

2003 Who Went Where Survey Results

Student	Degree Granting Institution	Hiring Institution
Scott Colwell	Bradford U. School of Mgmt.	U. of Guelph, Dept. of Consumer Studies
Deva Rangarajan	U. of Houston	Vlerick Leuven Gent Management School
Douglas Eric Boyd	U. of Virginia	James Madison U.
Jill Sundie	Arizona State U.	U. of Houston
Omar Shehryar	U. of Missouri	Louisiana State U.
Sangkil Moon	U. of Iowa	North Carolina State U.
Caroline Lego Mun	Auburn U.	Fairleigh Dickinson U.
Hai Che	Washington U.	U. of California, Berkeley
Jennifer A. Pope	U. of Texas, Pan America	Grand Valley State U.
Jennifer Argo	U. of Manitoba	U. of Alberta
Jennifer Christie	U. of Arkansas	U. of Dayton
Vaidotas Lukosius	New Mexico State U.	Tennessee State U.
Marcus da Cunha J	U. of Florida	U. of Washington, Seattle
Lan Nguyen	U. of Minnesota	U. of Illinois, Urbana, Champaign
Frank Tian Xie	Georgia State U.	Drexel U.
Tom Kramer	Stanford U.	Baruch College/City U. of NY
Lukas Forbes	U. of Kentucky	Western Kentucky U.
Vincent Onyemah	INSEAD	Boston U.
Els De Wilde	U. of Florida	HEC Montréal
Rui Zhu	U. of Minnesota	Rice U.
Xing Pan	U. of Maryland	Indiana U.
Maria Kniazeva	U. of California, Irvine	U. of San Diego
Klaus Schoefer	U. of Nottingham	U. of Nottingham
Mark S. Rosenbaum	Arizona State U.	U. of Hawaii, Manoa
John Godek	U. of Michigan	U. of Oregon
Prokriti Mukherji	U. of Southern California	U. of Minnesota
Michel Phan	U. of New South Wales	ESSEC Business School
Jacqueline M. Conard	Duke U.	Vanderbilt U.
Ruby Lee	Washington State U.	U. of Nevada, Las Vegas
Kristin Diehl	Duke U.	U. of South Carolina
Daekwan Kim	Michigan State U.	Florida State U.
Amar Cheema	U. of Colorado, Boulder	Washington U. in St. Louis
Scott Nadler	U. of Alabama	East Carolina U.
Laurence Ashworth	U. of British Columbia	Queen's U.

Lance Gentry	Michigan State U.	U. of Missouri, Rolla
Bryan Hudgens	U. of Oklahoma	Air Force Institute of Technology
Tim Jones	Queen's U.	McMaster U.
Kenneth C. C. Yan	The Ohio State U.	U. of Texas, El Paso
Monika Kukar-Kinn	Indiana U.	U. of Richmond
Claire Stammerjoh	Mississippi State U.	Washington State U.
Eric J Karson	Florida Atlantic U. (1997)	Villanova U.
Sandra Connors	Mississippi State U.	Transylvania U.
Simon Walls	U. of Tennessee, Knoxville	Fort Lewis College
Gary F Gebhardt	Northwestern U.	U. of South Florida
Catherine Sutton-	U. of Western Sydney	U. of Sydney
Stefan Michel	U. of Zurich, Switzerland	Thunderbird, Glendale AZ
Anita Elberse	London Business School	Harvard Business School
Daniel Ladik	U. of South Florida	Suffolk U. (Boston)
Andy Artis	U. of Tennessee, Knoxville	U. of South Florida, Lakeland
Axel Stock	Purdue U.	U. of Central Florida
Terry Daugherty	Michigan State U.	U. of Texas
Edmund Hershberge	Georgia State U.	Southern Illinois U., Edwardsville
Elizabeth Miller	Wharton	Boston College
Talai Osmonbekov	Georgia State U,	U, of Southern Mississippi
Julian Villanueva	UCLA (The Anderson School)	IESE Business School
Dmitri Kuksov	U. of California, Berkeley	Washington U. at St. Louis
Patricia A. Norbe	U. of Rhode Island	Quinnipiac U.
Donna Davis	U. of Tennessee	Texas Tech U.
Jooyoung Kim	U. of Florida	Iowa State U.
Richard Hanna	Boston U.	Boston College
Yeosun Yoon	U. of Michigan	Rice
Jonathan Levav	Duke	Columbia
Susan Golicic	U. of Tennessee	U. of Oregon
Koert van Ittersu	Wageningen U.	Georgia Institute of Technology
Hurrem Yilmaz	U. of Texas, Dallas	Minnesota State U.
Amit Saini	Washington State U.	U. of Nebraska, Lincoln
Xiang Fang	U. of Kansas	Oklahoma State U.
Teresa M. McCarth	U. of Tennessee	Lehigh U.
Jesper Nielsen	U. of North Carolina, Chapel Hill	University of Arizona
Scott Smith	U. of Arkansas	Central Missouri State U.
Nitish Singh	Saint Louis U.	California State U., Chico
Gosselin Derrick	Ghent University (Belgium)	Ghent University
Aparna Labroo	Cornell	U. of Chicago
Patricia Arknstal	Boston U.	McMaster U.

