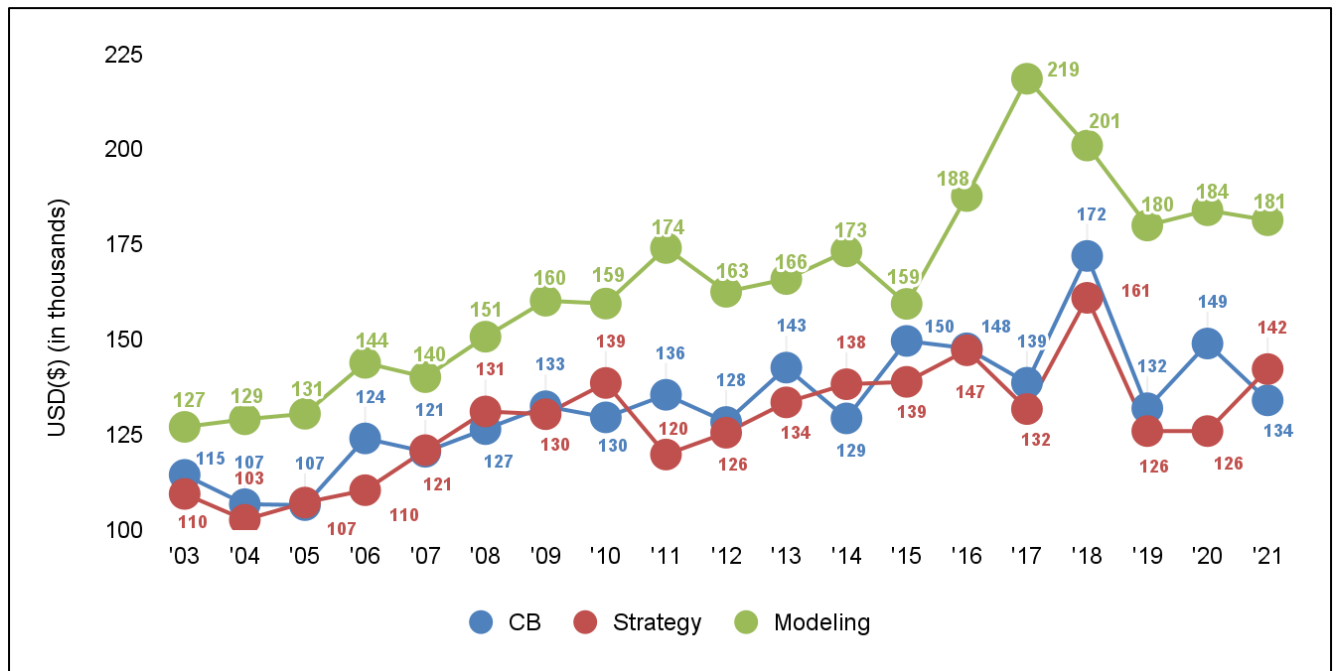
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Yearly Trends

Mean Salary (in \$USD) by Research Area Concentration



Note: Due to COVID-related travel restrictions, information regarding campus visits (offered and accepted) and job offers received were not collected or reported.

Report Highlights

Job Search Process *(Table 3)*

- Applications sent directly to hiring institution's website 43%
- Applications sent through job posting emails 30%
- Virtual interviews offered (through applications sent) 27%

Job Offers *(Table 4)*

- 16% of job offers were accepted in November 2020
- 10% of job offers were accepted in December 2020
- 20% of job offers were accepted in March 2021
- 18% of job offers were accepted in February 2021
- 59% of applicants accepted a Consumer Behavior position. Strategy, Modeling, and Other accounted for 23%, 16%, and 3% of accepted positions respectively *(Table 16)*

Candidate Information

- 39% of candidates were nominated as a fellow for the AMA Sheth-Foundation 2020 Doctoral Consortium and 13% of candidates attended the Ph.D. Project 2020 Marketing Doctoral Students Association Conference (held virtually) *(Table 6)*
- 9% of candidates did **not** have a paper under review or accepted *(Table 8)*
- 45% of all submissions were accepted papers (at any level journal) *(Table 8)*
- 15% of all submissions were accepted papers at A-level journals (JM, JMR, JCR, JAMS, or MS) *(Table 8)*
- Median years of program completed at the time of job interviews 2020-2021 = 4 *(Table 5)*
- Median years of industry experience = 3 *(Table 5)*

