



2022 Who Went Where? Survey Report

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



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2022 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 very brief survey where we asked for the candidate's name, Ph.D. granting institution, and hiring institution. 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 to the AMA DocSIG and ELMAR listservs, and DocSIG social media platforms (i.e., Facebook and LinkedIn). Schools not contacted should send the name and email address of their marketing department doctoral program coordinator to Xiaowei Guo, xguo15@kent.edu.

The surveys were designed and administered by Xiaowei Guo and Md Fourkan 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.

Congratulations and good luck to the new Assistant Professors of Fall 2022!



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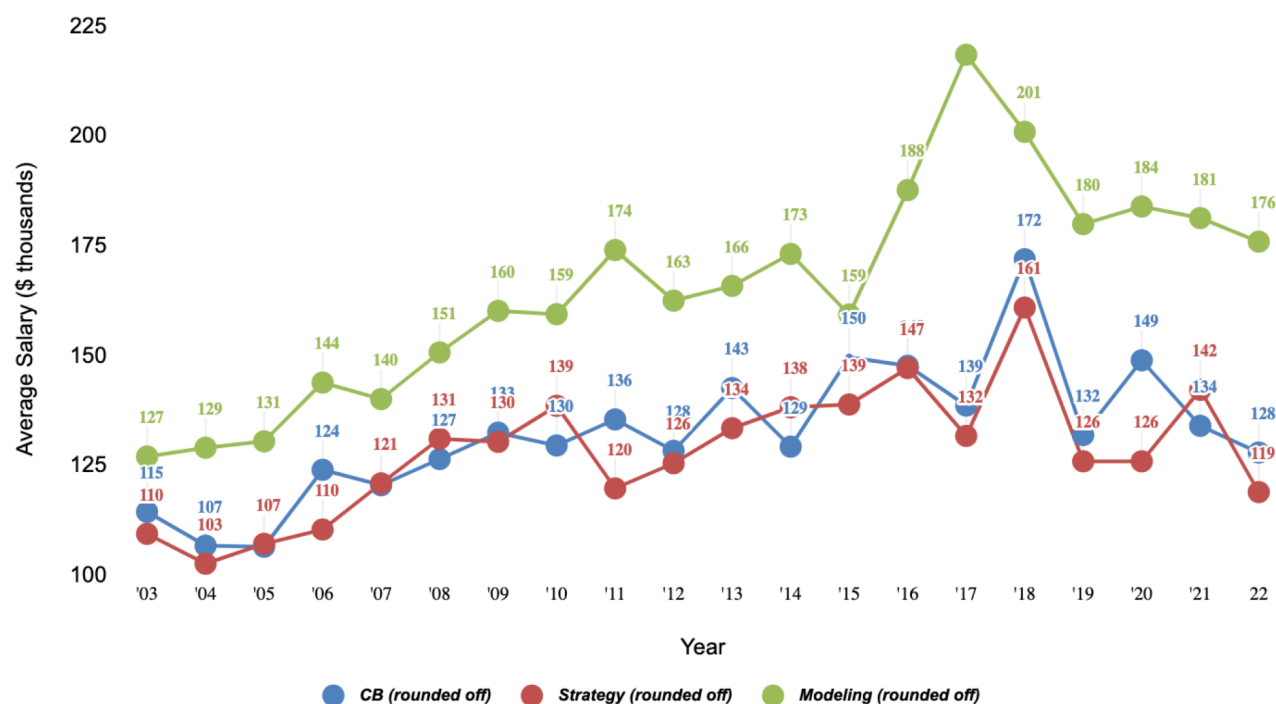
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Salary by Research Concentration



Report Highlights

Job Search Process (Table 3)

- Mean number of applications sent 61.42
- Mean number of job interviews 12.72
- Mean number of job offers received 2.52

Job Offers (Table 5)

- Job offers accepted in October 23%
- Job offers accepted in November 13%
- 52% of applicants accepted a Consumer Behavior position. Strategy and Modeling accounted for 13%, 8% of accepted positions respectively (Table 16)

