



2023 *Who Went Where?* Survey Report

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



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2023 Who Went Where? Survey Results

For the last 21 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 2023 can be downloaded from the AMA DocSIG website (docsig.org).

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 Md Fourkan, mfourkan@kent.edu.

The surveys were designed and administered by Md Fourkan and Reza Pedarpour 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 2023!

AMA > | SIG Doctoral Student

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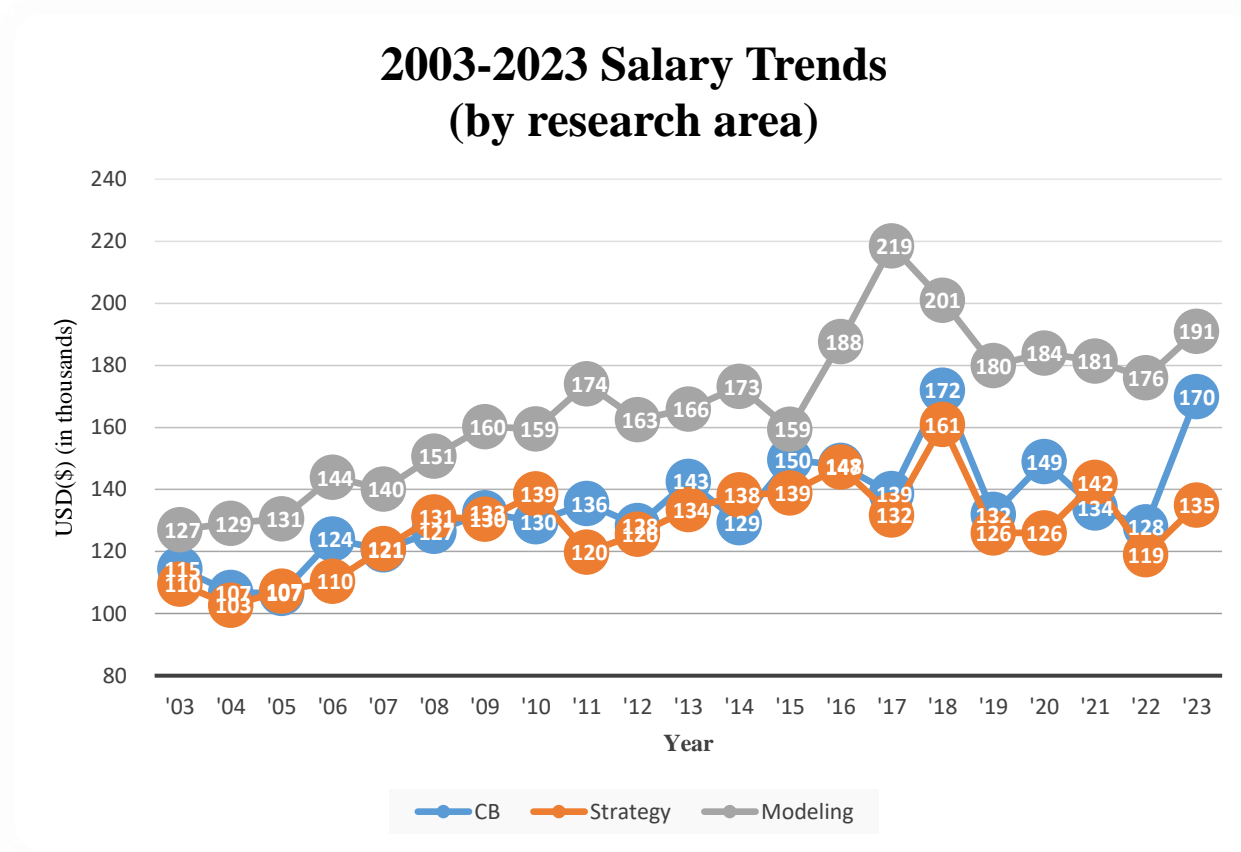
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Salary by Research Concentration



Report Highlights

Job Search Process (Table 3)

- Mean number of applications sent 63.3
- Mean number of job interviews 14.86
- Mean number of job offers received 2.17

Job Offers (Table 5)

- Job offers accepted in October: 23%
- Job offers accepted in November: 28%
- 50% of applicants accepted a Consumer Behavior position. Strategy and Modeling accounted for 31.4%, 15.7% of accepted positions respectively (Table 17)

