2025 *Who Went Where?* Survey Report

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

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2025 "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 completed the job-seeking stage of their doctoral programs. Based on their responses, we compile a report that describes the immediate past job market. Reports from 2003 through 2025 can be downloaded from the [AMA DocSIG website](#).

The survey was administered in two parts. Part 1 collected information on candidates' teaching backgrounds, publication records, salaries, and related variables. This section was fully anonymous. Part 2 consisted of a brief follow-up survey in which respondents were invited to voluntarily disclose their name, Ph.D.-granting institution, and hiring institution. The two parts were administered on separate platforms, ensuring that responses could not be linked at the individual level.

Survey participation was solicited via repeated recruitment announcements to the AMA DocSIG and ELMAR listservs, all North American Marketing Department Chairs and Ph.D. program coordinators, DocSIG LinkedIn platform, and Graduates as indicated in the Marketing Job Market Sheet. Schools not contacted should send the name and email address of their marketing department doctoral program coordinator to Ishita Nagpal, inagpal1@gsu.edu.

The survey was designed and administered by Reza Pedarpour and Gang Yi from Kent State University, while Julia van de Sandt led the conceptual overhaul of the survey and report in 2025. 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.

<div align="center">Congratulations and good luck to the new Assistant Professors of Fall 2025!</div>

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Content Overview

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Scope and Classification Framework

Sample: All reported results are restricted to the **North American** context, specifically to doctoral students who obtained their PhD in North America during 2024–2025, to those who secured assistant professor positions at North American institutions to commence in Fall 2025, or both.

Journal Classification: FT50 Marketing Journals include JM, JMR, JCR, MS, JCP, and JAMS.

Institution Classification: 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.

Salary by Research Concentration

2003-2025 9-month Salary Trends (by research area)
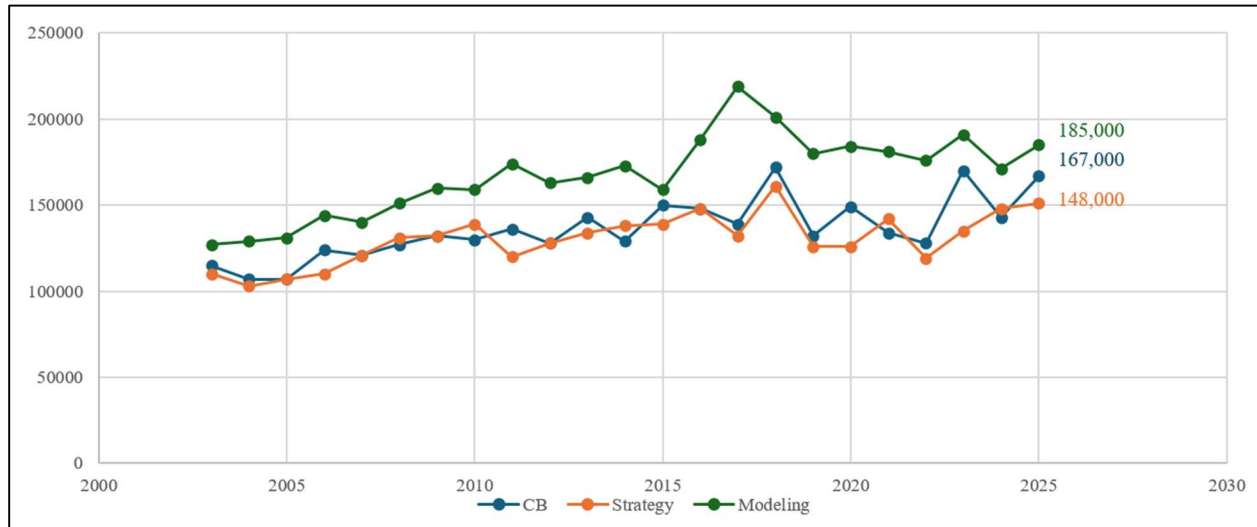
*2025 = Based on applicants with a North American hiring institution, PhD granting institution, or both.

