



2024 *Who Went Where?* Survey Report

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



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“2024 Who Went Where? Survey” Results

For the last 22 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 2024 can be downloaded from the [AMA DocSIG website](#).

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, DocSIG social media platforms (i.e., Facebook and LinkedIn), and sent to many marketing Ph.D. program coordinators around the world. Schools not contacted should send the name and email address of their marketing department doctoral program coordinator to docsig.ama@gmail.com.

The surveys were designed and administered by Reza Pedarpour and Gang Yi 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 2024!

AMA > | SIG Doctoral Student

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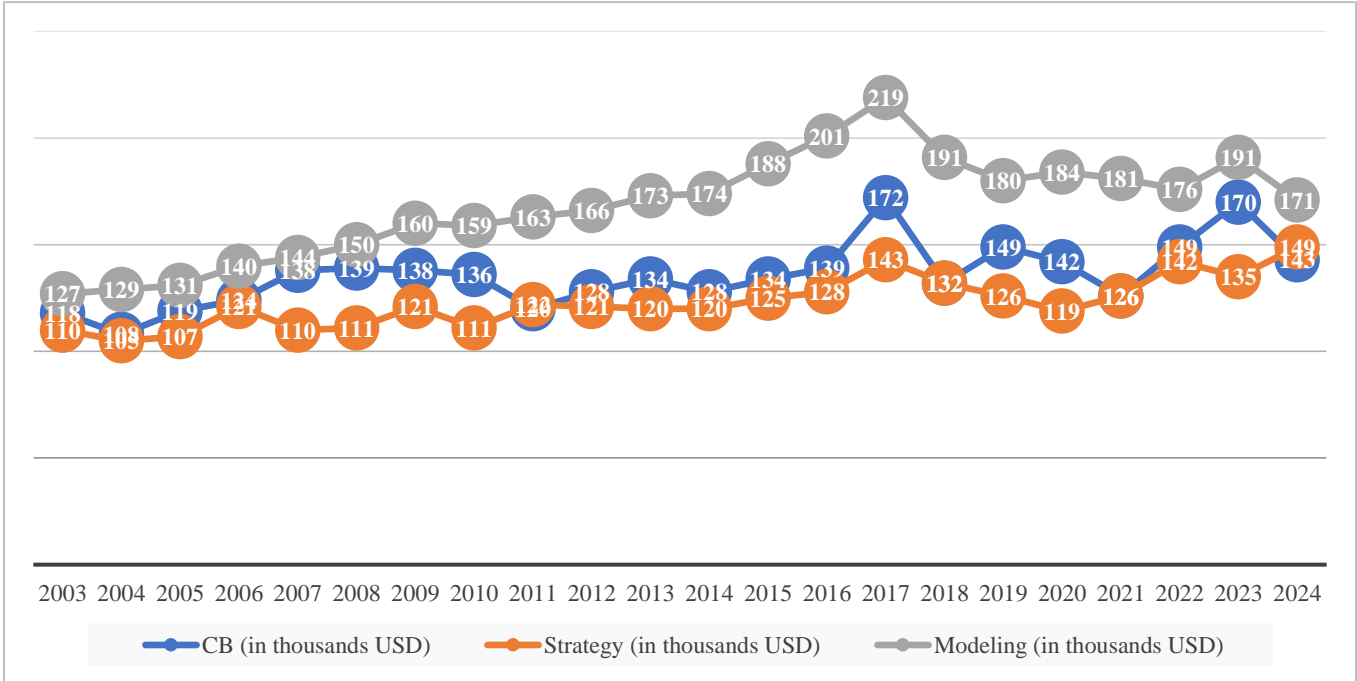
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Salary by Research Concentration
2003-2024 Salary Trends (by research area)



Report Highlights

Job Search Process (Table 3)

- Mean number of applications sent 62.31
- Mean number of job interviews 15.64
- Mean number of job offers received 2.41

Job Offers (Table 5)