Candidate Information

- 47% of candidates attended the AMA Sheth Foundation Consortium (Table 7)
- 26% of candidates did **not** have a paper under review or accepted (Table 8)

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- 70% of all submissions were accepted papers (at any level journal) (*Table 8*)
- 6% of all submissions were accepted papers at A-level journals (JM, JMR, JCR, JAMS, or MS) (*Table 8*)
- Median years of program completed at job interviews = 5 (*Table 6*)
- Median years of industry experience = 3 (*Table 6*)
- 52% of applicants had the dissertation proposal defended plus data at the time of job interview (*Table 16*)

Salary Information

- | | |
|--|-----------|
| ● Median 9-month salary (<i>Table 13</i>) | \$139,000 |
| ● Median total salary (including summer support) (<i>Table 13</i>) | \$145,000 |
| ● Mean 9-month salary for research intensive institution (<i>Table 24</i>) | \$151,854 |
| ● Mean 9-month salary for research institution (<i>Table 24</i>) | \$154,222 |
| ● Mean 9-month salary for balanced institution (<i>Table 24</i>) | \$117,388 |
| ● Mean salary for Fall hires (<i>Table 19</i>) | \$161,050 |
| ● Mean salary for Spring hires (<i>Table 19</i>) | \$137,069 |

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Table 1

2020 Job Candidate Placements

Name	Ph.D. Granting Institution	Hiring Institution
Louis Zmich	Louisiana Tech University	The University of Tampa
Ashley Hass	Texas Tech University	University of Portland
Gizem Yalcin	Erasmus University	University of Texas at Austin
Divya Anand	University of Missouri, Columbia	University of Kentucky
Colleen McClure	Oklahoma State	University of Alabama at Birmingham
Breanne Mertz	Louisiana Tech University	Samford University
Deniz Lefkeli	Koç University	Luiss Guido Carli
Felix Xu	Penn State	University of Kentucky
William Shibuya	University of Houston	Alfred University
Alicia Johnson	University of Arkansas	UMass Amherst
Tianjiao(April) Yu	Washington University in St. Louis	Xiamen University
Vivian (Jieru) Xie	Virginia Tech	NYU Shanghai
Sajeev Nair	University of Southern California	University of Kansas
Yang (Jenny) Guo	University of Pittsburgh	Binghamton University, SUNY
Frank (Yufan) Lin	University of Missouri - Columbia	California Polytechnic University - Pomona
Courtney Peters	University of Memphis	Samford University
Shunyao Yan	Goethe University Frankfurt	Santa Clara University
Lennay M. Chapman	Baruch College / The Graduate Center (CUNY)	Florida International University
Kun Qian	The University of Texas at Dallas	The Southern University of Science and Technology
Claire Linares	HEC Paris	IESE Business School
Olamide Olajuwon-Ige	University of Texas at Arlington	Texas Christian University
Smriti Kumar	University of Massachusetts, Amherst	Northeastern University, Boston

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Name	Ph.D. Granting Institution	Hiring Institution
Ben Lee	Indiana University	Penn State - Erie
Dimitri Simonin	University of Technology Sydney	
Irem Yoruk	Wayne State University	California State University, Los Angeles
Andrew Edelblum	University of Oregon	University of Dayton
Nuket Serin	Florida International University	Bellarmino University
Ayan Bhattacharyya	Wayne State University	Saginaw Valley State University
Arkapravo Sarkar	University of South Carolina	Suffolk University
Anna Hartman	University of Melbourne	The Australian National University
Mehrnoosh Reshadi	Texas Tech University	California State University Fullerton
Rohan Venkatraman	University of Melbourne	University of Birmingham
Arnaud Monnier	Cornell University (Johnson)	EDHEC Business School
Yu Ding	Columbia University	Stanford University
Shuai Yan	Iowa State University	University of Stavanger
Javad Mousavi	University of Kansas	University of Arkansas
Roman Welden	University of Tennessee - Knoxville	Indiana University
Tyler Milfeld	University of Tennessee, Knoxville	Villanova University
Nadeesha Bandara	UMass Amherst	Assumption University
Nate Martin	University of Cincinnati	The University of Alabama
Wade Wade	University of British Columbia	Dickinson College
Hortense Fong	Yale University	Columbia University
Helen van der Sluis	Arizona State University	University of South Carolina
Marco Gregori	Erasmus University Rotterdam	Warwick Business School
Vivian (Jieru) Xie	Virginia Tech	NYU Shanghai
Tianjiao (April) Yu	Washington University in St. Louis	Xiamen University
Chutian Wang	University of Maryland, College Park	City University of Hong Kong
Nari Yoon	Indiana University	University of Northern Colorado