Report Highlights

Job Search Process *(Table 3)*

- Mean number of applications sent   69.90
- Mean number of job interviews   13.10
- Mean number of job offers received   1.90

Job Offers

- 70% of offers were accepted within Oct - Dec 2024, while 18% of offers were accepted between January and March. 12% were accepted between April and June. *(Table 5)*
- 56% of applicants accepted a Consumer Behavior position. Strategy and Modeling accounted for 16%, 26% of accepted positions, respectively. *(Table 17)*

Candidate Information

- 42% of candidates attended the AMA Sheth Foundation Consortium *(Table 9)*
- 18% of candidates did **not** have a paper under review or accepted *(Table 10)*
- 9 submissions were accepted papers at FT50 marketing journals (JM, JMR, JCR, JCP, JAMS, or MS) *(Table 10)*
- Median years of program completed at the time of job interviews = 5 *(Table 8)*
- Median years of industry experience = 1 *(Table 8)*

Salary Information *(Section III)*

- Median 9-month salary $170,000
- Median total salary (including summer support) $199,300
- Mean 9-month salary for research-intensive institution $180,400
- Mean 9-month salary for research institution $168,000
- Mean 9-month salary for balanced institution $150,800
- Mean 9-month salary for teaching institution $63,800
- Mean salary for Fall hires $178,600
- Mean salary for Spring hires $132,300

Table 1

2025 Job Candidate Placements

Name	Ph.D. Granting Institution.	Hiring Institution
Aaron Nichols	Boston University	Meredith College
Eric Park	Columbia Business School	Vanderbilt University
Rin Yoon	Cornell University	University of Iowa
Demi Oba	Duke University	Harvard Business School
Benedict Alberternst	Freie Universität Berlin	Washington and Lee University
Kevin Giang Barrera	Georgia State University	University of Texas at El Paso
Meng Ji	Indiana University	University of Tulsa
Philip Kim	Indiana University	Texas Christian University
Zhe (Betty) Ji	McMaster University	University of Guelph
Cameron Martel	MIT Sloan School of Management	Johns Hopkins Carey Business School
Shoshana Segal	New York University	Texas A&M University
Jocelyn Grabke	Northwestern University	Saint Mary's University
Maria Giulia Trupia	PhD IESE Business School; Postdoc UCLA	New York University
Jin Ho Yun	Sungkyunkwan University	New Mexico State University
Ralph Park	Texas A&M University	Binghamton University (SUNY Binghamton)
Stephanie Flout	The Ohio State University	El Normande Business School
Cory Haltman	The Ohio State University	Indiana University
Casey Waldsmith	The University of Memphis	Kennesaw State University
Shannon Duncan	The Wharton School, University of Pennsylvania	University of Alberta
Hangcheng Zhao	The Wharton School, University of Pennsylvania	Rutgers University
Christoph Hüller	University of Arizona	New Mexico State University
William Ryan	University of California, Berkeley	NYU Stern
Jazmin Henry	University of California, Irvine	Virginia Commonwealth University
Xiajing Zhu	University of California, Irvine	University of Oregon
Brandon Christensen	University of Colorado Boulder	University of Arkansas
Tsung-You Hsieh	University of Houston	Oklahoma State University
Bryce Pyrah	University of Iowa	University of Minnesota
Michael Jenkins	University of Kentucky	Mississippi State University
Riaj Mahmud	University of North Texas	Sam Houston State University
Wangsuk Suh	University of Rhode Island	Kennesaw State University
Melissa Baucum	University of Tennessee	Oklahoma State University

Amit Malhmikar	University of Texas at El Paso	Illinois State University
Erika Zuloaga Cosme	University of Texas at San Antonio	University of Texas Rio Grande
Lin Zhao	West Virginia University	Virginia Commonwealth University

SECTION I: Job Market Process

This section provides summary data on the job search process, from application submission to offer acceptance. The final sample comprised **61** respondents with doctoral origins or placements in North America. 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=59)

Items	Count
I have accepted an academic job offer	58
I have accepted a non-academic/industry job offer	0
I don't have any academic job offers yet, but I am in the process of applying	1

The survey was available for respondents to complete until <u>August 14, 2025</u>

Table 3

The Job Search Process: From Applications to Offers

	N	Mean	Median	Mode	Min	Max
Total applications sent	59	69.9	70	80	1	200
Interviews completed (phone, Skype, conferences)	59	13.1	10	20	1	40
In-person Campus visits	59	3.9	3	1	0	11
Virtual campus visits	59	0.3	0	0	0	5
How many offers were received?	57	1.9	1	1	0	5
Conference proceedings / presentations listed on a cv?	58	7.9	6	3	0	30