- Fall 2023 63%
- Spring 2024 37%
- 53% of applicants accepted a Consumer Behavior position. Strategy and Modeling accounted for 29%, 18% of accepted positions respectively (Table 16)

Candidate Information

- 42% of candidates attended the AMA Sheth Foundation Consortium (*Table 7*)
- 15% of candidates did **not** have any paper under review or accepted (*Table 8*)
- 10 submissions were accepted papers at UTD marketing journals (*Table 8*)
- Median years of program completed at job interviews = 5 (*Table 6*)
- Median years of industry experience = 2 (*Table 6*)
- 17% of applicants had the dissertation proposal defended at the time of job interview (*Table 15*)

Salary Information (The numbers are rounded to the nearest \$500)

- | | |
|--|-----------|
| • Median 9-month salary | \$145,000 |
| • Median total salary (including summer support) | \$177,500 |
| • Mean 9-month salary for research intensive institution | \$200,000 |
| • Mean 9-month salary for research institution | \$145,000 |
| • Mean 9-month salary for balanced institution | \$145,000 |
| • Mean salary for Fall hires | \$182,000 |
| • Mean salary for Spring hires | \$137,000 |

Table 1

2024 Job Candidate Placements

Name	Ph.D. Granting Institution.	Hiring Institution
Kyu Ree Kim	Indiana University	Nanyang Technological University
Barbara Duffek	Imperial College London	Georgia State University
Richard Grice	INSEAD	National University of Singapore
Rahul Suhag	UNC Chapel Hill	Texas A&M
Jianna Jin	The Ohio State University	University of Notre Dame
Nicole Davis	University of Georgia	University of Kentucky
Xuan Xie	University of California, Irvine	University of Hawai'i at Hilo
Tongxi Wang	University of Alabama	Grand Valley State University
Hoorsana Damavandi	Ivey Business School (Western University)	University of Tennessee at Knoxville
Emma Sittenauer	University of Cincinnati	University of Kansas
Rajita Varma	Indian School of Business	State University of New York at Binghamton
Shin Oblander	Columbia University	University of British Columbia
Sahoon Kim	University of Illinois, Urbana-Champaign	University of Hawaii at Manoa
Alisa Wu	Columbia University	The University of Utah
Gizem Ceylan	University of Southern California	Ohio State University
Scott Hachey	University of Hawaii at Manoa	California State University, Fullerton
Matt Healey	Washington University in St Louis	Ivey Business School
Rodrigo Dias	Duke University	University of Colorado Boulder
Kyungin Ryu	University of Massachusetts-Amherst	San Francisco State University
Andrea Pelaez Martinez	Baruch College, CUNY	LUISS Guido Carli University
Diogo Koch Alves	Baruch College, City University of New York	Bayes Business School, City, University of London
Xiaoxu Wu	Michigan State University	Colorado State University
Serkan Saka	University of Illinois Chicago	San José State University
Mohamed Hussein	Stanford GSB	Columbia
Sonam Singh	University of Texas at San Antonio	University of South Florida
Ying Zeng	University of Toronto	University of Colorado Boulder
Zijing "Judy" Zhang	The Ohio State University	Santa Clara University
Qiaochu Wang	Carnegie Mellon University	New York University
Jane Jiaqian Wang	Northwestern University	National University of Singapore

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Ling Hu	University of South Florida	Central Washington University
Theresa Kwon	University of Pittsburgh	The University of Hong Kong
Archana Mannem	Wayne State University	University of Delaware
Sahel Zaboli	Oklahoma State University	New York Institute of Technology
Rajan Mishra	Purdue University	California State University, Northridge
Fahmi Grey	The University of North Carolina at Chapel Hill	Indiana University
Udit Sharma	Michigan State University	University of South Florida
Mayank Anand	University of Minnesota	SUNY Binghamton
Nicole Bulawa	ESCP Business School Berlin	Lancaster University Management School
Sanghee Kim	University of Iowa	California State University, Long Beach
Qianqian (Esther) LIU	The Hong Kong Polytechnic University	University of Macau
Ce Liang	The Hong Kong Polytechnic University	City University of Hong Kong
Jihyeon Ha	Emory University	University of Iowa

Section 1

This section provides summary data on the job search process, from application submission to offer acceptance. A total of 85 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=82)

Items	Count
I have accepted an academic job offer	77
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	3

Based on all respondents.

