

DocSIG's 2005 "Who Went Where" Survey Results

Student	Degree-Granting Institution	Hiring Institution
Nidhi	Agrawal NYU	Northwestern U.
Vishag	Badrinarayanan Texas Tech U.	Texas State U.
Vera	Blazevic Maastricht University	Maastricht University
Colleen	Bee U. of Oregon	U. of San Diego
Brian L.	Bourdeau Florida State U.	Auburn U.
Els	Breugelmans University of Antwerp	N/A
Michael L.	Capella Mississippi State University	Villanova University
Brad	Carlson Oklahoma State University	Texas Tech University
Francois	Carrillat University of South Florida	HEC Montréal
Sergio	Carvalho Baruch College/CUNY	University of Manitoba
Harold	Cassab University of Washington	University of Auckland
Kwong	Chan Michigan State University	University of Massachusetts Amherst
Xinlei	Chen University of Minnesota	University of British Columbia
Mee-Shew	Cheung University of Tennessee	Xavier University
Pilsik	Choi University of Illinois at Urbana-Champaign	Clark University
Mark	Cleveland Concordia University	The University of Western Ontario
Linda Silver	Coley University of Cincinnati	Miami University
Tony H.	Cui U. of Pennsylvania	U. of Minnesota
George	Deitz U. of Alabama	U. of Memphis
Rex Y.	Du Duke University	University of Georgia
Christian	Felzensztein U. of Strathclyde	Universidad Austral de Chile
Rosellina	Ferraro Duke U.	U. of Maryland
Mark	Fish Texas Tech U.	Ohio U.
Linda M.	Foley U. of Mississippi	U. of Akron
Dan	Goldstein U. of Chicago	London Business School
Julie Anna	Guidry Texas A&M U.	Louisiana State U.
Deirdre	Guion U. of Utah	St. Joesph's University
Reetika	Gupta Baruch College (CUNY)	Lehigh U.
Francisco	Guzmán Universitat Ramon Llull-ESADE	ITESM-EGADE CEM
Bob	Heiser New Mexico State U.	U. of Southern Maine
Amanda	Helm University of Missouri	University of Wisconsin-Whitewater
James	Heyman U. of California, Berkeley	U. of St. Thomas
Thomas	Hickman Arizona State U.	Loyola U., New Orleans
Mike	Howley Arizona State U.	Drexel U.
Jing	Hu New Mexico Sate U.	Hofstra U.
Deana	Jelovac Oklahoma State U.	U. of Mass., Dartmouth
A.	Johnson U. of Southern California	Queen's U.

Student	Degree-Granting Institution	Hiring Institution
Amit Joshi	UCLA	U. of Central Florida
Sungwoo Jung	Georgia State U	Columbus State U.
Morris Kalliny	U. of Texas, Pan American	U. of Missouri, Rolla
Uzma Khan	Yale U.	Carnegie Mellon U.
Mirella Kleijnen	University of Maastricht	Vrije Universiteit Amsterdam
Nevena T. Koukova	U. of Maryland, College Park	Lehigh U.
James Lemieux	U. of Texas, Austin	U. of Kansas
Kyoungmi Lee	U. of Illinois, Urbana-Champaign	Kansas State U.
Jon Littlefield	Virginia Tech	Berry College
Lan Luo	U. of Maryland	U. of Southern California
Sreedhar Madhavaram	Texas Tech University	Cleveland State University
Moutushi Maity	U. of Georgia	U. of Wisconsin, Whitewater
Michael L. Mallin	Kent State University	University of Toledo
Carolyn A. Massiah	Arizona State U.	U. of Central Florida
Rex McClure	Southern Illinois U.	Marshall U.
Tracy Meyer	U. of Cincinnati	U. of North Carolina, Wilmington
Erik Mooi	Vrije Universiteit Amsterdam	Aston Business School
Beth Mott-Stenerson	New Mexico State U.	U. of Southern Indiana
Mehdi Mourali	Concordia U.	U. of New Hampshire
Jay Prakish Mulki	U. of South Florida	Northeastern U., Boston
Harikesh Nair	U. of Chicago	Stanford U.
Sridhar Narayanan	U. of Chicago	Stanford U.
Anish Nagpal	U. of Houston	U. of Melbourne
Jennifer Nevins	University of South Carolina	Appalachian State University
Adam Nguyen	York University	Siena College
Kerimcan Ozcan	U. of Michigan	International U. of Japan
Jeff Podoshen	Temple U.	Franklin & Marshall College
Stuart Read	U. of Washington	IMD
Christina S. Rodrigue	Louisiana State University	Nicholls State University
Najam U. Saqib	U. of Manitoba	Ryerson U.
Markus Schweizer	University of St. Gallen	University of St. Gallen
Matt Seevers	University of Kentucky	Creighton University
Sangyoung Song	University of Pennsylvania	Baruch College, CUNY
Ashish Sood	University of Southern California	Emory University
Jeffrey L. Stinson	University of Oregon	North Dakota State University
Ramanathan Subramaniam	U. of Pittsburgh	U. of Kansas
Sunil Thomas	Pennsylvania State U.	California State U., Fullerton
Mark Tadajewski	U. of Leicester	U. of Essex
Harry A. Taute	New Mexico State U.	Utah Valley State College