Candidate Information

- 45% of candidates attended the AMA Sheth Foundation Consortium (*Table 7*)
- 14% of candidates did **NOT** have a paper under review or accepted (*Table 8*)
- 42% of all submissions were accepted papers (at any level journal) (*Table 8*)
- 9.84% 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 = 1 (*Table 6*)
- 42% of applicants had the dissertation proposal defended plus data at the time of job interview (*Table 16*)

Salary Information

- | | |
|--|-----------|
| • Median 9-month salary | \$162,500 |
| • Median total salary (including summer support) | \$172,500 |
| • Mean 9-month salary for research intensive institution | \$171,829 |
| • Mean 9-month salary for research institution | \$135,000 |
| • Mean 9-month salary for balanced institution | \$121,142 |
| • Mean salary for Fall hires | \$160,222 |
| • Mean salary for Spring hires | \$152,107 |

Table 1
2023 Job Candidate Placements

Name	Ph.D. Granting Institution.	Hiring Institution
Sphurti Sewak	Florida International University	Illinois State University
Rachel Hochstein	Florida State University	University of Missouri-Kansas City
Victor Chernetsky	Michigan State University	University of St. Thomas
Brandon Holle	Michigan State University	Belmont University
David Mathis	The University of Alabama	The University of Mississippi
Junha Kim	The Ohio State University	Rutgers University
Kimberly Hyun	Georgia Tech	University of Cincinnati
G. Ceren (Gerry) Aksu	Rutgers University, Postdoc at Boston College	UMass-Boston
Kimberly White	University of Alabama	University of North Alabama
Edward Lai	Virginia Tech	The Hong Kong Polytechnic University
Cheryl-lyn Ngoh	Kent State University	California Polytechnic State University, San Luis Obispo
Jinwoo Kim	Carnegie Mellon University	Stevens Institute of Technology
Tushmit Hasan	University of Texas at Austin	Indiana University Bloomington
Alexander Fulmer	Yale University	Cornell University
Natalie Chisam	University of Washington	University of Nebraska-Lincoln
Jintao Zhang	Drexel University	Texas A&M International University
Matt Meister	University of Colorado Boulder	University of San Francisco
Stefan Hurtak	University of Graz	University of Leeds
Luciano Lapa	Indiana University	Penn State University
Fei (Katie) Xu	The Hong Kong Polytechnic University	Monash University
Claire Cha	University of Massachusetts Amherst	Howard University
Seongun Jeon	Vrije Universiteit Amsterdam	University of Bristol
Lan Anh Ton	University of Georgia	Texas Christian University
Ankit Sisodia	Yale University	Purdue University
Rowan El-Bialy	York University	University of Arizona
Priyanka Singh	University of Memphis	State University of New York
Svetlana Tokareva	The University of Memphis	McDaniel College

Table 1 (continued)
2023 Job Candidate Placements

Name	Ph.D. Granting Institution.	Hiring Institution
Alec Slepchuk	University of Massachusetts - Amherst	University of Louisiana at Lafayette
Dan Bradbury	Florida State University	Western Carolina University
Carissa Kim	University of Nebraska - Lincoln	James Madison University
Daniel Mirny	UCLA	IESE Business School
Ian Weaver	Yale University	National University of Singapore
Roman Welden	University of Tennessee, Knoxville	Indiana University
Selin Goksel	London Business School	Vrije Universiteit Amsterdam
Sherry He	University of California, Los Angeles	Michigan State University
Aakash Mayur Shah	Monash University	La Trobe University
Ali Gohary	Monash University	La Trobe University
Yi Zheng	University of Texas at Arlington	Eastern Kentucky University
	Morgan State University	Johns Hopkins University
Jangwon Choi	University of Michigan	Santa Clara University
Gwen Ahn	University of Michigan	University of Colorado

Section 1

This section provides summary data on the job search process, from application submission to offer acceptance. A total of 95 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=95)

Items	Count
I have accepted an academic job offer	83
I have received academic job offer(s), but I have NOT accepted	4
I have accepted a non-academic/industry job offer	2
I don't have any academic job offers yet, but I am in the process of applying	6

Based on all respondents.

