

2004 “Who Went Where” Survey Results

Student	Degree-Granting Institution	Hiring Institution
Khaled Aboulnasr	U. of Houston	Fairfield U.
Clara Agustin	U. Of Nijmegen	Universidad Pompeu Fabra
Eduardo B. Andrade	U. of Florida	U. of California, Berkeley
Ismet Anitsal	U. of Tennessee	Tennessee Technological U.
Anocha Aribarg	U. of Wisconsin-Madison	U. of Michigan
Sumitro Banerjee	INSEAD	Syracuse U.
Fleura Bardhi	U. of Nebraska-Lincoln	Northeastern U., Boston
Simona Botti	U. of Chicago	Cornell U.
Blaine Branchik	Florida Atlantic U.	Quinnipiac U.
Rafael Bravo	U. of Zaragoza (Spain)	U. of Zaragoza (Spain)
Mark Case	Old Dominion U.	Eastern Kentucky U.
Yubo Chen	U. of Florida	U. of Arizona
Jay Joong-Kun Cho	U of Arkansas-Fayetteville	North Carolina A&T State U.
Sungchul Choi	U. of Alberta	U. of Northern British Columbia
Magdalena Cismaru	U. of Houston	U. of Regina, Regina, Canada
Neel Das	Louisiana State U.	Indiana State U.
Srabana Dasgupta	U. of Southern California	U. of British Columbia
Arnaud De Bruyn	Pennsylvania State U.	ESSEC Business School
Tom DeWitt	Florida State U.	Bowling Green State U.
Astrid Dickinger	Vienna U. of Econ. and Bus. Admin.	Vienna U. of Econ. and Bus. Admin.
Claudiu Dimofte	U. of Washington	Georgetown U.
Adam Duhachek	Northwestern	Indiana U.
Tracy Dunn	U. of South Carolina	Benedict College
Sujay Dutta	Louisiana State U.	John Carroll U.
Kristine Ehrich	U. of Texas at Austin	Washington State U.
Bela Florenthal	Penn State U	Butler U
Natasha Zhang Foutz	Cornell U.	U. of Maryland - College Park
David Furman	Oklahoma State U.	Clayton State U.
Maria Galli	INSEAD	Hong Kong U. of Science &Tech.
Nitika Garg	U. of Pittsburgh	U. of Mississippi
Markus Giesler	Witten/Herdecke U.	York U.
Tim Gilbride	Ohio State U.	Notre Dame
Tulay Girard	Florida Atlantic U.	Penn State Altoona
Rahul Govind	U. of Pittsburgh	U. of Mississippi
Yany Gregoire	U. of Western Ontario	Washington State U.
Stephan Grzeskowiak	Virginia Tech	St. Thomas
Liang Guo	U. of California, Berkeley	Hong Kong U. of Science &Tech.
Yili Huang	U. of Illinois at Chicago	John Carroll U.
Fernando Jaramillo	U. of South Florida	U. of Texas, Arlington
Scott Jones	U. of Oregon	Clemson U.
Dimitri Kapelianis	Arizona State U.	Emory U.
Vishal Kashyap	U. of Massachusetts Amherst	Xavier U.
Peter A. Kaufman	U. of South Carolina	Illinois State U.