Student	Degree-Granting Institution	Hiring Institution	
Janell D.	Townsend	Michigan State U.	Oakland U.
Linda	Tuncay	University of Illinois	Loyola University Chicago
Can	Uslay	Georgia Tech	Chapman University
Wouter	Vanhouche	U. of Florida	U. of Central Florida
Leslie	Vincent	Georgia Tech	U. of Kentucky
Joachim	Vosgerau	INSEAD	Carnegie Mellon U.
Tillmann	Wagner	University of St. Gallen	Texas Tech University
Michael F.	Walsh	University of Pittsburgh	West Virginia University
Jing	Wang	Northwestern University	University of Iowa
Qi	Wang	U. of Florida	SUNY Binghamton U.
Lisa	Watson	Bond U.	U. of Regina
Stevie	Watson	Mississippi State U.	St. Cloud State U.
Yinghong	Wei	U. of North Carolina, Chapel Hill	Oklahoma State U.
Kenneth	Wilbur	U. of Virginia	U. of Southern California
Andrea C.	Wojnicki	Harvard University	University of Toronto
Jun	Yang	Syracuse U.	U. of Mississippi
Alex R.	Zablah	Georgia State U.	Oklahoma State U.
Chun	Zhang	Michigan State U.	U. of Vermont
Jingyun	Zhang	U. of Alabama	Bowling Green State U.
Guangzhi	Zhao	U. of California, Irvine	U. of Kansas

“Who Went Where” Summary 2005

One hundred three (103) marketing doctoral students/candidates/newly-minted PhDs took DocSIG’s annual survey. Respondents were asked to answer only the questions that they could answer with accuracy. As in past years’, the following data analysis is based on information provided by respondents who accepted marketing academic jobs at U.S. institutions (n = 72). This write-up is organized in the following order: 1) information about the hiring institution, 2) information about the job search, and 3) information about the respondent. For questions or comments about the survey or analysis, please contact DocSIG’s VP of Research, Angeline Close, at aclose@terry.uga.edu.

1. HIRING INSTITUTION

Salary Information*

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
9-Month Salary	\$97,127	\$95,000	Multiple**	\$70,000	\$125,000
Summer Support	\$14,376	\$10,556	\$10,000	\$0	\$52,500
Overall Salary	\$112,359	\$107,750	\$99,000	\$72,000	\$177,500

*All salary information reported is rounded to the nearest U.S\$.

**There are 2 salary modes; 6 respondents report \$90,000 and 6 respondents report \$125,000.

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	11	\$112,091	\$24,494	\$134,585
Research-Public	39	\$97,689	\$15,191	\$114,104
Balanced-Private	10	\$90,350	\$4,900	\$95,250
Balanced-Public	10	\$85,250	\$11,722	\$97,222

* As in past years’ surveys, a school is classified as a “research” school if it has teaching loads of 4 or fewer courses per year. If a school does not meet these requirements, it is classified as a “balanced” school.

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	30	\$108,743	\$20,874	\$129,617
No	40	\$88,415	\$8,961	\$97,977

Mean Salary Information by Teaching Load

<i>Academic Year Teaching Load*</i>	<i>Number of Candidates</i>	<i>9-Month Salary</i>	<i>Summer Support</i>	<i>Overall Salary</i>
1	2	\$95,000	\$14,500	\$109,500
2	10	\$109,700	\$16,420	\$128,864
3	16	\$99,818	\$18,187	\$117,992
4	22	\$98,585	\$16,416	\$116,168
5	11	\$89,364	\$6,850	\$96,850
6	9	\$85,889	\$9,556	\$95,444

*Respondents reported teaching loads during the next academic year (i.e., excluding summer).