The survey was available for respondents to complete until July 05, 2022

Table 3

The Job Search Process: From Applications to Offers

	N	Mean	Median	Mode	Min	Max
Total application sent	81	63.3	62	60	1	160
Interviews completed (phone, Skype, conferences)	81	14.86	14	19	1	55
Face-to-face campus visit	81	3.5	3	1	0	11
Virtual campus visits	79	0.7	0	0	0	7
How many offers were received?	81	2.17	2	1	0	6
Conference proceedings/presentations listed on a CV?	78	7.88	7	8	1	31

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

Note: Out of 95 respondents 84 answered this question, 63 (75%) indicated that Summer AMA 2022 was their first time on the job market, while 21 (25%) indicated that Summer AMA 2022 was NOT their first time on the market.

Table 4*Means for the Job Search Process by Type of Hiring Institution (N=56)*

Institution Type*	N	Total application sent	Interviews completed	Face-to-face campus visits	Virtual campus visits	How many offers received?	Conference proceedings/ presentations
Research Intensive	30	67.86	19.13	4.4	0.93	2.63	9.65
Public	20	74.55	20.6	4.05	1.25	2.5	9.65
Private	10	54.5	16.2	5.1	0.3	2.9	9.65
Research	8	81.14	18.28	3.85	0.57	1.85	10.28
Public	7	84.66	18.66	4.16	0.66	2	10.16
Private	1	60	16	2	0	1	11
Balanced	14	82.93	13.61	3.30	0.5	1.30	5.07
Public	9	76	7	2.35	0.5	1.25	5.37
Private	5	94	24.2	4.8	0.5	1.4	4.6
Teaching	4	25	4.5	1.5	0	2	11
Public	1	50	6	1	0	0	8
Private	3	16.66	4	1.66	0	2.33	12

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=56)*

	Frequency	Percentage
Oct 22	13	23.21%
Nov 22	16	28.57%
Dec 22	8	14.28%
Jan 23	3	5.35%
Feb 23	5	8.92%
Mar 23	7	12.5%
Apr 23	3	5.32%
May 23	1	1.78%

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=56) 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	51	4.28	4	4	2.5	6
Years to Complete Ph.D.	51	5.19	5	5	4	7
Years of Industry Experience	49	2.76	1	0	0	20

Based on U.S. hires only.

Table 7

Candidate Attendance at the AMA Sheth Foundation Consortium (N=53)

	Frequency	Percentage
Yes	24	45.28
No	29	54.71

Based on U.S. hires only.

Table 8*Publications at the Time of job Interviews (N=56)*

Items	N	Percentage
Applicants without Papers at Any Stage	8	14% †
Applicants With One Or More Accepted Papers	30	54% †
Papers Under First Review	38	29%
A-Level	20	15%
B-Level and Lower	18	14%
Papers Past First Review	39	29%
A-Level	23	17%
B-Level and Lower	16	12%
Accepted Papers	56	42%
A-Level	13	10%
B-Level and Lower	43	32%

Note: Total number of submissions at all stages = 133. All percentages after the first row are 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=56 which is the number of applicants.

Table 9*Publications at the Time of Job interviews (N=56)*

Publication Type/Status	Mean	Median	Mode	Min	Max
Conference Presentations & Proceedings	8.71	8	2	2	31
A-level* Marketing Journals					
Under 1st Review	0.36	0	0	0	2
Past 1st Review	0.41	0	0	0	3
Accepted/Published	0.23	0	0	0	2
B-level or Lower Marketing Journals					
Under 1st Review	0.32	0	0	0	4
Past 1st Review	0.29	0	0	0	2
Accepted/Published	0.77	0	0	0	5

* 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=56)*

Publication Type/Status	0		1		2		3 or more	
	Freq	%	Freq	%	Freq	%	Freq	%
A-level* Marketing Journals								
Under 1st Review	39	69.6%	14	25.0%	3	5.4%	0	0%
Past 1st Review	39	69.6%	12	21.4%	4	7.1%	1	1.8%
Accepted/Published	46	82.1%	7	12.5%	3	5.1%	0	0%
B-level or Lower Marketing Journals								
Under 1st Review	44	78.6%	9	16.1%	1	1.8%	1	1.8%
Past 1st Review	42	75.0%	12	21.4%	2	3.6%	0	0%
Accepted/Published	33	58.9%	13	23.2%	4	7.1%	4	7.1%

* 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=56)*

# of B-Level or Lower Publications	# of A-Level* Publications					Total
	0	1	2	3+		
0	26	4	3	0	33	
1	12	1	0	0	13	
2	3	1	0	0	4	
3+	5	1	0	0	6	
Total	46	7	3	0	56	