The survey was available for respondents to complete until July 15, 2024

Table 3

The Job Search Process: From Applications to Offers (N=74)

	N	Mean	Median	Mode	Min	Max
Total application sent	74	62.3	52	100	1	323
Interviews completed (phone, Skype, conferences)	74	15.6	15	10	1	45
Face-to-face campus visit	73	4.5	2	1	0	13
Virtual campus visits	53	0.6	0	0	0	6
How many offers were received?	62	2.4	2	1	0	10
Conference proceedings / presentations listed on a cv?	65	6.6	6	3	1	40

Table 4*Means for the Job Search Process by Type of Hiring Institution (N=76)*

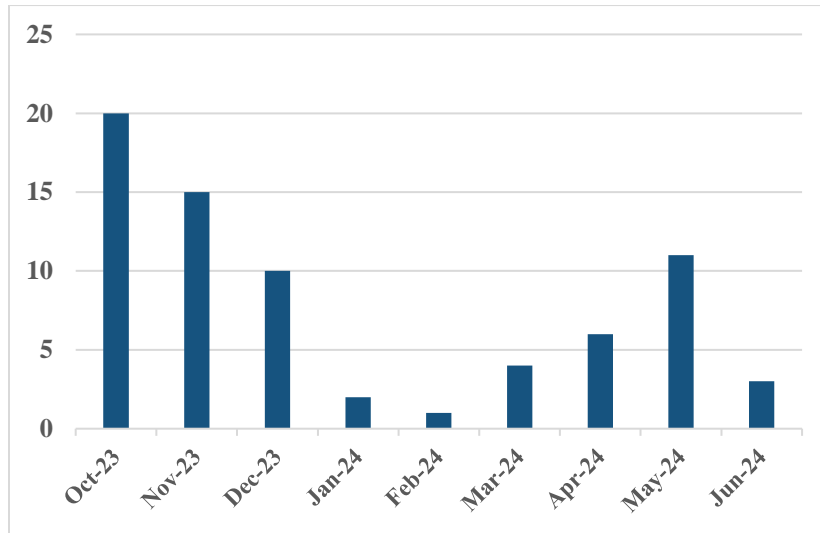
Institution Type*	N	Total application sent	Interviews completed	Face-to-face campus visits	Virtual campus visits	How many offers received?	Conference proceedings/ presentations
Research Intensive	45	58.06	16.51	5.52	0.57	2.38	7.09
Public	36	57.11	16.38	5.93	0.54	2.54	7.58
Private	9	68.75	19	4.37	0.75	1.87	5.75
Research	16	78.75	14.18	3.31	0.75	2.81	5.28
Public	14	59.76	14.23	3.23	0.46	2.3	5.25
Private	2	80	10.5	4.5	1	5.5	5.5
Balanced	14	61.76	15.7	3.07	0.76	2.15	6.07
Public	9	52.75	10.8	2.3	0.37	1.85	6.62
Private	5	76.2	23.6	4.2	1.4	2.6	5.2
Teaching	1	1	1	1	0	1	7
Public	1	1	1	1	0	1	7
Private	-	-	-	-	-	-	-

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=72)



Based on U.S. hires only.