Salary Information

- Median 9-month salary *(Table 13)* \$133,500
- Median total salary (includes summer research support) *(Table 13)* \$145,000
- Mean 9-month salary for:
 - Consumer behavior research area *(Table 16)* \$134,083
 - Strategy research area *(Table 16)* \$142,286
 - Modeling - Empirical research area *(Table 16)* \$181,380
 - Fall U.S. hires *(Table 18)* \$155,000
 - Spring U.S. hires *(Table 18)* \$137,452
 - Research intensive institutions *(Table 23)* \$157,636
 - Research institutions *(Table 23)* \$131,300
 - Balanced institutions *(Table 23)* \$131,444
 - Teaching institutions *(Table 23)* \$144,667

Table 1
*2021 Job Placement Candidates**

Name	Current Ph.D. Granting Institution	Hiring Institution
Alex Atanasova	Royal Holloway University of London	University of Birmingham
Anwasha De	Indiana University	SDA Bocconi School of Management
Avishek Lahiri	Georgia State University	University of Stavanger
Bo Huang	HEC Montréal	University of Nottingham Ningbo China
Daniel Martinez	The University of Arizona	The University of Texas at Arlington
Erick Mas	Vanderbilt University	Indiana University Bloomington
Fayez Ahmad	University of North Texas	Appalachian State University
Gabriel Moreno	The University of Texas at El Paso	Robert Morris University
Gunes Biliciler	The University of Texas at Austin	Koc University
Gustavo Schneider	University of South Carolina	Salisbury University
Hongjun Ye	Drexel University	Clarkson University
Ishita Chakraborty	Yale University	University of Wisconsin-Madison
Jack Tong	Temple University	Nanyang Technological University
Jennifer Locander	University of Mississippi	East Tennessee State University
Jinjie (J.J.) Chen	University of Minnesota	City University of Hong Kong
John Costello	Ohio State University	University of Notre Dame
Justin Munoz	The University of Texas at El Paso	California Lutheran University
Mehmet Yalcin Parmaksiz	Yildiz Technical University, Turkey	University Canada West
Karen Wallach	Emory University	University of Alabama in Huntsville
Michelle Daniels	Arizona State University	University of Alabama
Mohammed Alzanbagi	Florida International University	Umm Al-Qura University
Prashant Rajaram	University of Michigan	Ivey Business School
Nea North	University of California Irvine	Providence College
Orhan Bahadır Dogan	Georgia State University	University of Oklahoma
Patricia Torres	Florida International University	University of Detroit Mercy
Piyush Anand	Cornell University	Rice University
Qiyuan Wang	University of British Columbia	Hong Kong Polytechnic University
Rhett Epler	University of Wyoming	Old Dominion University
Riley T. Krotz	University of Tennessee	Texas Tech University
Rishad Habib	University of British Columbia	Ryerson University
Verónica Martín Ruiz	Iowa State University	University of Massachusetts, Amherst

* Self-reported information from Part 1 of the surveys.

SECTION I: Job Search Process

This section provides summary data on the job search process, from application submission to offer acceptance. A total of 113 individuals responded to the survey to Part 2 of the WWW survey. Note: survey questions are optional; therefore, sample sizes may vary per table. There was no detailed information reported about job search process; hence, we did not report the means for the job search process by type of hiring institution for 2020-2021.

Table 2*Job Offer Status at Time of Survey* (N=63)*

Job Offer Status	N
Accepted an Academic Offer	50
Received an Academic Offer, Not Yet Accepted	0
Did Not Receive an Academic Offer	12
Accepted a Non-Academic Offer	1

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

Out of 113 respondents, 63 provided their job offer status information.

* The survey was available for respondents to complete from April 14, 2021–July 5, 2021.

Table 3*The Job Search Process: From Applications to Offers (N=30)*

Job Search Process	N
Job postings*	9
Application sent through hiring institution's website**	13
Word-of-mouth***	1
Virtual interviews	4
Job offers received****	2
Other	1

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

Out of 50 respondents, 20 did not provide information about the job search process.

* Job postings include emails/career boards from AMA, ELMAR, and Akadeus.

** Out of the 13 respondents who applied directly through the hiring institution's website, 31% reported having offered virtual interviews and 7% reported having offered the job position after applying.