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

Table 12

Mean publication records at three stages of publication by Hiring Institution type at the time of Job Interview (N=56)

Institution Type	Papers Under First Review		Papers Past First Review (R&R)		Accepted Papers	
	A-Level	B-Level and Lower	A-Level	B-Level and Lower	A-Level	B-Level and Lower
Research Intensive	0.19	0.08	0.37	0.1	0.21	0.46
Research	0.1	0.16	0.01	0.01	0	0.12
Balanced	0.05	0.03	0.01	0.1	0.01	0.12
Teaching	0	0.03	0	0.03	0	0.05

Based on U.S. hires only.

Table 13*New Marketing Faculty, Class of 2023 (N=56***)**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	4	6	4
Journal of Marketing	4	8	0
Journal of Marketing Research	5	7	2
Journal of the Academy of Marketing Science	4	1	5
Marketing Science	3	1	2
All Other Journals			
Advances in Consumer Research (ACR Full Paper)	2	0	3
Advances in International Marketing	0	0	0
European Journal of Marketing	1	1	0
Industrial Marketing Management	2	1	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	0	1	1
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	1	1	1
Journal of Business-to-Business Marketing	0	0	0
Journal of Consumer Affairs	0	1	0
Journal of Consumer Behavior	0	0	3
Journal of Consumer Marketing	0	0	0
Journal of Consumer Psychology	3	0	0
Journal of Current Issues & Research in Advertising	0	0	0

Table 13 (continued)

Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
Journal of Euromarketing	0	0	0
Journal of Global Marketing	0	0	0
Journal of Interactive Marketing	0	0	1
Journal of International Consumer Marketing	0	0	0
Journal of International Marketing	0	0	1
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	1
Journal of Marketing Theory & Practice	0	0	0
Journal of Personal Selling & Sales Management	1	0	0
Journal of Personality & Social Psychology	0	1	0
Journal of Product and Brand Management	0	1	
Journal of Product Innovation Management	0	0	0
Journal of Public Policy & Marketing	1	0	1
Journal of Retailing	1	0	2
Journal of Retailing & Consumer Services	0	0	1
Journal of Service Research	0	0	0
Journal of Services Marketing		1	
Journal of Strategic Marketing	0	0	0
Journal of the Market Research Society	0	0	0
Marketing Education Review	0	0	0
Marketing Health Services	0	0	0
Marketing Letters	0	0	0
Marketing Management	0	0	0
Marketing Theory	0	0	0
Psychological Science	0	0	0
Psychology & Marketing	1	0	0
Others**	5	8	24

* Self-reported acceptance/publication.

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

*** means participants number, which is 56 whereas the total number of publications is 131.

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=56). "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 14
Salary Information (\$USD) (N=56)

	N	Mean	Median	Mode	Min.	Max.
9-months	42	159,703	162,500	180,000	91,000	225,000
12-months	12	141,250	143,250	180,000	75,000	180,000
Other (10-month)	2	155,000	155,000	#N/A	125,000	185,000
Summer Research Support	45	26,046	25,000	40,000	5,000	47,000
Total Salary	56	175,581	172,500	152,500	75,000	258,000

Respondents reported an average of 3.46 years of summer research support.
Based on 56 respondents.

Table 15
Other Financial Incentives (N=56)

Incentive	Freq	Mean	Median	Mode	Min.	Max.
Moving Expenses	50	8,130	8,000	10,000	1,500	20,000
Conference Travel	14	2,929	2,750	2,500	1,000	5,000
Research Expenses	30	8,600	6,500	5,000	2,000	24,000
Summer Teaching (\$/section)	5	8,970	11,000	#N/A	4,000	12,600
Tech/Software (\$)	15	3,577	3,000	5,000	1,000	6,000
Publication Bonus	1	3,000	3,000	#N/A	3,000	3,000
Faculty Development	2	5,000	5,000	5,000	5,000	5,000
Housing Support	3	7,043	7,000	#N/A	4,000	10,128
GA Support (hrs./week)	8	11	10	10	5	20

Based on 56 respondents.