SECTION II: Candidate Characteristics

This section provides summary data on the background characteristics of candidates 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 when the applicant was in Job market	71	4.34	4	4	2	6
Years to Complete Ph.D.	71	5.22	5	5	3	7
Years of Industry Experience	70	3.04	2	0	0	25

Table 7

Candidate Attendance at the AMA Sheth Foundation Consortium (N=79)

	Frequency	Percentage
Yes	33	41.77
No	46	58.23

Table 8*Publications at the Time of job Interviews (N=83)*

Items	N
Applicants without papers at any stage	13
Applicants with one or more accepted (not under reviewed) papers	35
Papers Under First Review	23
UTD journals	8
FT50 Marketing journals	3
B-Level and Lower	12
Papers Past First Review	57
UTD journals	34
FT50 Marketing journals	5
B-Level and Lower	18
Accepted Papers	61
UTD journals	10
FT50 Marketing journals	8
B-Level and Lower	43

UTD marketing journals include JM, JMR, JCR, and MS.

FT50 Marketing journals (not including UT Dallas Journals) include JCP and JAMS.

Table 9*Publications at the Time of Job interviews (N=83)*

Publication Type/Status	Mean	Median	Mode	Min	Max
Conference Presentations & Proceedings	6.7	5.5	3	0	40
UTD journals					
Under 1st Review	0.3	0	0	0	1
Past 1st Review	0.4	0	0	0	2
Accepted/Published	0.2	0	0	0	2
FT50 Marketing journals (not including UT Dallas Journals)					
Under 1st Review	0.1	0	0	0	1
Past 1st Review	0.1	0	0	0	1
Accepted/Published	0.06	0	0	0	1
B-level or Lower Marketing Journals					
Under 1st Review	0.14	0	0	0	2
Past 1st Review	0.21	0	0	0	2

Accepted/Published	0.51	0	0	0	3
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* A-level marketing journals include JM, JMR, JCR, and MS.

* FT50 Marketing journals (not including UT Dallas Journals) include JCP and JAMS.

Table 10

Publication Record Frequencies and Percentages at the Time of job Interviews (N=83)

Publication Type/Status	0		1		2		3 or more	
	Freq	%	Freq	%	Freq	%	Freq	%
A-level* Marketing Journals								
Under 1st Review	75	86.2%	8	13.8%	0	0%	0	0%
Past 1st Review	64	77%	17	20.5%	2	2.5%	0	0%
Accepted/Published	59	71.1%	22	26.4%	2	2.5%	0	0%
FT50 Marketing journals (not including UT Dallas Journals)								
Under 1st Review	67	81.7%	13	15.8%	2	2.5%	1	1.8%
Past 1st Review	67	80.7%	12	14.7%	3	4.6%	0	0%
Accepted/Published	58	69.8%	16	21%	6	9.2%	3	7.1%
B-level or Lower Marketing Journals								
Under 1st Review	60	72.2%	19	22.9%	4	4.9%	0	1.8%
Past 1st Review	58	69.8%	20	24.1%	5	6.1%	0	0%
Accepted/Published	60	74.2%	16	19.2%	4	6.6%	3	7.1%

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

Table 11

Mean publication records at three stages of publication by Hiring Institution type at the time of Job Interview (N=78)

Institution type	Papers under first review			Papers past first review (R and R)			Accepted papers		
	UTD journals	FT50 journals	B-level journals	UTD journals	FT50 journals	B-level journals	UTD journals	FT50 journals	B-level journals
Research Intensive	0.21	0.04	0.21	0.29	0.01	0.18	0.34	0.05	0.52
Research	0.1	0.01	0.11	0.01	0.01	0.1	0.1	0.02	0.21
Balanced	0.05	0	0.05	0.01	0.01	0.01	0.01	0.04	0.05
Teaching	0	0	0.01	0	0	0.01	0	0	0.01

Table 12

New Marketing Faculty, Class of 2023 (N=83)