Table 4

Means for the Job Search Process by Type of Hiring Institution* (N=58)

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	39	71.8	14.9	4.8	0.2	2	8.5
Public	32	69.8	14.6	4.5	0.2	1.8	8
Private	7	80.9	16.3	6.1	0.1	3	10.7
Research	6	62.3	12	2.8	0.5	1.7	8.8
Public	3	45	11.7	2.3	0.3	1	9.7
Private	3	79.7	12.3	3.3	0.7	2.3	8
Balanced	12	66.1	8.9	2	0.3	1.4	5.8
Public	6	48.2	5.2	1.2	0.2	1.2	4.5
Private	6	84	12.7	2.8	0.5	1.7	7
Teaching	1	108	14	3	5	3	5
Public	0	N/A	N/A	N/A	N/A	N/A	N/A
Private	1	108	14	3	5	3	5

*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=61)

	Frequency	Percentage
Oct 2024	14	23%
Nov 2024	21	34%
Dec 2024	8	13%
Jan 2025	2	3%
Feb 2025	4	7%
Mar 2025	5	8%
Apr 2025	3	5%
May 2025	3	5%
June 2025	1	2%

Figure 1

Month of Offer Acceptance (N=61)
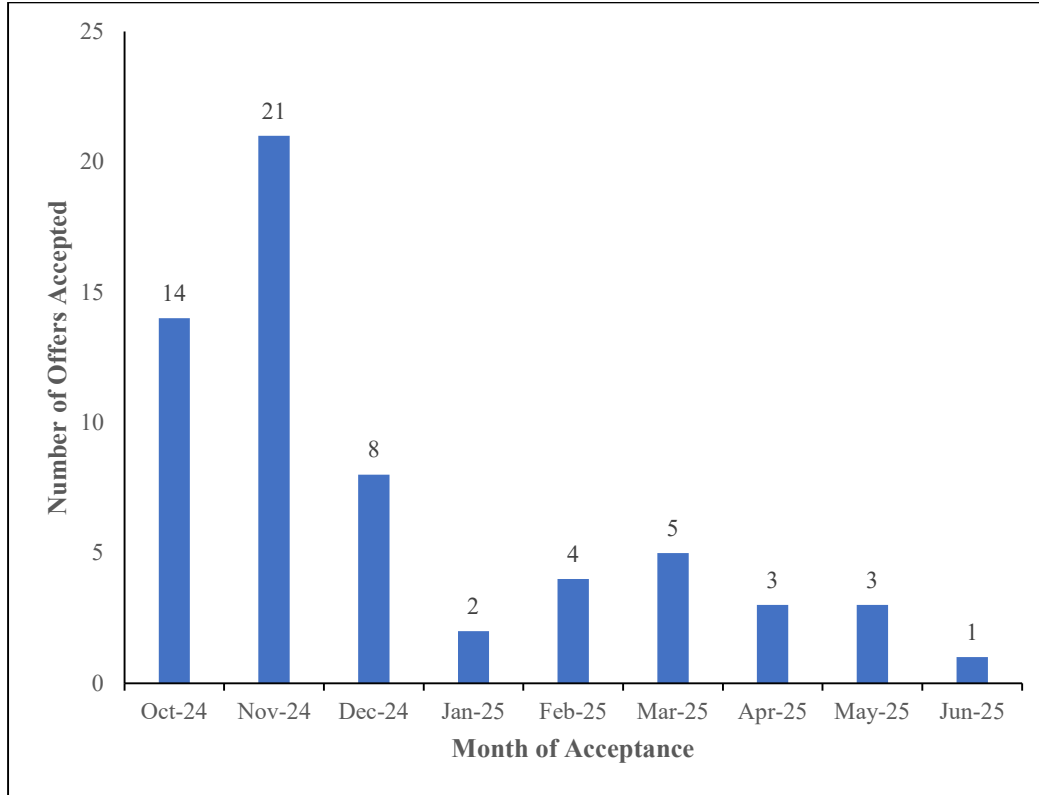
Table 6