Mean Salary Information by Different Course Preparations

<i>Academic Year Different Preps*</i>	<i>Number of Candidates</i>	<i>9-Month Salary</i>	<i>Summer Support</i>	<i>Overall Salary</i>
1	32	\$107,759	\$20,303	\$128,063
2	28	\$88,878	\$9,338	\$99,196
3	7	\$90,000	\$7,857	\$97,857
4	3	\$77,333	\$6,667	\$84,000

*For example, 2 indicates the respondent will teach 2 different courses (e.g., principles and marketing research) during the next academic year.

Other Financial Perks***

<i>Financial Perk</i>	<i># Reporting Perk</i>	<i># Reporting \$ Amount</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Min</i>	<i>Max</i>
<i>Moving Expenses</i>	58	46	\$5,330	\$5,000	Multiple*	\$1,500	\$12,000
<i>Research Stipend</i>	32	14	\$7,500	\$7,000	Multiple*	\$3,000	\$14,000
<i>\$ Per A Hit**</i>	7	4	\$7,250	\$7,500	\$10,000	\$4,000	\$10,000
<i>\$ Per B Hit**</i>	5	3	\$5,000	\$5,000	n/a	\$4,000	\$6,000

*Multiple modes are \$4,000, \$5,000, and \$6,000 for moving and \$5,000 and \$10,000 for research.

** Standards of "A" and "B" journals set by the respective schools.

*** Others mentioned include: housing, graduate assistants, visas, computers/software, parking, public transportation passes, course reductions, travel, sabbatical, health insurance, retirement matching.

Tenure Requirements at Hiring Institution

<i>Tenure Requirement</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Type/Level of Journal*</i>	3.09	3	3	1	5
<i># "A" Publications**</i>	2.13	2	0	0	10
<i># Overall Publications</i>	6.26	6	6	3	12

*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

**As in past years, "A" level marketing journals" were classified as *JM, JMR, JCR, MS, JAMS, and JR*.

Means of Tenure Requirements by Type of Hiring Institution

<i>Type of Hiring Institution*</i>	<i>Type/Level of Publication** Needed</i>	<i># of "A" Publications*** for Tenure</i>	<i>Total # of Publications for Tenure</i>
Research-Private	4	4.5	7
Research-Public	3.3	2.4	6.3
Balanced-Private	2	.33	6.2
Balanced-Public	2.2	.13	5.5

* A school is classified as a "research" school if it has teaching loads of 4 or fewer courses per year. If it does not meet these requirements, it is classified as a "balanced" school.

**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

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

2. JOB SEARCH

The Application to Offer Process Statistics

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Application letters sent out</i>	66	60	40	0	200
<i>AMA interviews completed</i>	19	20	Multiple*	0	38
<i>Campus visit offers</i>	7	6	4	0	25
<i>Campus visits accepted & made</i>	5	4	3	0	18
<i>Job offers received</i>	3	3	1	0	11

*Multiple modes are 20 and 24.

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	75	26	11	7	4
Research-Public	65	20	7	5	3
Balanced-Private	73	17	6	5	3
Balanced-Public	77	19	5	4	3

* A school is classified as a “research” school if it has teaching loads of 4 or fewer courses per year. If it does not meet these requirements, it is classified as a “balanced” school.

3. RESPONDENT INFORMATION

Respondents' Years in The Doctoral Program and Other Experiences

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Years in Doctoral Program Completed Before Interviewing</i>	3.7	4.0	4	3	6
<i>Years Needed to Finish Degree</i>	4.5	4.5	4	3	7
<i>Years of Industry Experience*</i>	4.6	3.0	0	0	22

*Note: 20 people have <1 year of industry experience; 13 people have 10+ years of industry experience.