*** Word-of-mouth includes networking and receiving job postings through departmental and non-departmental colleagues.

**** Only 2 respondents indicated that they received the job offer through direct application to the hiring institution's website and sometime before Winter AMA 2021.

Table 4
Month of Offer Acceptance (N=49)

Month	N	%
October 2020	4	8
November 2020	8	16
December 2020	5	10
January 2021	3	6
February 2021	9	18
March 2021	10	20
April 2021	6	12
May 2021	3	6
June 2021	1	2

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

Out of 50 respondents, 1 did not provide month of offer acceptance information.

SECTION II: Candidate Characteristics

This section provides summary data on the background characteristics of candidates hired in the United States (N=32) during the year 2020-2021. AMA Summer 2020 job placement event did not take place due to COVID-19, so “Time of Job Interviews 2020-2021” refers to individuals who had interviews at any time during 2020-2021.

Table 5
Prior Experiences of Candidates (N=31)

Prior Experiences	N	Mean	Median	Mode	Min.	Max.
Years of Ph.D. Completed at Time of Job Interviews	31	3.85	4	4	3	5
Years to Complete Ph.D.	31	4.66	5	4	4	6
Years of Industry Experience	31	5.32	3	0	0	20

Out of 32 respondents, 1 did not provide prior experience information.

Table 6
Candidate Invitations/Attendances to Consortiums and Conferences (N=31)

Consortiums/Conferences	N	%
Nominated as Fellow for the AMA Sheth-Foundation 2020 Doctoral Consortium*		
Yes	12	39
No	19	61
Attended the Ph.D. Project 2020 Marketing Doctoral Students Association Conference**		
Yes	4	13
No	27	87

Out of 32 respondents, 1 did not provide fellow nomination information.

* The annual consortium did not take place in 2020 due to the pandemic; hence for the 2020-2021 report, we collected information on nomination rather than attendance at the consortium.

** The annual conference in 2020 was held virtually.

Table 7*Candidate's primary and secondary research area concentrations (N=50)*

Research Area Concentration	N
Consumer Behavior	27
<i>Strategy</i>	3
<i>Management/Entrepreneurship</i>	2
<i>Other</i>	5
Strategy	11
<i>Consumer Behavior</i>	2
<i>Management/Entrepreneurship</i>	1
<i>Modeling - Empirical</i>	3
<i>Modeling - Analytical</i>	1
<i>Other</i>	2
Modeling - Empirical	11
<i>Consumer Behavior</i>	2
<i>Strategy</i>	3
<i>Modeling - Analytical</i>	2
<i>Other</i>	1
Other	1
<i>Strategy</i>	1
Total (Primary research area)	50

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

Items in bold represent primary research areas.

Items in italics represent secondary research areas. Not all 50 respondents provided secondary research area information.

Table 8*Overall Publication Activity at the Time of Job Interviews 2020-2021 (N=32)*

Publication Activity	Freq.	%
Applicants without Papers at Any Stage	3	9 †
Applicants With One Or More Accepted Papers	21	66†
Papers Under First Review	24	26
A-Level*	6	25
B-Level and Lower	18	75
Papers Past First Review	27	29
A-Level	12	44
B-Level and Lower	15	56
Accepted Papers	41	45
A-Level	6	15
B-Level and Lower	35	85

† This percentage is based on N=32, which is the number of applicants.

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

Total number of submissions at all stages = 92. All percentages after the first row are based the total number of submissions at all stages.

Table 9*Publications at the Time of Job Interviews 2020-2021 (N=32)*

Publication Type/Status	N	Mean	Median	Mode	Min.	Max.
A-level* Marketing Journals						
Under 1st Review	5	1	0	0	0	2
Past 1st Review	11	1	0	0	0	2
Accepted/Published	6	1	0	0	0	1
B-level or Lower Marketing Journals						
Under 1st Review	10	1	0	0	0	3
Past 1st Review	13	1	0	0	0	2
Accepted/Published	19	1	1	0	0	3

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

No reported information on Conference Presentations & Proceedings for 2020-2021.