Student	Degree-Granting Institution	Hiring Institution
Blair Kidwell	Virginia Tech	Kansas State
Ahmet Kirca	U. of South Carolina	George Washington U.
Anand Krishnamoorthy	U. of Texas at Dallas	U. of Central Florida
Songpol Kulviwat	Southern Illinois U. at Carbondale	Hofstra U.
Lada Kurpis	U. of Oregon	Gonzaga U.
Kyryl Lakishyk	Washington U.	Catholic U. of Portugal
Matthew Lancellotti	U. of Southern California	California State U., Fullerton
Katherine E. Lawrence	Arizona State U.	Loyola U. - New Orleans
Freddy Lee	U. of British Columbia	CSU Sacramento
Davy Lerouge	Katholieke Universiteit Leuven	Tilburg U.
Jooseop Lim	U. of California, Irvine	Concordia U.
Vince Magnini	Old Dominion U.	Longwood U.
Kelley Main	U. of British Columbia	York U.
Rujirutana Mandhachitara	Thammasat U.	Long Island U.
Mike McCardle	U. of Central Florida	Western Michigan U.
Lyn McDonald	Griffith U.	Griffith U.
Ashwani Monga	U. of Minnesota	U. of Texas at San Antonio
Sonia Basu Monga	U. of Minnesota	U. of Texas at San Antonio
Felicia Morgan	Arizona State U.	Ohio U.
Christina Diana Mossaidis	Massey U.	Massey U.
Anirban Mukhopadhyay	Columbia U.	Hong Kong U. of Science &Tech.
Linda G. Mullen	Southern Illinois	Georgia Southern U.
Kyle Murray	U. of Alberta	U. of Western Ontario
Inwoo Nam	U. of Iowa	Nanyang Technology U. in Singapore
Myungwoo Nam	Northwestern U.	INSEAD, Singapore
Oded Netzer	Stanford	Columbia
Jeong Eun Park	U. of Alabama	U. of New Hampshire
Vanessa Patrick	U. of Southern California	U. of Georgia
Frank Pons	Concordia U.	U. of San Diego
Constance Porter	Georgia State U.	U. of Notre Dame
Tim Quey	Georgia Institute of Technology	Stony Brook U. (SUNY)
Priyali Rajagopal	Ohio State U.	Southern Methodist U.
R. Glenn Richey	U. of Oklahoma	U. of Alabama
Ritesh Saini	U. of Pennsylvania	George Mason U.
Melissa St. James	George Washington U.	California State U.-San Bernardino
Andrea Scott	U. of South Florida	Pepperdine U.
Gillian Scott	Strathclyde U.	Strathclyde U.
Simon Sheng	Virginia Tech	Adelphi U.
Tim Silk	U. of Florida	U. of South Carolina
Anu Sivaraman	U. of Houston	U. of Delaware
Thomas Steenburgh	Yale U.	Harvard Business School
Michelle Steward	Arizona State U.	Wake Forest U.
Sweta Chaturvedi Thota	Louisiana State U.	James Madison U.
Maura Troester	U. of Wisconsin-Madison	U. of Colorado-Boulder
Sriram Venkataraman	Cornell U.	Emory U.
David Wallace	Washington State U.	Illinois State U.

Student	Degree-Granting Institution	Hiring Institution
Sijun Wang	U. of Alabama	California State Polytechnique U.
Katherine White	U. of British Columbia	U. of Calgary
Caroline Wiertz	U. of Maastricht	City U. Business School London (Cass)
Andy Wood	Georgia State U.	West Virginia U.
Sunghwan Yi	Penn State U.	U. of Guelph, Canada
Shijin Yoo	UCLA	Singapore Management U.
Hong Yuan	U. of Michigan	U. of Illinois at Urbana Champaign

Summary Data

One hundred five people responded to the survey. The following summary data was based on information provided by respondents who accepted jobs in marketing departments at American universities (n = 75). 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. For questions or comments about the results, contact Julie Guidry at jguidry@cgsb.tamu.edu.

Salary Information*

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
9-Month Salary	92,250	90,000	90,000	65,000	125,000
Summer Support	12,100	10,000	0	0	29,200
Overall Salary	104,600	98,000	(multiple modes)	65,000	153,000

*Rounded to the nearest hundredth.

Mean Salary Information* by Type of Hiring Institution

<i>Type of Hiring Institution</i>	<i>Number of Candidates</i>	<i>9-Month Salary</i>	<i>Summer Support</i>	<i>Overall Salary</i>
Research-Private	15	101,000	17,300	118,300
Research-Public	29	97,600	17,100	114,700
Balanced-Private	15	84,200	5,500	89,500
Balanced-Public	13	80,900	3,600	84,500

*Rounded to the nearest hundredth.

Mean Salary Information*
by Whether Hiring Institution Has Ph.D. Program

<i>Ph.D. Program at Hiring Institution</i>	<i>Number of Candidates</i>	<i>9-Month Salary</i>	<i>Summer Support</i>	<i>Overall Salary</i>
Yes	26	102,200	17,400	121,200
No	46	87,800	9,600	97,400

*Rounded to the nearest hundredth.

Mean Salary Information*
by Yearly Teaching Load

<i>Yearly Teaching Load</i>	<i>Number of Candidates</i>	<i>9-Month Salary</i>	<i>Summer Support</i>	<i>Overall Salary</i>
1	1	114,000	22,000	136,000
2	3	106,700	20,600	127,200
3	12	109,900	24,300	134,300
4	24	91,400	12,900	104,300
5	9	86,400	7,400	93,800
6	13	82,300	3,600	85,300
7	2	77,000	2,500	79,500
8	2	70,500	0	70,500

*Rounded to the nearest hundredth.