Journal Contributions at the Time of Job interviews*

Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
A-Level (UT Dallas) Marketing Journals			
Journal of Consumer Research	4	15	3
Journal of Marketing	2	7	1
Journal of Marketing Research	2	12	2
Marketing Science	4	7	4
FT50 Marketing journals (excluding UT Dallas Journals)			
Journal of Consumer Psychology	2	3	4
Journal of the Academy of Marketing Science	0	3	4
All Other Journals			
Advances in Consumer Research (ACR Full Paper)	0	1	0
Advances in International Marketing	0	0	0
European Journal of Marketing	0	1	0
Industrial Marketing Management	1	1	2
International Journal of Advertising	1	0	0
International Journal of Consumer Studies	1	0	1

International Journal of Market Research	1	2	1
International Journal of Research in Marketing	0	2	0
International Marketing Review	0	0	0
Journal of Advertising	0	1	2
Journal of Advertising Research	1	0	0
Journal of Brand Management	0	0	0
Journal of Business & Industrial Marketing	0	1	0
Journal of Business Research	1	3	3
Journal of Business-to-Business Marketing	0	0	0
Journal of Consumer Affairs	0	0	2
Journal of Consumer Behavior	0	0	2
Journal of Consumer Marketing	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	2
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	0
Journal of Marketing Theory & Practice	0	1	0
Journal of Personal Selling & Sales Management	0	0	0
Journal of Personality & Social Psychology	0	1	1
Journal of Product and Brand Management	0	0	0
Journal of Product Innovation Management	1	0	0
Journal of Public Policy & Marketing	0	0	0
Journal of Retailing	0	1	1
Journal of Retailing & Consumer Services	0	0	2
Journal of Service Research	0	0	0
Journal of Services Marketing	0	0	2

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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	2
Marketing Management	0	0	0
Marketing Theory	0	1	0
Psychological Science	1	0	2
Psychology & Marketing	0	1	2
Others**	7	3	15

* Self-reported acceptance/publication.

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

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. "Total salary" is calculated by adding the respondent's base salary to any summer research support received. The numbers provided are rounded to the nearest \$500.

Table 13
Salary Information (\$USD) (N=56)

	N	Mean	Median	Mode	Min.	Max.
9-months	44	170,000	145,000	200,000	75,000	220,000
12-months	29	126,000	145,000	200,000	45,000	290,000
Other (10-month)	3	121,000	140,000	#N/A	104,000	145,000
Summer Research Support	49	29,500	35,000	40,000	1,500	67,000
Total Salary	76	152,000	145,000	200,000	45,000	290,000

Respondents reported an average of 3.39 years of summer research support.

Table 14
Other Financial Incentives (N=76)

Incentive	Freq	Mean	Median	Mode	Min.	Max.
Moving Expenses	64	7,600	7,250	10,000	2,000	20,000
Conference Travel	23	4,500	3,000	2,000	500	18,000
Research Expenses	38	16,000	10,000	10,000	1,500	50,000
Tech/Software (\$)	22	8,300	2,500	2,500	1,500	10,000
Publication Bonus	6	11,600	7,300	1000	1,000	28,000
Faculty Development	9	6,100	2,750	10,000	500	18,000
Housing Support	4	15,000	15,000	#N/A	6,500	23,500
GA Support (hrs./week)	5	16.6	10	10	8	40

Table 15
Mean Salary by Years of Ph.D. Program Completed at Time of Job Interviews (N=71)

Years of Ph.D. Completed at time of job interviews	N	%	9-Month Salary	Summer Research Support	Total Salary
2	1	1.5%	145,000	10,000	155,000
3	8	11%	125,000	24,000	149,000
4	32	45%	148,500	26,000	174,500
5	25	35.5%	169,100	38,300	207,400
6	5	7%	145,400	30,800	176,200

Table 15 (-cont)
Mean Salary by Years of Ph.D. Program Completed at Time of Job Interviews among different concentrations

CB (N=37)					
Years of Ph.D. Completed at time of job interviews	N	%	9-Month Salary	Summer Research Support	Total Salary
2	1	2.5%	145,000	10,000	155,000
3	3	8%	147,000	24,000	171,000
4	16	43%	150,500	21,000	171,500
5	14	38.5%	157,000	47,500	204,500
6	3	8%	132,000	23,500	160,500