SECTION I

This section provides summary data on the job search process, from application submission to offer acceptance. A total of 72 individuals responded to the survey. Note that all survey questions are optional, therefore sample sizes may vary by question.

Table 2
Job offers status at the time of survey (N=72)

I have accepted an academic job offer	66
I have received academic job offer(s), but I have NOT accepted	2
I have accepted a non-academic/industry job offer	3
I don't have any academic job offers yet, but I am in the process of applying	1

Based on all respondents. *

The survey was available for respondents to complete until July 23, 2022.

Table 3
The Job Search Process: From Applications to Offers

	N	Mean	Median	Mode	Min	Max
Total application sent	64	61.42	50	50	3	200
Interviews completed (phone, Skype, conferences)	65	12.72	11	10	1	57
Face-to-face campus visit	61	2.48	2	1	0	15
Virtual campus visits	64	2.95	2	0	0	19
How many offers were received?	65	2.52	2	1	1	10
Conference proceedings/presentations listed on a cv?	60	6.93	6	6	0	31

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

Note: Out of 72 respondents, 71 (93.4%) indicated that Summer AMA 2021 was their first time on the job market, while 5 (6.6%) indicated that Summer AMA 2021 was NOT their first time on the market.

Table 4
Means for the Job Search Process by Type of Hiring Institution (N=47)

Institution Type*	N	Total application sent	Interviews completed	Face-to-face campus visit	Virtual campus visits	How many offers received?	Conference proceedings/presentations
Research Intensive	18	53.4	13.7	3.2	3.6	2.9	6.5
Public	11	69.8	14.9	2.6	3.9	2.6	6.8
Private	7	30.0	12.0	4.0	3.1	3.4	6.0
Research	12	70.7	15.4	2.7	3.3	3.2	5.6
Public	10	65.3	14.2	2.7	3.9	3.3	5.3
Private	2	95.0	20.5	3.0	0.5	2.5	6.5
Balanced	12	68.6	9.0	1.8	0.8	1.8	6.5
Public	6	83.5	9.7	1.7	0.8	2.2	5.0
Private	6	53.7	8.3	1.8	0.8	1.3	7.8
Teaching	3	7.0	2.7	1.3	1.0	1.3	6.0
Public	1	3.0	1.0	1.0	1.0	1.0	8.0
Private	2	9.0	3.5	1.5	1.0	1.5	5.0

Based on the U.S. hires only.

*An institution is labeled "Research Intensive" if it has teaching loads of 3 or fewer course sections per 9-month school year, "Research" if the teaching load is 4 sections per year, "Balanced" if the teaching load is 5-6 sections per year, and "Teaching" if the teaching load is 7 or more sections per year.

Table 5

*Month of Offer
Acceptance (N=47)*

	Frequency	Percentage
Oct-21	11	23%
Nov-21	6	13%
Dec-21	7	15%
Jan-22	4	9%
Feb-22	3	6%
Mar-22	7	15%
Apr-22	4	9%
May-22	5	11%

Based on U.S. hires only.

SECTION II: Candidate Characteristics

This section provides summary data on the background characteristics of candidates hired inside of the United States (N=47) at the time of Job interviews.