Month of Job Offer Acceptance by Institutional Teaching Load* (N = 48)

	Research Intensive	Research	Balanced	Teaching
October 2024	9	0	2	0
November 2024	11	2	5	0
December 2024	4	0	3	0
January 2025	0	0	0	0
February 2025	2	1	0	1
March 2025	0	0	2	0
April 2025	0	0	1	0
May 2025	1	1	2	0
June 2025	0	1	0	0

Figure 2

Timeline of Job Offers Accepted by Institutional Teaching Load* (N = 48)
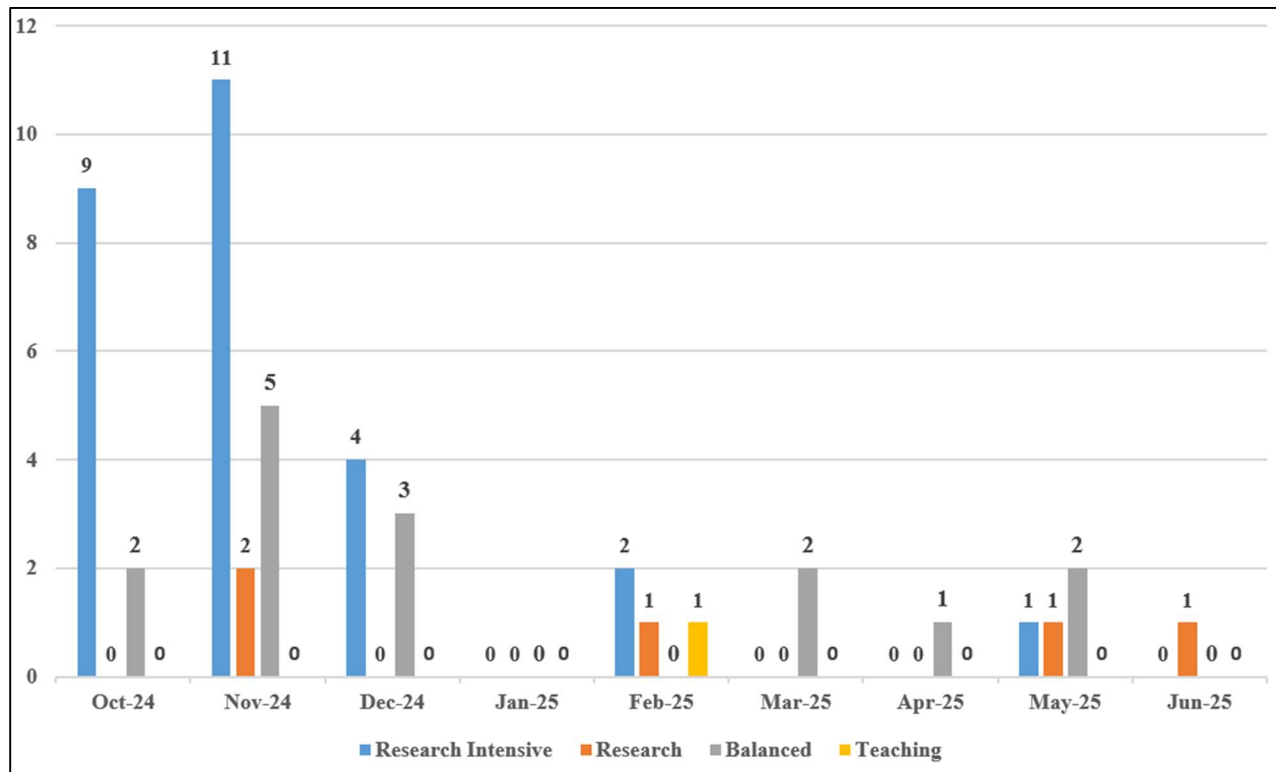
Table 7

Placement Outcomes by Doctoral Institution Type (N=38)

Graduated From ↓ / Ended Up At →	R1 Faculty	R2 Faculty
R1 School	26	7
R2 School	1	4

SECTION II: Candidate Characteristics

This section presents summary statistics on the background characteristics of candidates at the time of their job interviews.