Strategy (N=14)					
Years of Ph.D. Completed at time of job interviews	N	%	9-Month Salary	Summer Research Support	Total Salary
2	0	0%	-	-	-
3	2	14%	97,000	-	97,000
4	7	50%	147,500	29,000	176,500
5	2	14%	143,500	22,000	165,500
6	3	22%	145,500	31,000	176,500

Modeling (N=20)

Years of Ph.D. Completed at time of job interviews	N	%	9-Month Salary	Summer Research Support	Total Salary
2	0	0%	-	-	-
3	0	0%	-	-	-
4	8	40%	156,000	40,000	196,000
5	11	55%	189,000	35,000	224,000
6	1	5%	200,000	44,500	244,500

Table 16

Mean Salary by Dissertation Status at Time of Job interviews (N=59)

Dissertation Status	N	%	9-Month Salary	Summer Research Support	Total Salary
Dissertation Defended	10	17%	133,000	24,100	157,100
Proposal Defended + Data	46	78%	158,100	32,700	190,800
Proposal Not Defended	3	5%	160,000	16,000	176,000

Table 17

Mean Salary by Main Research Area (N=78)

Main Research Area	N	%	9-Month Salary	Summer Research Support	Total Salary
Consumer Behavior	41	53%	143,150	27,300	170,450
Strategy	14	18%	148,800	29,500	178,300
Modeling	22	28%	171,150	34,000	205,150
Other	1	1%	69,500	3,200	72,700

Table 18

Mean Salary by Number of Course Preparations (Preps) At Degree-Granting Institution (N=69)

Number of Course Preps	N	%	9-Month Salary	Summer Research Support	Total Salary
0	12	18%	157,000	39,000	196,000
1	26	38%	178,100	35,000	213,100
2	12	18%	133,000	16,000	149,000
3	6	7%	146,500	16,600	163,100
4 and more	13	19%	117,000	21,000	138,000

Table 19

Mean Salary by Semester of Offer Acceptance (N=77)

Semester Accepted	N	%	9-Month Salary	Summer Research Support	Total Salary
Fall 2023	45	58.5%	180,000	32,300	212,300
Spring 2024	32	41.5%	111,100	20,000	131,100

Table 19 (-cont)

Mean Salary by Semester of Offer Acceptance among concentrations

CB (N=41)

Semester Accepted	N	%	9-Month Salary	Summer Research Support	Total Salary
Fall 2023	23	56%	177,000	29,000	206,000
Spring 2024	18	44%	107,000	23,000	130,000

Strategy (N=14)

Semester Accepted	N	%	9-Month Salary	Summer Research Support	Total Salary
Fall 2023	8	57%	157,000	20,500	177,500
Spring 2024	6	43%	138,000	20,000	158,000

Modeling (N=22)

Semester Accepted	N	%	9-Month Salary	Summer Research Support	Total Salary
Fall 2023	16	73%	193,000	34,000	227,300
Spring 2024	6	27%	160,000	-	160,000

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. 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=77)

Ph.D. Program	N	%	9-Month Salary	Summer Research Support	Total Salary
No	28	36.3%	147,400	22,500	169,900
Yes	49	63.7%	156,700	36,400	193,100

Table 21

Mean Salary by Number of Course Preparations (Preps) At Hiring Institution (N=74)

Number of Course Preps	N	%	9-Month Salary	Summer Research Support	Total Salary
0	3	4%	104,600	N/A	104,600
1	39	53%	183,100	35,700	218,800
2	21	28%	125,600	19,400	145,000
3	10	13.5%	110,800	17,700	128,500
4	1	1.5%	120,000	N/A	120,000

Table 22

Mean Salary by Typical Teaching Load Per Year at Hiring Institution (N=74)