Table 10*Publication Record Frequencies and Percentages at the Time of Job Interviews 2020-2021 (N=32)*

Publication Type/Status	0		1		2		3 or More	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
A-level* Marketing Journals								
Under 1st Review	27	84	4	13	1	3	0	0
Past 1st Review	21	66	10	31	1	3	0	0
Accepted/Published	26	81	6	81	0	0	0	0
B-level or Lower Marketing Journals								
Under 1st Review	22	69	4	13	4	13	2	6
Past 1st Review	19	59	11	34	2	6	0	0
Accepted/Published	13	41	8	25	6	19	5	16

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

Table 11*Publication Breakdown by Journal Level at the Time of Job Interviews 2020-2021 (N=32)*

Publication Breakdown		Number of A-Level* Publications				
		0	1	2	3+	Total
Number of B-Level or Lower Publications	0	3	1	2	0	6
	1	2	2	1	1	6
	2	3	4	0	0	7
	3+	7	4	2	0	13
	Total	15	11	5	1	32

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

Table 12
New Marketing Faculty, Class of 2021 (N=32)
Journal Contributions at the Time of Job Interviews 2020-2021*

Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
A-Level Marketing Journals			
Journal of Consumer Research	1	4	2
Journal of Marketing	1	3	1
Journal of Marketing Research	2	4	0
Journal of the Academy of Marketing Science	1	0	3
Marketing Science	1	1	0
All Other Journals			
International Journal of Market Research	0	0	0
Advances in Consumer Research (ACR Full Paper)	0	0	5
Advances in International Marketing	0	0	0
European Journal of Marketing	2	1	1
Industrial Marketing Management	0	1	0
International Journal of Advertising	1	0	1
International Journal of Consumer	1	0	0
International Journal of Research in Marketing	0	1	0
International Marketing Review	0	0	0
Journal of Advertising	1	1	0
Journal of Advertising Research	0	0	0
Journal of Brand Management	0	0	0
Journal of Business & Industrial Marketing	0	0	1
Journal of Business Research	5	1	2
Journal of Business-to-Business Marketing	0	0	1
Journal of Consumer Affairs	1	0	0
Journal of Consumer Behavior	0	1	2
Journal of Consumer Marketing	0	1	0
Journal of Consumer Psychology	0	0	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	1	0	0

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Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
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
Journal of Marketing Communication	0	0	0
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	2	0	0
Journal of Product and Brand Management	0	0	1
Journal of Product Innovation Management	0	0	0
Journal of Public Policy & Marketing	0	4	4
Journal of Retailing	0	0	0
Journal of Retailing & Consumer Services	0	0	2
Journal of Service Research	0	0	1
Journal of Services Marketing	0	0	1
Journal of Strategic Marketing	0	0	0
Journal of the Market Research Society	0	0	0
Marketing Education Review	0	1	0
Marketing Health Services	0	0	0
Marketing Letters	1	2	0
Marketing Management	0	0	0
Marketing Theory	0	0	0
Psychological Science	0	0	1
Psychology & Marketing	1	1	1
Other**	2	0	10

* Self-reported acceptance/publication.

** "Other" publications are any journals not listed above and can include journals in any non-marketing related fields.

SECTION III: Salary Information by Candidate Characteristics

This section provides summary salary data based on the background features of candidates hired in the United States (N=32). "Total Salary" is calculated by adding the respondent's base salary to any summer research support received. Salary information is rounded off to the nearest \$USD.

Table 13
Salary Information (\$USD) (N=31)

	N	Mean	Median	Mode	Min.	Max.
9-Month Salary	26	141,727	133,500	125,000	85,000	210,000
12-Month Salary	3	112,167	105,000	N/A	91,500	140,000
Other (10-month)	2	190,000	190,000	190,000	190,000	190,000
Summer Research Support	26	18,772	11,944	5,000	1,500	46,666
Total Salary	31	158,936	145,000	150,000	91,500	256,666

Respondents reported an average of 2.87 years of summer research support.
Out of 32 respondents, 1 did not provide salary information.

Table 14
Other Financial Incentives (N=31)

Incentive	Freq.	Mean	Median	Mode	Min.	Max.
Moving Expenses (\$)	28	6,971	7,100	10,000	2,500	12,000
Conference Travel (\$)	13	6,114	2,350	2,500	0	50,000
Research Stipend (\$)	20	10,465	7,000	5,000	500	55,000
Summer Teaching (\$/section)	6	7,350	7,500	7,500	4,000	11,000
Tech/Software (\$)	11	3,182	3,000	3,000	500	6,000
GA Support (hrs./week)	6	13	11	10	8	20

No reported information for Housing Support, Faculty Development, and Publication Bonus for 2020-2021.
Out of 32 respondents, 1 did not provide salary information.