Table 8

Prior Experience of Candidates (N=52)

	N	Mean	Median	Mode	Min	Max
Years of Ph.D. Completed when the applicant was in Job market	52	4.46	5	5	2	7
Years to Complete Ph.D.	52	5.23	5	6	3	6
Years of Industry Experience	52	2.55	1	0	0	15

Table 9

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

	Frequency	Percentage
Yes	22	41.5
No	31	58.5

Table 10

Publications at the Time of job Interviews (N=54)

Items	N
Applicants without Papers at Any Stage	6
Applicants With One Or More Accepted Papers	28
Papers Under First Review	**37**
FT50 Marketing journals	15
All other journals	22
Papers Past First Review	**56**
FT50 Marketing journals	21
All other journals	35
Accepted Papers	**58**
FT50 Marketing journals	9
All other journals	49

Note: Total number of submissions at all stages = 151

Table 11

Publications at the Time of Job interviews (N=52)

Publication Type/Status	Mean	Median	Mode	Min	Max
Conference Presentations & Proceedings	7.9	6	3	0	30
FT50 Marketing journals					
Under 1st Review	0.3	0	0	0	3
Past 1st Review	0.35	0	0	0	2
Accepted/Published	0.15	0	0	0	2
All other Marketing Journals					
Under 1st Review	0.3	0	0	0	3
Past 1st Review	0.34	0	0	0	2
Accepted/Published	0.66	0	0	0	3

Table 12

Publication Record Frequencies at the Time of job Interviews (N=60)

Publication Type/Status	0	1	2	3 or more
	Freq	Freq	Freq	Freq
FT50 Marketing journals				
Under 1st Review	34	16	6	4
Past 1st Review	46	10	3	1
Accepted/Published	53	5	2	0
All Other Marketing Journals				
Under 1st Review	45	9	3	3
Past 1st Review	49	7	2	2
Accepted/Published	44	8	4	4

Table 13

New Marketing Faculty, Class of 2025 (N=60)

Journal Contributions* at the Time of Job interviews

Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
FT50 Marketing journals			
Journal of Consumer Psychology	2	7	2
Journal of Consumer Research	8	9	2
Journal of Marketing	2	11	3
Journal of Marketing Research	7	10	3
Journal of the Academy of Marketing Science	2	2	1
Marketing Science	2	3	2
All Other Journals			
Advances in Consumer Research (ACR Full Paper)	0	0	18
Advances in International Marketing	0	0	0
European Journal of Marketing	2	1	1
Industrial Marketing Management	0	0	0
International Journal of Advertising	0	0	1
International Journal of Consumer Studies	0	0	0
International Journal of Market Research	1	0	0
International Journal of Research in Marketing	1	0	1
International Marketing Review	0	0	0
Journal of Advertising	0	0	0
Journal of Advertising Research	0	0	0
Journal of Brand Management	0	0	0
Journal of Business & Industrial Marketing	0	1	0
Journal of Business Research	0	2	6
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	0	0	1
Journal of Current Issues & Research in Advertising	0	0	0

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	1	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	1
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	1	0
Journal of Public Policy & Marketing	1	0	0
Journal of Retailing	0	1	1
Journal of Retailing & Consumer Services	0	0	0
Journal of Service Research	0	1	0
Journal of Services Marketing	0	1	0
Journal of Strategic Marketing	0	1	0
Journal of the Association of Consumer Research	1	1	2
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	1	2
Psychology & Marketing	2	0	2
Others**	6	5	17

* 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. "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	Mean	Median	Mode	Min.	Max.
9-months	39	169,000	170,000	170,000	105,500	225,000
12-months	15	164,500	150,000	280,000	63,000	315,000
Other (10-month)	1	144,000	144,000	144,000	144,000	144,000
Summer Research Support	37	25,000	25,000	40,000	1,500	55,000
Total Salary	55	167,000	170,000	170,000	63,000	315,000

Table 15

Other Financial Incentives

Incentive	Freq	Mean	Median	Mode	Min.	Max.
Moving Expenses	42	8,100	7,500	10,000	1,000	20,000
Conference Travel	14	4,000	3,000	1,000	1,000	12,000
Research Expenses	30	16,000	13,000	3,000	1,000	69,000
Tech/Software ($)	14	4,000	3,500	5,000	1,000	10,000
Publication Bonus	4	6,000	5,000	2,500	2,500	10,000
Faculty Development	4	2,000	2,000	2,000	2,000	2,100
Housing Support	6	21,500	3,800	500	500	100,000