Typical Load	N	%	9-Month Salary	Summer Research Support	Total Salary
1	4	5.5%	126,000	N/A	126,000
2	4	5.5%	84,750	20,000	104,750
3	35	47%	176,200	42,000	218,200
4	16	22%	148,000	20,000	168,000
5	6	8%	134,500	21,250	155,750
6	8	11%	135,600	9,500	145,100

8	1	1%	85,000	N/A	85,000
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Table 23

Mean Salary by Whether Hiring Institution is Public or Private (N=75)

Private or public	N	%	9-Month Salary	Summer Research Support	Total Salary
Public	59	78.5%	149,700	29,500	179,200
Private	16	21.5%	164,500	31,700	196,200

Table 24

Mean Salary by Type of Hiring Institution (N=74)

Institution Type	N	9-Month Salary	Summer Research Support	Total Salary
Research Intensive	44	157,500	41,175	198,875
Public	36	160,000	40,000	200,000
Private	8	155,000	42,750	197,750
Research	15	192,000	20,000	202,000
Public	13	139,000	20,000	159,000
Private	2	245,000	N/A	245,000
Balanced	14	136,250	14,975	151,225
Public	9	132,500	12,200	144,700
Private	5	140,000	17,750	157,750
Teaching	1	85,000	N/A	85,000
Public	1	85,000	N/A	85,000
Private	0	N/A	N/A	N/A

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 (journal level) by type of hiring institution

Institution type	Journal Level*					
	N	1	2	3	4	5
Research intensive	40	25	9	3	1	2
Public	32	18	9	3	0	2
Private	8	7	0	0	1	0
Research	14	4	5	4	1	0
Public	12	2	5	4	1	0
Private	2	2	0	0	0	0
Balanced	13	2	1	3	5	2
Public	9	0	1	3	4	1
Private	4	2	0	0	1	1
Teaching	0	0	0	0	0	0
Public	0	0	0	0	0	0
Private	0	0	0	0	0	0

*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.

Table 26

Mean Salary by Journal Level Required for Tenure at Hiring Institution (N=54)

Journal Level	N	%	9-Month Salary	Summer Research Support	Total Salary
Only A Journals*	30	55.5%	191,300	40,200	231,500
B Journals Count	2	4%	180,000	39,500	219,500
B Journals with expectations for A Journals	13	24%	110,600	13,500	124,100
B Journals with NO Expectations for A Journals	4	7.5%	129,000	10,500	139,500
A Journals, B Journals, and Conference Proceedings	5	9%	109,300	10,000	119,300

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

Table 26 (cont.)