Table 16
Mean Salary by Years of Ph.D. Program Completed at Time of Job Interviews 2022-2023
(N=51)

Years of Ph.D. Completed at time of job interviews	N	%	9//10/12- Month Salary	Summer Research Support	Total Salary
2.5	1	2%	135,000	15,000	150,000
3	7	14%	124,286	14,860	134,900
4	23	45%	152,110	20,286	166,222
5	17	33%	172,471	31,933	200,647
6	3	6%	166,333	43,334	195,222

Out of 56 respondents, 5 did not provide years of Ph.D. completed information.

Table 17
Mean Salary by Dissertation Status at Time of Job interviews (N=54)

Dissertation Status	N	%	9-Month Salary	Summer Research Support	Total Salary
Dissertation Defended	22	41%	174,835	30,943	191,179
Proposal Defended + Data	26	48%	149,365	21,328	164,951
Proposal Not Defended	6	11%	147,125	20,042	154,778

Out of 56 respondents, 2 did not provide their Dissertation Status at Time of Job interviews

Table 18
Mean Salary by Main Research Area (N=56)

Main Research Area	N	%	9-Month Salary	Summer Research Support	Total Salary
Consumer Behavior	26	49%	170,147	27,931	181,125
Strategy	19	36%	140,752	17,386	152,727
Modeling - Empirical	7	13%	191,167	38,714	227,571
Other (Consumer Culture Theory)	1	2%	140,000	25,000	165,000

Out of 56 respondents 3 did not provide main research area information.

Table 19
Mean Salary by Number of Course Preparations (Preps) At Degree-Granting Institution (N=50)

Number of Course Preps	N	%	9-Month Salary	Summer Research Support	Total Salary
0	8	16%	200,429	42,926	218,194
1	17	34%	165,803	26,924	187,880
2	12	24%	156,556	25,478	163,942
3	10	20%	128,400	8,972	136,475
4	3	6%	152,500	N/A	152,500

Out of 56 respondents 6 did not provide number of course preps information. 16 participants did not provide summer research support information.

Table 20
Mean Salary by Semester of Offer Acceptance (N=56)

Semester Accepted	N	%	9-Month Salary	Summer Research Support	Total Salary
Fall 2022	37	66%	163,501	27,799	182,641
Spring 2023	19	34%	152,107	22,415	161,832

Based on 56 respondents.

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=56). 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 21

Mean Salary by Whether Hiring Institution Has Ph.D. Program (N=56)

Ph.D. Program	N	%	9-Month Salary	Summer Research Support	Total Salary
No	31	55%	133,825	17,024	149,516
Yes	25	45%	183,229	34,659	207,901

Based on 56 respondents.

Table 22

Mean Salary by Next Academic Year Course Preps at Hiring Institution (N=54)

#Course preps	N	%	9-Month Salary	Summer Research Support	Total Salary
0	4	7%	161,333	29,933	164,700
1	21	39%	183,846	31,295	208,816
2	21	39%	151,265	25,022	167,183
3	7	13%	118,417	8,050	129,036
4	1	2%	N/A	8,050	147,000

Note: Out of 56 respondents, all 54 provided data regarding reduced teaching load. 25 (46%) out of 54 respondents indicated a reduced teaching load for their first academic year.

Table 23

Mean Salary by Typical Teaching Load Per Year at Hiring Institution (N=55)

Typical Load	N	%	9-Month Salary	Summer Research Support	Total Salary
2	2	4%	164,500	26,900	191,400
	2	51			
3	8	%	178,501	33,919	207,357
		15			
4	8	%	137,142	14,857	156,125
5	3	5%	137,000	13,333	147,000
	1	20			
6	1	%	118,000	12,365	128,290
10	3	5%	152,500	N/A	152,500

Out of 56 respondents 55 provided their typical teaching load information.

Table 24

Mean Salary by Whether Hiring Institution is Public or Private (N=56)

Private or public	N	%	9-Month Salary	Summer Research Support	Total Salary
	3	66			
Public	7	%	156,969	27,302	176,687
	1	34			
Private	9	%	167,409	22,801	173,427

Based on 56 respondents.

