



AM> | SIG
Doctoral Student

2024 Who Went Where? Survey Report

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

* FYI: The above table already exists in the 2024 report.

The new table:

Table 17 (only for R1 schools)

Mean Salary by Main Research Area (N=45)

Main Research Area	N	%	9-Month Salary	Summer Research Support	Total Salary
Consumer Behavior	22	49%	\$185,000	\$42,000	\$227,000
Strategy	8	18%	\$148,500	\$39,000	\$187,500
Modeling	14	31%	\$178,000	\$39,500	\$217,500
Other	1	2%	69,500	3,200	72,700