The number of institutions that fall into each specific category

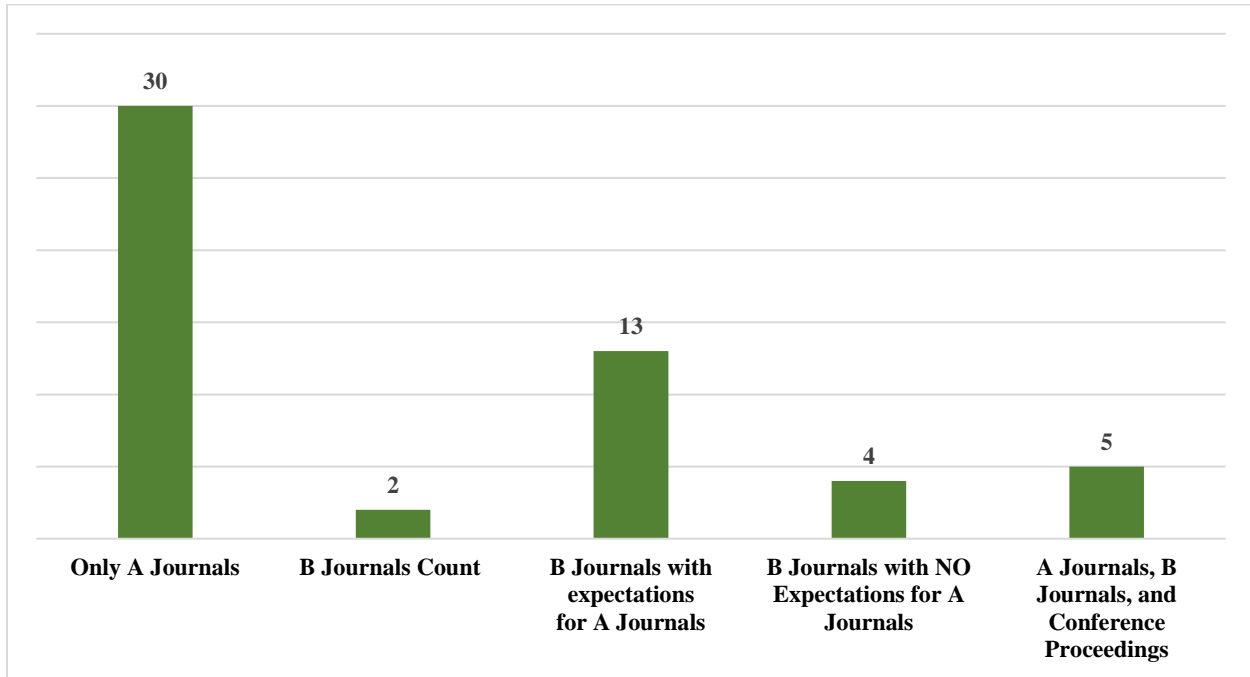


Table 27

Means of Tenure Requirements by Type of Hiring Institution (N=70)

Institution Type*	N	Journal Level**	# A publications***	Total # of Publications
Research Intensive	35	1.71	3.6	4.43
Public	29	1.62	3.68	4.36
Private	6	2.17	3.20	4.67
Research	15	2.33	2.57	5.07
Public	13	2.33	2	4.92
Private	2	1	6.5	6.5
Balanced	14	3.75	2.50	4.17
Public	9	3.56	1.00	4.71
Private	5	2.80	3.33	3.00
Teaching	6	4.00	2.00	4.00
Public	6	4.00	N/A	5.25
Private	0	N/A	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.

**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.

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

Table 28
New Marketing Faculty,
Class of 2024 (N=83)

Journal Contributions* at the Time of Survey Completion

Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
A-Level (UT Dallas) Marketing Journals			
Journal of Consumer Research	2	7	7
Journal of Marketing	1	10	1
Journal of Marketing Research	1	9	2
Marketing Science	1	5	5
FT50 Marketing journals (excluding UT Dallas Journals)			
Journal of Consumer Psychology	1	1	3
Journal of the Academy of Marketing Science	2	2	6
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	1
Industrial Marketing Management	0	0	3
International Journal of Advertising	0	1	0
International Journal of Consumer Studies	0	1	0
International Journal of Market Research	0	2	1
International Journal of Research in Marketing	1	1	1
International Marketing Review	0	0	0
Journal of Advertising	0	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	0	5	3
Journal of Business-to-Business Marketing	0	0	0
Journal of Consumer Affairs	0	0	1
Journal of Consumer Behavior	0	0	1
Journal of Consumer Marketing	1	0	1

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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	2
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	0
Journal of Marketing Theory & Practice	0	0	0
Journal of Personal Selling & Sales Management	0	0	0
Journal of Personality & Social Psychology	0	1	1
Journal of Product and Brand Management	0	1	0
Journal of Product Innovation Management	0	0	0
Journal of Public Policy & Marketing	2	1	0
Journal of Retailing	0	1	1
Journal of Retailing & Consumer Services	0	0	2
Journal of Service Research	0	0	0
Journal of Services Marketing	0	0	2
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	2
Marketing Management	0	0	0
Marketing Theory	0	1	0
Psychological Science	0	0	2
Psychology & Marketing	0	0	1
Others**	4	5	17

* Self-reported acceptance/publication.

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