Table 6

Prior Experience of Candidates (N=Indicated below)

	N	Mean	Median	Mode	Min	Max
Years of Ph.D. Completed Before AMA	44	4.23	4	4	3	6
Years to Complete Ph.D.	43	5.09	5	5	4	6
Years of Industry Experience	43	4.19	3	0	0	22

Based on U.S. hires only.

Table 7

Candidate Attendance at the AMA Sheth Foundation Consortium (N=47)

	Frequency	Percentage (%)
Yes	22	47%
No	25	53%

Based on U.S. hires only

Table 8
Publications at the Time of job Interviews (N=47)

	N	%
Applicants without Papers at Any Stage	19	40% †
Applicants With One Or More Accepted Papers	28	60% †
Papers Under First Review	30	35%
A-Level*	10	12%
B-Level and Lower	20	24%
Papers Past First Review	32	38%
A-Level	21	25%
B-Level and Lower	11	13%
Accepted Papers	23	27%
A-Level	5	6%
B-Level and Lower	18	21%

Note: Total number of submissions at all stages = 85. All percentages after the first row is based the total number of submissions at all stages.

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

† This percentage is based on N=47 which is the number of applicants.

Table 9
Publications at the Time of Job interviews (N=47)

Publication Type/Status	Mean	Median	Mode	Min.	Max.
Conference Presentations & Proceedings	7.07	6	4	0	31
A-level* Marketing Journals					
Under 1st Review	0.21	0	0	0	2
Past 1st Review	0.45	0	0	0	2
Accepted/Published	0.11	0	0	0	1
B-level or Lower Marketing Journals					
Under 1st Review	0.35	0	0	0	3
Past 1st Review	0.26	0	0	0	3
Accepted/Published	0.57	0	0	0	4

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

Table 10*Publication Record Frequencies and Percentages at the Time of job Interviews (N=47)*

Publication Type/Status	0		1		2		3 or More	
	Fre q	%	Fre q	%	Fre q	%	Fre q	%
A-level* Marketing Journals								
Under 1st Review	39	83.0 %	6	13.0 %	2	4.0%	0	0.0 %
Past 1st Review	31	66.0 %	11	23.0 %	5	11.0 %	0	0.0 %
Accepted/Published	42	89.0 %	5	11.0 %	0	0.0%	0	0.0 %
B-level or Lower Marketing Journals								
Under 1st Review	34	74.0 %	9	20.0 %	2	4.0%	1	2.0 %
Past 1st Review	41	89.0 %	2	4.0%	2	4.0%	1	2.0 %
Accepted/Published	30	65.0 %	12	26.0 %	1	2.0%	3	7.0 %

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

Table 11*Publication Breakdown by Journal Level at the Time of Job interviews (N=47)*

	# of A-Level* Publications					Total
	0	1	2	3+		
# of B-Level or Lower Publications	0	28	11	1	2	42
	1	3	1	0	1	5
	2	0	0	0	0	0
	3+	0	0	0	0	0
	Total	31	12	1	3	47

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

Table 12*New Marketing Faculty, Class of 2022 (N=47***)**Journal Contributions* at the Time of Job interviews*

Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
A-Level Marketing Journals			
Journal of Consumer Research	3	6	1
Journal of Marketing	3	3	0
Journal of Marketing Research	1	11	1
Journal of the Academy of Marketing Science	1	1	3
Marketing Science	2	0	0
All Other Journals			
Advances in Consumer Research (ACR Full Paper)	0	0	0
Advances in International Marketing	0	0	0
European Journal of Marketing	0	0	0
Industrial Marketing Management	0	0	1
International Journal of Advertising	0	0	0
International Journal of Consumer Studies	0	0	0
International Journal of Market Research	0	0	0
International Journal of Research in Marketing	0	0	1
International Marketing Review	0	0	0
Journal of Advertising	2	0	2
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	2	2