Table 16

Compensation by Years of Ph.D. Completed at Time of Job Market (N=53)

Years of Ph.D. Completed at time of job interviews	N	9-Month Salary	Summer Research Support	Total Salary
2	1	135,000	11,000	146,000
3	4	151,000	13,000	164,000
3.5	2	117,500	N/A	117,500
4	19	162,000	25,8000	186,500
5	24	168,500	25,000	194,000
6	2	197,500	41,500	239,000
7	1	185,000	40,000	225,000

Table 17

Mean Salary by Main Research Area (N=51)

Main Research Area	N	9-Month Salary	Summer Research Support	Total Salary
Consumer Behavior	**29**	**167,000**	**29,000**	**194,500**
Research Intensive	14	178,000	27,000	223,000
Research	2	137,000	10,000	147,500
Balanced	8	138,500	14,000	136,500
Teaching	2	64,000	N/A	64,000
Strategy	**7**	**148,000**	**24,400**	**172,000**
Research Intensive	6	192,200	33,400	174,784
Research	1	130,249	17,222	147,471
Balanced	0	N/A	N/A	N/A
Teaching	0	N/A	N/A	N/A
Modeling	**13**	**185,000**	**22,500**	**204,100**
Research Intensive	9	192,250	22,500	225,712
Research	2	167,500	27,000	195,342
Balanced	1	121,000	35,000	156,916
Teaching	0	N/A	N/A	
Other	**2**	**107,150**	**5,000**	**112,150**
Research Intensive	0	N/A	N/A	N/A
Research	2	107,150	5,000	112,150
Balanced	0	N/A	N/A	N/A
Teaching	0	N/A	N/A	N/A

Table 18

Mean Salary by Number of Course Preparations (Preps) At Degree-Granting Institution (N=55)

Number of Course Preps	N	9-Month Salary	Summer Research Support	Total Salary
0	9	193,500	37,000	230,500
1	22	176,000	23,000	199,100
2	10	160,000	19,000	179,000
3	5	155,000	11,500	166,500
4 and more	9	142,000	7,500	149,500

Table 19

Mean Salary by Semester of Offer Acceptance (N=51)

Semester Accepted	N	9-Month Salary	Summer Research Support	Total Salary
Fall 2024	35	172,500	25,500	201,000
Spring 2025	16	159,500	26,000	182, 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. 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=46)

Ph.D. Program	N	%	9-Month Salary	Summer Research Support	Total Salary
No	17	37%	149,000	19,500	161,500
Yes	29	63%	158,500	28,500	174,000

Table 21

Mean Salary by Number of Course Preparations (Preps) At Hiring Institution (N=52)

Number of Course Preps	N	%	9-Month Salary	Summer Research Support	Total Salary
0	3	6%	171,000	29,900	210,000
1	28	53%	188,000	31,000	221,000
2	13	25%	147,000	14,500	161,500
3	5	10%	138,000	9,200	147,200
4 and more	3	5%	114,000	3,500	115,500

Table 22

Mean Salary by Typical Teaching Load Per Year at Hiring Institution (N=54)

Typical Load	N	9-Month Salary	Summer Research Support	Total Salary
1	1	280,000	N/A	280,000
2	7	182,000	26,700	208,000
3	26	184,500	27,900	211,500
4	9	164,000	19,800	183,000
5	6	149,000	11,200	160,000
6	4	128,000	7,800	135,200
7	1	63,000	N/A	63,000

Table 23

Mean Salary by Whether Hiring Institution is Public or Private (N=51)

Private or public	N	9-Month Salary	Summer Research Support	Total Salary
Public	34	163,700	23,500	181,500
Private	17	188,500	25,100	213,600

Table 24

Mean Salary by Type of Hiring Institution (N=52)

Institution Type	N	9-Month Salary	Summer Research Support	Total Salary
Research Intensive	**25**	**182,200**	**30,000**	**212,200**
Public	20	175,000	30,500	205,500
Private	5	211,000	29,000	240,500
Research	**10**	**141,000**	**24,000**	**153,000**
Public	5	126,000	13,500	131,500
Private	5	156,000	31,500	174,500
Balanced	**15**	**128,000**	**12,000**	**135,000**
Public	8	111,500	13,500	116,700
Private	7	147,500	11,000	157,000
Teaching	**2**	**64,000**	**N/A**	**64,000**
Public	1	65,000	N/A	65,000
Private	1	63,000	N/A	63,000