Table 25

Mean Salary by Type of Hiring Institution (N=56)

Institution Type	N	9-Month Salary	Summer Research Support	Total Salary
Research Intensive	30	177,424	34,492	204,494
Public	20	173,651	36,112	207,958
Private	10	190,000	30,095	197,567
Research	8	137,143	14,857	156,125
Public	7	137,500	14,667	156,857
Private	1	135,000	16,000	151,000
Balanced	14	122,750	12,688	132,300
Public	9	113,600	13,450	126,806
Private	5	138,000	11,736	142,189
Teaching	4	152,500	5,000	149,125
Public	1	134,000	5,000	139,000
Private	3	152,500	N/A	152,500

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 26
Tenure Requirements at Hiring Institution

Requirement	N	Mean	Median	Mode	Min.	Max.
Journal Type* # of A level Publications**	48	2.58	3	3	1	5
Total # of Publications	44	4.70	5	5	1	10

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, and MS.

Table 27

Mean Salary by Journal Level Required for Tenure at Hiring Institution (N=56)

Journal Level	N	%	9-Month Salary	Summer Research Support	Total Salary
Only A Journals*	13	27%	186,912	39,483	208,912
B Journals Count (but only very little)	10	21%	189,000	33,200	219,000
B Journals w/ Expectations for A Journals	13	27%	147,167	19,662	164,303
B Journals w/ NO Expectations for A Journals	8	17%	119,333	9,350	127,094
A Journals, B Journals, and Conference Proceedings	4	8%	115,000	10,500	112,750

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

Table 28

Means of Tenure Requirements by Type of Hiring Institution (N=56)

Institution Type*	N	# A publications***	Total # of Publications
Research Intensive	30	3.50	4.96
Public	20	3.73	4.88
Private	10	3.00	5.14
Research	8	1.40	4.86
Public	7	1.40	4.83
Private	1	N/A	5.00
Balanced	14	2.50	4.17
Public	9	2.00	5.00
Private	5	3.00	3.00
Teaching	4	2.00	4.00
Public	1	2.00	4.00
Private	3	N/A	N/A

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

Table 29

Tenure Requirements (Journal level) by Type of Hiring Institution (N=48)

Institution Type*	N	Journal Level**				
		1	2	3	4	5
Research Intensive	28	43%	32%	18%	7%	0%
Public	19	42%	32%	16%	11%	0%
Private	9	44%	33%	22%	0%	0%
Research	7	14%	0%	57%	0%	29%
Public	6	17%	0%	67%	0%	17%
Private	1	0%	0%	0%	0%	100%
Balanced	12	0%	8%	25%	50%	17%
Public	7	0%	0%	29%	57%	14%
Private	5	0%	20%	20%	40%	20%
Teaching	1	0%	0%	100%	0%	0%
Public	1	0%	0%	100%	0%	0%
Private	0	N/A	N/A	N/A	N/A	N/A

**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.

SECTION V: Publications of U.S. Hires at the Time of Survey**Table 30**

*New Marketing Faculty,
Class of 2023 (N=56***)*

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	2	7	5
Journal of Marketing	3	12	0
Journal of Marketing Research	0	9	2
Journal of the Academy of Marketing Science	1	2	6
Marketing Science	1	1	2
All Other Journals			
Advances in Consumer Research (ACR Full Paper)	0	0	3
Advances in International Marketing	0	0	0
European Journal of Marketing	1	1	0
Industrial Marketing Management	3	1	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	1	0	0
Journal of Advertising	0	0	1
Journal of Advertising Research	0	0	0
Journal of Brand Management	0	0	0
Journal of Business & Industrial Marketing	1	0	1
Journal of Business Research	0	0	2
Journal of Business-to-Business Marketing	0	0	0
Journal of Consumer Affairs	0	0	1
Journal of Consumer Behavior	0	0	3
Journal of Consumer Marketing	0	0	0
Journal of Consumer Psychology	1	1	0
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	1
Journal of International Consumer Marketing	0	0	0

Table 30 (continued)

Journal of International Marketing	0	0	1
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	1	0
Journal of Personal Selling & Sales Management	0	0	1
Journal of Personality & Social Psychology	0	0	1
Journal of Product and Brand Management	0	0	1
Journal of Product Innovation Management	0	0	0
Journal of Public Policy & Marketing	0	0	1
Journal of Retailing	1	0	2
Journal of Retailing & Consumer Services	0	0	0
Journal of Service Research	0	0	0
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	0	0
Marketing Health Services	0	0	0
Marketing Letters	0	0	0
Marketing Management	0	0	0
Marketing Theory	0	0	0
Psychological Science	0	0	0
Psychology & Marketing	0	0	1
Others**	2	4	22

* Self-reported acceptance/publication.

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

*** means participants number, which is 56, whereas the total number of publications is 116.