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Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
Journal of Business-to-Business Marketing	0	0	0
Journal of Consumer Affairs	2	0	0
Journal of Consumer Behavior	0	1	0
Journal of Consumer Marketing	1	1	0
Journal of Consumer Psychology	2	1	2
Journal of Current Issues & Research in Advertising	0	0	1
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	1
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	1
Journal of Personality & Social Psychology	1	0	1
Journal of Product and Brand Management	0	0	1
Journal of Product Innovation Management	0	1	0
Journal of Public Policy & Marketing	0	0	0
Journal of Retailing	1	0	0
Journal of Retailing & Consumer Services	0	0	0

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Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
Journal of Service Research	0	0	0
Journal of Services Marketing	0	0	0
Journal of Strategic Marketing	0	0	0
Journal of the Market Research Society	0	0	0
Marketing Education Review	1	0	3
Marketing Health Services	0	0	0
Marketing Letters	1	1	1
Marketing Management	0	0	0
Marketing Theory	0	0	0
Psychological Science	0	0	0
Psychology & Marketing	1	2	0
Others**	2	0	6

* Self-reported acceptance/publication.

** “Other” publications are any journals not listed above and can include journals in any field

*** means participants number, which is 47, whereas the total number of publications is 85

SECTION III: Mean Salary by Candidate Characteristics

This section provides summary salary data based on the background features of candidates hired inside of the United States (N=47). "Total salary" is calculated by adding the respondent's base salary to any summer research support received. Salary information is rounded to the nearest USD.

Table 13
Salary Information (\$USD) (N=44)

	N	Mean	Median	Mode	Min.	Max.
9-Month Salary	40	138,569	139,000	160,000	60,000	233,000
12-Month Salary	3	90,667	85,000	N/A	72,000	115,000
Other (10-month)	1	182,000	182,000	182,000	182,000	182,000
Summer Research Support	31	23,614	20,000	5,000	3,000	48,444
Total Salary	44	151,854	145,000	115,000	60,000	266,444

Respondents reported an average of 3.11 years of summer research support.

Out of 47 respondents, 3 did not provide salary information.

Table 14
Other Financial Incentives (N=44)

Incentive	Freq.	Mean	Median	Mode	Min.	Max.
Moving Expenses (\$)	40	6,932	5,500	10,000	1,000	20,000
Conference Travel (\$)	17	3,115	2,800	5,000	1,000	6,500
Research Stipend (\$)	26	8,481	5,000	5,000	1,000	50,000
Summer Teaching (\$/section)	12	9,606	10,000	10,000	4,000	16,000
Tech/Software (\$)	12	2,563	2,500	3,000	750	5,000
Housing Support	3	9,556	10,000	N/A	2,000	16,667
Faculty Development	5	1,900	2,000	2,000	750	4,000
Publication Bonus	3	8,933	5,000	N/A	1,800	20,000
GA Support (hrs./week)	5	13	10	10	10	20

Out of 47 respondents, 3 did not provide salary information

Table 15*Mean Salary by Years of Ph.D. Program Completed at Time of Job Interviews 2021-2022 (N=41)*

Years of Ph.D. Completed at time of job interviews	N	%	9//10/12-Month Salary	Summer Research Support	Total Salary
3	9	22%	122,800	18,296	141,096
4	18	44%	129,250	12,836	142,086
5	11	27%	157,004	23,103	180,106
6	3	7%	106,333	10,000	116,333

Out of 47 respondents, 3 did not provide years of Ph.D. completed information and 3 did not provide salary information.

Table 16*Mean Salary by Dissertation Status at Time of Job interviews (N=44)*

Dissertation Status	N	%	9-Month Salary	Summer Research Support	Total Salary
Dissertation Defended	13	30%	147,846	18,111	165,957
Proposal Defended + Data	23	52%	136,502	15,583	152,0815
Proposal Not Defended	8	18%	104,525	11,375	115,900

Table 17*Mean Salary by Main Research Area (N=44)*

Main Research Area	N	%	9-Month Salary	Summer Research Support	Total Salary
Consumer Behavior	23	52%	127,937	14,851	142,788
Strategy	13	30%	119,015	10,026	129,041
Modeling - Empirical	7	16%	176,143	24,848	200,991
Modeling - Analytical	1	2%	175,000	39,000	214,000