Adwait Khare
Srinivas Sridharan
Patricia A. Wakefi
Kendra L. Harris

U. of Pittsburgh
Indiana U.
Boston U.
George Washington U.

U. of Houston
U. of Western Ontario
McMaster U.
Cornell U., School of Hotel
Administration

Summary Data

The following summary data was based on complete information provided by 62 respondents from a total sample size of 80. As in previous years' surveys, a school was classified as a research school if it had teaching loads of 4 or fewer courses per year. If a school did not meet these requirements, it was classified as a "balanced" school. One person was not included in the analyses of publication record, due to an unusual publication record (i.e., 30 conference presentations) that would have skewed the results.

Salary Information All Respondents

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
9-Month Salary	92,300	95,000	95,000	45,000	117,500
Summer Support	15,500	19,500	10,000	0	26,111
Overall Salary	108,000	110,000	(multiple)	45,000	143,611

Salary Information by Type of Hiring Institution

<i>Type of Hiring Institution</i>	<i>9-Month Salary</i>	<i>Summer Support</i>	<i>Overall Salary</i>
Public-Research	102,600	22,500	125,100
Public-Balanced	84,100	11,500	95,000
Private-Research	114,800	25,400	140,100
Private-Balanced	88,500	11,800	100,200

Salary Information by Whether School Has Ph.D. Program

<i>Ph. D. Program</i>	<i>9-Month Salary</i>	<i>Summer Support</i>	<i>Overall Salary</i>
Yes	99,800	20,000	120,000
No	82,000	9,000	90,200

Salary Information by Yearly Teaching Load

<i>Yearly Teaching Load</i>	<i>9-Month Salary</i>	<i>Summer Support</i>	<i>Overall Salary</i>
4	108,000	23,700	131,500
5	98,000	21,200	119,500
6	84,500	10,700	94,800
8	82,500	5,000	87,500

**Tenure Requirements
All Respondents**

	<i>Mean</i>	<i>Median</i>	<i>Mode (s)</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Type/Level of Publication*</i>	2.70	3	3	1	5
<i>Number of A Publications</i>	3.71	4	4	2	10
<i>Overall Number of Publication</i>	7.80	7	7	4	15
<i>Level of Confidence Tenure Information Provided**</i>	2.34	2	2	1	4

*1 =Only A journals count, 2 = B journals count, but only very little, 3 = B journals count, but there are some expectations for A journals, 4 = B journals count and A journals are not expected
5 = Conference proceedings, as well as A and B journals, count at my institution

** 1= Not at all confident, 2 = Somewhat confident, 3 = Confident, 4 = Extremely confident

**Tenure Requirements
by Type of Hiring Institution**

<i>Type of Hiring Institution</i>	<i>Type/Level of Publication*</i>	<i>Number of A Publications</i>	<i>Overall Number of Publications</i>	<i>Level of Confidence of Tenure Information Provided**</i>
Public-Research	1.50	5.86	7.14	2.88
Public-Balanced	3.23	2.65	8.12	2.52
Private-Research	1.33	6.44	8.00	1.89
Private-Balanced	3.46	2.67	7.67	1.92

*1 =Only A journals count, 2 = B journals count, but only very little, 3 = B journals count, but there are some expectations for A journals, 4 = B journals count and A journals are not expected
5 = Conference proceedings, as well as A and B journals, count at my institution

** 1= Not at all confident, 2 = Somewhat confident, 3 = Confident, 4 = Extremely confident

**Mean Yearly Teaching Load
By Type of Institution**

<i>Type of Hiring Institution</i>	<i>Yearly Teaching Load</i>
Public-Research	4.00
Public-Balanced	5.88
Private-Research	4.00
Private-Balanced	6.07

**Job Search Information
All Respondents**

	<i>Mean</i>	<i>Median</i>	<i>Mode (s)</i>	<i>Minimum</i>	<i>Maximum</i>
Application letters sent out	55.62	50	40	0	200
AMA interviews completed	15.86	15	0, 12	0	40
Campus visit offers	5.95	5	3	0	20
Campus visits accepted	4.56	4	3	0	14
Job offers	2.23	2	1	1	6