Table 15

*Mean Salary by Years of Ph.D. Program Completed at Time of Job Interviews
2020-2021 (N=29)*

Years of Ph.D. Completed at Time of Job Interviews	N	%	9//10/12- Month Salary	Summer Research Support	Total Salary
3	7	24	67,000	0	67,000
4	19	66	118,667	6,250	124,917
5	3	10	133,684	23,817	157,501

Out of 32 respondents, 2 did not provide years of Ph.D. completed information and 1 did not provide salary information.

Table 16

Mean Salary by Main Research Area (N=31)

Main Research Area	N	%	9-Month Salary	Summer Research Support	Total Salary
Consumer Behavior	18	58	134,083	12,580	146,663
Strategy	7	23	142,286	16,214	158,500
Modeling - Empirical	5	16	181,380	35,733	217,113
Other	1	3	92,000	0	92,000

Out of 32 respondents, 1 did not provide salary information.

Table 17

*Mean Salary by Number of Course Preparations (Preps) at Degree-Granting
Institution (N=28)*

Number of Course Preps	N	%	9-Month Salary	Summer Research Support	Total Salary
0	4	14	185,000	34,417	219,417
1	6	21	138,667	14,167	152,834
2	11	39	138,855	18,095	156,950
3	2	7	160,000	34,000	194,000
4	5	18	109,600	6,178	115,778

Out of 32 respondents, 1 did not provide salary information and 3 did not provide number of course preps information.

Table 18
Mean Salary by Semester of Offer Acceptance (N=31)

Semester Accepted	N	%	9-Month Salary	Summer Research Support	Total Salary
Fall 2020	8	26%	155,000	21,896	176,896
Spring 2021	23	74%	137,452	15,236	152,688

Out of 32 respondents, 1 did not provide salary information (for Fall 2020).

SECTION IV: Salary Information by Hiring Institution Characteristics

This section provides summary salary data based on the characteristics of the hiring institutions of candidates hired in the United States (N=32). "Total Salary" is calculated by adding the respondent's base salary to any summer research support received. Salary information is rounded off to the nearest \$USD. There was no reported detailed information about dissertation status; hence we did not report mean salary by dissertation status for 2020-2021.

Table 19

Mean Salary by whether Hiring Institution has a Ph.D. Program (N=31)

Hiring Institution with a Ph.D. Program	N	%	9-Month Salary	Summer Research Support	Total Salary
No	18	58	120,750	8,688	129,438
Yes	13	42	137,639	28,401	166,040

Out of 32 respondents, 1 did not provide salary information.

Table 20

Mean Salary by Number of Course Preparations (Preps) at Hiring Institution for the Next Academic Year (N=29)

Number of Course Preps	N	%	9-Month Salary	Summer Research Support	Total Salary
1	9	31	179,767	32,302	212,069
2	15	52	132,267	11,226	143,493
3	1	3	120,000	5,000	125,000
4	4	14	100,750	4,750	105,500

Out of 32 respondents, 3 did not provide number of course preps at hiring institution information.

Table 21

Mean Salary by Typical Teaching Load Per Year at Hiring Institution (N=31)

Typical Load	N	%	9-Month Salary	Summer Research Support	Total Salary
2	2	6	173,450	21,500	194,950
3	9	29	171,333	31,463	202,796
4	8	26	140,375	14,174	154,549
5	1	3	125,000	5,000	130,000
6	8	26	116,000	4,813	120,813
7	2	6	122,500	21,275	143,775
8	1	3	91,500	0	91,500

Out of 32 respondents, 1 did not provide salary information.

Table 22

Mean Salary by Private or Public Hiring Institution (N=31)

Institution Type	N	%	9-Month Salary	Summer Research Support	Total Salary
Public	20	65	133,370	13,347	146,717
Private	11	35	157,636	23,515	181,151

Out of 32 respondents, 1 did not provide salary information.

Table 23
Mean Salary by Type of Hiring Institution (N=31)

Institution Type	N	9-Month Salary	Summer Research Support	Total Salary
Research Intensive	11	157,636	23,515	181,151
Public	0	0	0	0
Private	11	157,636	23,515	181,151
Research	8	131,300	15,006	146,306
Public	8	131,300	15,006	146,306
Private	0	0	0	0
Balanced	9	131,444	15,765	147,209
Public	9	131,444	15,765	147,209
Private	0	0	0	0
Teaching	3	144,667	1,667	146,334
Public	3	144,667	1,667	146,334
Private	0	0	0	0

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. "Teaching" if the teaching load is 7 or more sections per year.