Table 18*Mean Salary by Number of Course Preparations (Preps) At Degree-Granting Institution (N=44)*

Number of Course Preps	N	%	9-Month Salary	Summer Research Support	Total Salary
0	2	5%	225,500	24,248	249,748
1	13	32.5%	135,080	19,607	154,687
2	13	32.5%	135,323	15,698	153,436
3	5	10%	115,000	5,167	122,750
4	2	5%	138,500	22,500	161,000
5	1	2.5%	110,000	5,000	115,000
7	1	2.5%	160,000	36,000	196,000

Out of 47 respondents, 3 did not provide salary information and 8 did not provide number of course preps information.

Table 19

Mean Salary by Semester of Offer Acceptance (N=44)

Semester Accepted	N	%	9-Month Salary	Summer Research Support	Total Salary
Fall 2020	23	52%	140,967	20,083	161,050
Spring 2021	21	48%	126,452	10,616	137,069

Out of 47 respondents, 3 did not provide salary information.

SECTION IV: Mean Salary by Hiring Institution Characteristics

This section provides summary salary data that is based on the characteristics of the hiring institutions of candidates hired inside of the United States (N=47). Note that "total salary" is calculated by adding the respondent's base salary to any summer research support received. Salary information is rounded to the nearest USD.

Table 20

Mean Salary by Whether Hiring Institution Has Ph.D. Program (N=44)

Ph.D. Program	N	%	9-Month Salary	Summer Research Support	Total Salary
No	25	57%	112,908	9,687	122,595
Yes	19	43%	161,844	23,299	185,143

Table 21

Mean Salary by Next Academic Year Course Preps at Hiring Institution (N=41)

# Course Preps	N	%	9-Month Salary	Summer Research Support	Total Salary
1	19	46%	150,842	20,992	171,834
2	15	37%	130,613	15,200	145,813
3	6	15%	111,174	9,167	120,340
4	1	2%	133,000	3,000	136,000

Note: Out of 41 respondents, 38 provided data regarding reduced teaching load. 32 (84%) out of 38 respondents indicated a reduced teaching load for their first academic year.

Table 22*Mean Salary by Typical Teaching Load Per Year at Hiring Institution (N=58)*

Typical Load	N	%	9-Month Salary	Summer Research Support	Total Salary
1	1	2%	60,000	0	60,000
2	1	2%	132,000	17,500	149,500
3	16	39%	149,313	21,834	171,147
4	8	19%	151,000	21,630	175,852
5	3	7%	115,347	6,667	122,014
6	10	24%	118,000	8,333	126,333
8	2	5%	107,600	10,000	117,600

Table 23*Mean Salary by Whether Hiring Institution is Public or Private (N=44)*

Institution Type	N	%	9-Month Salary	Summer Research Support	Total Salary
Public	26	59%	148,009	20,853	168,863
Private	18	41%	113,861	7,926	121,787

Table 24*Mean Salary by Type of Hiring Institution (N=42)*

Institution Type	N	9-Month Salary	Summer Research Support	Total Salary
Research Intensive	18	143,389	20,381	163,769
Public	11	160,182	23,896	187,078
Private	7	117,000	10,142	137,142
Research	9	154,222	21,630	175,852
Public	8	154,750	20,167	174,917
Private	1	150,000	33,333	183,333
Balanced	13	117,388	7,979	125,337
Public	7	124,577	10,714	135,292
Private	6	109,000	4,722	113,722
Teaching	2	107,600	10,000	117,600
Public	1	121,200	20,000	141,200
Private	1	94,720	0	94,000

Note: An institution is labeled "Research Intensive" if it has teaching loads of 3 or fewer course sections per 9-month school year, "Research" if the teaching load is 4 sections per year, "Balanced" if the teaching load is 5-6 sections per year, and "Teaching" if the teaching load is 7 or more sections per year.