Tenure Requirements

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Type/Level of Publication*</i>	3.00	3	3	1	5
<i>Number of "A" Publications</i>	2.11	2	0	0	11
<i>Overall Number of Publication</i>	6.61	6	6	4	16
<i>Level of Confidence Tenure Information Provided**</i>	4.87	5	6	1	7

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

** 1= Not at all confident, 7 = Extremely confident

**Means of 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>
Research-Private	3.64	3.17	6.08	4.57
Research-Public	3.38	2.76	6.71	4.66
Balanced-Private	2.21	.40	6.00	5.33
Balanced-Public	2.07	.75	6.77	5.36

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

** 1= Not at all confident, 7 = Extremely confident

Job Search Information

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Application letters sent out</i>	65.51	60	100	0	330
<i>AMA interviews completed</i>	19.30	20	20	0	49
<i>Campus visit offers</i>	6.33	6	6	0	16
<i>Campus visits accepted</i>	5.12	4	4	0	12
<i>Job offers</i>	2.64	2.00	2	0	7

**Means for 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>
Research-Private	65.50	21.27	8.27	6.80	3.47
Research-Public	68.93	20.83	6.14	5.24	2.45
Balanced-Private	77.43	18.64	6.07	4.20	2.47
Balanced-Public	51.69	14.86	4.86	4.14	2.15

Other Information About Respondent

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Years in Doctoral Program Completed Before Going On Market</i>	3.7	4	4	2	7
<i>Years Needed to Finish Degree</i>	4.64	4.5	5	3	8
<i>Years of Managerial Experience</i>	5.07	3.50	0	0	23
	<i>Yes</i>		<i>No</i>		
	<i>Frequency Percentage</i>		<i>Frequency Percentage</i>		
<i>AMA Doctoral Consortium Fellow</i>	48	64%	17	36%	

Publication Record Information*

<i>Publication type/status</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
Conference presentations/proceeding	4.46	3	2	0	16
<i>A-level marketing journals**</i>					
Under 1 st review	.47	0	0	0	2
Past 1 st review	.24	0	0	0	2
Accepted/published	.17	0	0	0	2
<i>B-journals marketing journals</i>					
Under 1 st review	.54	0	0	0	4
Past 1 st review	.32	0	0	0	3
Accepted/published	1.20	0	0	0	21
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 and Percentages of Journal Submissions/Acceptances*

<i>Journal type/ Publication status</i>	Number of Manuscripts							
	0		1		2		3 or more	
	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.
<i>A-level marketing journals**</i>								
Under 1 st review	44	62.9%	19	27.1%	7	9.3%	0	0%
Past 1 st review	56	78.9%	13	18.3%	2	2.8%	0	0%
Accepted/published	60	83.3%	12	16.0%	0	0%	0	0%
<i>B-level marketing journals</i>								
Under 1 st review	49	69.0%	12	16.9%	6	8.5%	4	5.6%
Past 1 st review	55	79.7%	7	10.1%	6	8.7%	1	1.4%
Accepted/published	40	56.3%	13	18.3%	9	12.7%	9	12.6%

*Publication record at time of AMA interviews.

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

Publication Record by Type of Institution:
Percentage of Respondents
Who Have One or More Manuscripts Under Review or Published*

<i>Type of Hiring Institution</i>	<i>One or More Manuscripts at A-Level Marketing Journals**</i>			<i>One or More Manuscripts at 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>
Research-Private	41.6%	23.1%	21.4%	33.3%	16.6%	53.9%
Research-Public	44.8%	34.5%	27.6%	30.9%	24.1%	42.9%
Balanced-Private	21.4%	0%	0%	42.8%	23.1%	40.0%
Balanced-Public	30.8%	7.7%	7.7%	21.4%	15.4%	46.2%

*Publication record at time of AMA interviews.

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

Dissertation Status and Overall Salary

<i>Dissertation Status</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Overall Salary*</i>
Proposal not defended	16	21.6%	94,600
Proposal defended, no data collected	20	27.0%	98,500
Proposal defended, data collected	34	45.9%	111,800
Dissertation defended	4	5.4%	114,300

*Rounded to the nearest hundredth.

Years in Doctoral Program Completed Before Going on the Market and Overall Salary

<i>Years in Doctoral Program Completed Before Going on the Market</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Overall Salary*</i>
2	2	2.7%	72,500
3	23	37.8%	98,400
3.5	1	1.4%	82,000
4	31	45.9%	110,300
4.5	1	1.4%	128,300
5	6	8.1%	114,200
6	1	1.4%	75,000

*Rounded to the nearest hundredth.

Research Area and Overall Salary

<i>Research Area</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Overall Salary*</i>
Consumer Behavior	33	44.6	106,800
Services	5	6.8	87,840
E-Commerce	3	4.1	96,000
Sales	3	4.1	98,900
Strategy	8	10.8	102,700
Advertising	3	4.1	80,000
Modeling	9	12.2	129,100
Logistics	2	2.7	94,000
Pricing	2	2.7	81,150
Other	6	8.1	92,400

*Rounded to the nearest hundredth.