Out of 32 respondents, 1 did not provide salary information.

Table 24
Tenure Requirements at Hiring Institution (N=31)

Tenure Requirement	Freq.	Mean	Median	Mode	Min.	Max.
Number of Journals at All Levels*	31	2.74	3	3	1	5
Number of A-level Publications**	19	2.79	2	2	1	6
Total Number of Publications	24	4.50	4	4	2	6

*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.

Out of 32 respondents, 1 did not provide tenure requirement information.

Table 25*Mean Salary by Journal Level Required for Tenure at Hiring Institution (N=30)*

Journal Level	N	%	9-Month Salary	Summer Research Support	Total Salary
Only A Journals*	4	13	176,000	29,533	205,533
B Journals Count (but only very little)	7	23	142,714	18,143	160,857
B Journals w/ Expectations for A Journals	12	40	137,117	18,046	155,163
B Journals w/ NO Expectations for A Journals	5	17	176,000	29,533	205,533
A Journals, B Journals, and Conference Proceedings	2	7	101,500	5,750	107,250

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

Out of 32 respondents, 1 did not provide salary information and 1 did not provide tenure requirement information.

Table 26*Means of Tenure Requirements by Type of Hiring Institution (N=31)*

Institution Type*	N	Journal Level**	Number of A-level Publications***	Total Number of Publications
Research Intensive	11	2.27	3.00	4.75
Public	0	0.00	0.00	0.00
Private	11	2.27	3.00	4.75
Research	7	3.29	2.67	4.00
Public	7	3.29	2.67	4.00
Private	0	0.00	0.00	0.00
Balanced	9	3.00	2.33	4.57
Public	9	3.00	2.33	4.57
Private	0	0.00	0.00	0.00
Teaching	3	3.00	2.00	4.67
Public	3	3.00	2.00	4.67
Private	0	0.00	0.00	0.00

Out of 32 respondents, 1 did not provide publication information.

*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

This section provides an overview of the candidates' journal contributions at the time of 2020-2021 WWW survey completion.

Table 27

New Marketing Faculty, Class of 2021 (N=32)

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	1	5	2
Journal of Marketing	0	2	2
Journal of Marketing Research	1	5	0
Journal of the Academy of Marketing Science	0	0	2
Marketing Science	2	2	0
All Other Journals			
International Journal of Market Research	0	0	0
Advances in Consumer Research (ACR Full Paper)	0	0	3
Advances in International Marketing	0	0	0
European Journal of Marketing	2	1	1
Industrial Marketing Management	0	0	1
International Journal of Advertising	0	1	1
International Journal of Consumer	0	0	0
International Journal of Research in Marketing	0	2	0
International Marketing Review	0	0	0
Journal of Advertising	1	1	0
Journal of Advertising Research	0	0	0
Journal of Brand Management	0	0	0
Journal of Business & Industrial Marketing	0	0	1
Journal of Business Research	2	0	3
Journal of Business-to-Business Marketing	0	0	1
Journal of Consumer Affairs	0	1	0
Journal of Consumer Behavior	0	0	3
Journal of Consumer Psychology	0	0	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	0
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
Journal of Consumer Marketing	0	0	1

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Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
Journal of Marketing Communication	0	0	0
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	1	0	0
Journal of Product and Brand Management	0	0	1
Journal of Product Innovation Management	0	0	0
Journal of Public Policy & Marketing	0	3	4
Journal of Retailing	0	0	0
Journal of Retailing & Consumer Services	0	0	1
Journal of Service Research	0	0	1
Journal of Services Marketing	0	0	1
Journal of Strategic Marketing	0	0	0
Journal of the Market Research Society	0	0	2
Marketing Education Review	0	0	0
Marketing Health Services	0	0	0
Marketing Letters	0	2	0
Marketing Management	0	0	0
Marketing Theory	0	0	0
Psychological Science	0	0	1
Psychology & Marketing	0	1	1
Others***	2	0	7

* Self-reported acceptance/publication.

** The survey was available for respondents to complete from April 14, 2021–July 5, 2021.

*** “Other” publications are any journals not listed above and can include journals in any non-marketing related fields.