Table 25

Tenure Requirements at Hiring Institution

Requirement	N	Mean	Median	Mode	Min.	Max.
Journal Type*	56	2.7	3	3	1	5
# of FT50 level Publications**	45	3.6	3	5	1	7
Total # of Publications	53	4.56	4	4	2	10

Note: N refers to the number of applicants who responded to tenure requirement question.
*This is a categorical variable, while the other variables represent a count. Coding for this categorical variable: 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=48)

Journal Level	N	9-Month Salary	Summer Research Support	Total Salary
Only FT50 Journals*	15	195,700	37,000	233,800
B Journals Count (but only very little)	10	160,800	21,100	181,900
B Journals w/ Expectations for FT50 Journals	15	173,500	27,500	201,900
B Journals w/ NO Expectations for FT50 Journals	5	139,200	9,000	148,300
FT50 Journals, B Journals, and Conference Proceedings	3	131,000	12,300	144,200

Figure 3

Number Of Institutions By Journal Tenure Requirements
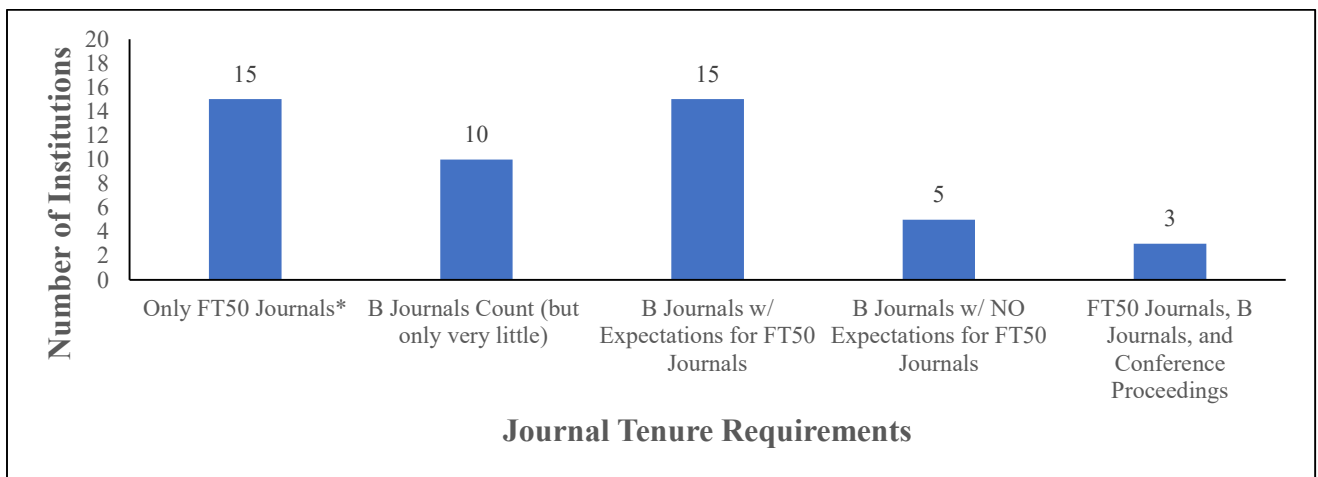
Table 27

Means of Tenure Requirements by Type of Hiring Institution (N=44)

Institution Type*	N	Journal Level**	# FT50 publications	Total # of Publications
Research Intensive	**27**	1.8	3.9	5.5
Public	22	1.7	3.6	5.2
Private	5	2	4.3	6.5
Research	**6**	3.3	2.4	4.4
Public	3	3.1	2.1	4
Private	3	3.4	2.7	4.8
Balanced	**10**	4.5	2.6	5
Public	5	4.6	2.7	4.6
Private	5	4.4	2.4	5.3
Teaching	**1**	5	1.5	8.5
Public	0	N/A	N/A	N/A
Private	1	5	1.5	8

** This is a categorical variable while the other variables represent a count. Coding for this categorical variable: 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.