**Job Search Information
By Type of Hiring Institution**

<i>Type of Hiring Institution</i>	<i>Application Letters Sent Out</i>	<i>AMA Interviews Completed</i>	<i>Campus Visit Offers</i>	<i>Campus Visits Accepted</i>	<i>Job Offers</i>
Public-Research	55.13	17.63	6.38	4.75	2.13
Public-Balanced	61.13	14.96	5.42	3.88	2.23
Private-Research	48.89	23.56	10.22	8.67	2.89
Private-Balanced	50.79	11.50	3.93	3.07	1.86

**Publication Record
All Respondents***

<i>Publication type/status</i>	<i>Mean</i>	<i>Median</i>	<i>Mode (s)</i>	<i>Minimum</i>	<i>Maximum</i>
Conference presentations/proceeding	4.18	4	2, 6	0	15
<i>A-level marketing journals</i>					
Under 1 st review	.52	0	0	0	3
Past 1 st review	.30	0	0	0	2
Accepted/published	.12	0	0	0	2
<i>B-journals marketing journals</i>					
Under 1 st review	.78	0	0	0	3
Past 1 st review	.24	0	0	0	2
Accepted/published	.94	.50	0	0	5
Non-marketing journal publications	.61	0	0	0	5

*Publication record at time of AMA interviews

**A-level marketing journals were classified as *JM, JMR, JCR, MS, JAMS, and JR*

**Publication Record
Frequencies for Journal Submissions/Acceptances
All Respondents***

<i>Journal type/ Publication status</i>	0		1		2		3		Missing	
	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.
<i>A-level marketing journals</i>										
Under 1 st review	33	54.1	12	19.7	6	9.8	1	1.6	11	18.0
Past 1 st review	36	59.0	13	21.3	1	1.6	0	0	11	18.0
Accepted/published	46	75.4	4	6.6	1	1.6	0	0	10	16.4
<i>B-journals marketing journals</i>										
Under 1 st review	27	44.3	9	14.8	10	16.4	3	4.9	12	19.6
Past 1 st review	40	65.5	10	16.4	1	1.6	0	0	10	16.4
Accepted/published	27	44.3	12	19.7	10	16.4	5*	8.2*	7	11.5

* Includes 3 to 5.

**Publication Record
by Type of Institution**

<i>Type of Hiring Institution</i>	<i>A-Level Marketing Journals</i>			<i>B-Level Marketing Journals</i>		
	<i>Under 1st Review</i>	<i>Past 1st Review</i>	<i>Accepted/ Published</i>	<i>Under 1st Review</i>	<i>Past 1st Review</i>	<i>Accepted/ Published</i>
Public-Research	1.0	.57	.14	.71	.14	1.14
Public-Balanced	.44	.21	.08	.83	.25	.88
Private-Research	.50	.71	.38	0	0	.25
Private-Balanced	.45	.09	0	1	.33	1.38

<i>Type of Hiring Institution</i>	<i>Conference presentations/ proceeding</i>	<i>Non-Marketing Journal Publications</i>
Public-Research	3.57	1.14
Public-Balanced	4.54	.40
Private-Research	4.22	.86
Private-Balanced	3.86	.45

Dissertation Status and Salary

<i>Dissertation Status</i>	<i>Frequencies</i>	<i>Percentages</i>	<i>Overall Salary</i>
Proposal not defended	13	21	99,600
Proposal defended, no data collected	18	29	97,400
Proposal defended, data collected	21	33.9	122,400
Dissertation defended	8	12.9	105,700
Missing	2	3.2	

Years to Finish Degree and Salary

<i>Years to Finish Degree</i>	<i>Frequencies</i>	<i>Percentages</i>	<i>Overall Salary</i>
Between 3 and 4	21	33.9	99,100
Between 4 and 5	28	45.2	115,500
More than 5	8	12.9	98,200
Missing	5	8.1	

Research Area and Salary

<i>Research Area</i>	<i>Frequencies</i>	<i>Percentages</i>	<i>Overall Salary</i>
Consumer Behavior	24	38.7	114,500
Services	2	3.2	98,000
E-Commerce	3	4.8	91,700
Marketing Strategy	6	9.7	109,500
Sales	3	4.8	102,500
Retailing	1	1.6	N/R
Advertising	3	4.8	80,500
Modeling	5	8.1	127,100
Marketing Theory	1	1.6	N/R
Logistics	2	3.2	75,000
Pricing	3	4.8	117,000
Other	6	9.7	82,500
Missing	3	4.8	

Note: N/R = Not reported