Table 25*Tenure Requirements at Hiring Institution*

Requirement	N	Mean	Median	Mode	Min.	Max.
Journal Level*	36	3.11	2	4	1	5
# A Publications**	17	2.29	2	2	1	4
Total # Publications	30	4.70	5	5	2	8

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

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

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

Table 26*Mean Salary by Journal Level Required for Tenure at Hiring Institution (N=36)*

Journal Level	N	%	9-Month Salary	Summer Research Support	Total Salary
Only A Journals*	5	14%	194,600	24,899	219,499
B Journals Count (but only very little)	9	25%	160,000	26,021	186,021
B Journals w/ Expectations for A Journals	6	17%	140,167	15,889	156,056
B Journals w/ NO Expectations for A Journals	9	25%	119,133	14,648	133,781
A Journals, B Journals, and Conference Proceedings	7	19%	98,720	4,286	103,006

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

Table27*Means of Tenure Requirements by Type of Hiring Institution (N=25)*

Institution Type*	N	Journal Level**	# A Publications***	Total # Publications
Research Intensive	8	2.60	2.63	4.60
Public	5	2.11	2.83	5.17
Private	3	3.33	2.00	3.75
Research	6	2.88	2.60	6.14
Public	5	2.71	2.60	5.83
Private	1	4.00		4.00
Balanced	9	3.73	1.33	4.00
Public	5	4.00	1.00	4.17
Private	4	3.40	1.50	3.80
Teaching	2	4.50	1.00	4.00
Public	1	4.00		6.00
Private	1	5.00	1.00	2.00

*An institution is labeled "Research Intensive" if it has teaching loads of 3 or fewer course sections per 9-month school year, "Research" if the teaching load is 4 sections per year, "Balanced" if the teaching load is 5-6 sections per year, and "Teaching" if the teaching load is 7 or more sections per year.

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

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

SECTION V: Publications of U.S. Hires at the Time of Survey**Table 28**

*New Marketing Faculty, Class of 2022 (N=47***)*
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	6	6	2
Journal of Marketing	1	2	0
Journal of Marketing Research	3	8	4
Journal of the Academy of Marketing Science	1	1	2
Marketing Science	1	0	0
All Other Journals			
Advances in Consumer Research (ACR Full Paper)	0	0	0
Advances in International Marketing	0	0	0
European Journal of Marketing	0	1	0
Industrial Marketing Management	0	1	1
International Journal of Advertising	1	0	0
International Journal of Consumer Studies	0	0	0
International Journal of Market Research	0	0	0
International Journal of Research in Marketing	0	0	1
International Marketing Review	0	0	0
Journal of Advertising	1	1	3
Journal of Advertising Research	0	0	0
Journal of Brand Management	0	0	0

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Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
Journal of Business & Industrial Marketing	0	0	2
Journal of Business Research	2	0	1
Journal of Business-to-Business Marketing	0	0	0
Journal of Consumer Affairs	0	1	2
Journal of Consumer Behavior	1	0	1
Journal of Consumer Marketing	0	1	1
Journal of Consumer Psychology	1	1	2
Journal of Current Issues & Research in Advertising	0	0	1
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	1	2
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	0	0	1
Journal of Product and Brand Management	0	0	1
Journal of Product Innovation Management	0	1	0
Journal of Public Policy & Marketing	0	1	0

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Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
Journal of Retailing	1	1	0
Journal of Retailing & Consumer Services	0	0	0
Journal of Service Research	0	0	0
Journal of Services Marketing	0	0	0
Journal of Strategic Marketing	0	0	0
Journal of the Market Research Society	0	0	0
Marketing Education Review	1	0	4
Marketing Health Services	0	0	0
Marketing Letters	0	1	2
Marketing Management	0	0	0
Marketing Theory	0	0	0
Psychological Science	1	0	0
Psychology & Marketing	0	0	0
Others**	6	1	2

* Self-reported acceptance/publication.

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

*** means participants number, which is 47, whereas the total number of publications is 91.