	<i>Yes</i>		<i>No</i>	
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Attended AMA Sheth Doctoral Consortium</i>	37	56.1%	29	43.9%

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/proceedings	4.16	4	3	0	10
<i>"A" level marketing journals**</i>					
Under 1 st review	.46	0	0	0	5
Past 1 st review	.30	0	0	0	5
Accepted/published	.16	0	0	0	3
<i>"B" or lower marketing journals</i>					
Under 1 st review	.44	0	0	0	5
Past 1 st review	.34	0	0	0	3
Accepted/published	.78	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.	%	Freq.	%	Freq.	%	Freq.	%
<i>A-level marketing journals**</i>								
Under 1 st review	44	64.7%	20	29.4%	3	4.4%	1	1.5%
Past 1 st review	56	80%	11	15.7%	1	1.4%	2	2.9%
Accepted/published	63	90.0%	4	5.7%	2	2.9%	1	1.4%
<i>B-or lower level marketing journals</i>								
Under 1 st review	49	74.2%	10	15.2%	4	6.1%	3	4.5%
Past 1 st review	48	73.8%	14	21.5%	1	1.5%	2	3.1%
Accepted/published	37	54.4%	20	29.4%	4	5.9%	7	10.3%

*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
With One or More Manuscripts Under Review or Accepted/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-or Lower 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 (N=11)	27.3%	18.2%	27.3%	18.2%	27.3%	45.5%
Research-Public (N=39)	46.2%	25.6%	10.3%	20.5%	17.9%	43.6%
Balanced-Private (N=10)	1%	1%	0%	30%	40%	50%
Balanced-Public (N=10)	20%	10%	0%	40%	30%	40%

*Publication record at time of AMA interviews.

** A school is classified as a “research” school if it has teaching loads of 4 or fewer courses per year. If it does not meet these requirements, it is classified as a “balanced” school.

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

New Marketing Faculty Class of 2005*: Contributions to Journals

Publication Outlet	Total # of Papers Contributed by New Faculty Class of 2005
<i>Advances in Consumer Research**</i>	3
<i>Canadian Journal of Administrative Science</i>	2
<i>Creativity Research Journal</i>	1
<i>Entrepreneurship and Regional Development</i>	1
<i>Geographical Analysis</i>	1
<i>Health Psychology</i>	1
<i>Industrial Marketing Management</i>	2
<i>International Journal of Advertising</i>	2
<i>International Journal of Forecasting</i>	1
<i>International Journal of Internet Marketing and Advertising</i>	1
<i>International Journal of Research in Marketing</i>	2
<i>International Journal of Service Industry Management</i>	2
<i>International Journal of Wine Marketing</i>	2
<i>International Marketing Review</i>	3
<i>Journal of Advertising</i>	1
<i>Journal of Advertising Research</i>	1
<i>Journal of Business Research</i>	4
<i>Journal of Computational Statistics and Data Analysis</i>	1
<i>Journal of Consumer Affairs</i>	1
<i>Journal of Consumer Behavior</i>	2
<i>Journal of Consumer Marketing</i>	1
<i>Journal of Consumer Psychology</i>	2
<i>Journal of Consumer Research</i>	1
<i>Journal of Current Issues and Research in Advertising</i>	1
<i>Journal of Economic Psychology</i>	1
<i>Journal of Enterprising Culture</i>	1
<i>Journal of Financial Services Marketing</i>	1
<i>Journal of Food Products Marketing</i>	1
<i>Journal of Interactive Marketing</i>	2
<i>Journal of International Business Studies</i>	1
<i>Journal of International Consumer Marketing</i>	2
<i>Journal of International Marketing</i>	3
<i>Journal of Macromarketing</i>	1
<i>Journal of Marketing</i>	3
<i>Journal of Marketing Education</i>	1
<i>Journal of Marketing Research</i>	1
<i>Journal of Marketing Theory and Practice</i>	1
<i>Journal of Nonprofit & Public Sector Marketing</i>	1
<i>Journal of Personal Selling & Sales Management</i>	3
<i>Journal of Product and Innovation Management</i>	1
<i>Journal of Public Policy & Marketing</i>	1
<i>Journal of Public Sector and Nonprofit Marketing</i>	1
<i>Journal of Research in Marketing and Entrepreneurship</i>	1
<i>Journal of Service Research</i>	2

Publication Outlet, cont.	Total # of Papers Contributed by New Faculty Class of 2005
<i>Journal of Strategic Marketing</i>	1
<i>Long Range Planning</i>	1
<i>Marketing Education Review</i>	2
<i>Marketing Research</i>	1
<i>Marketing Science</i>	2
<i>Motivation & Emotion</i>	1
<i>Psychological Review</i>	1
<i>Psychological Science</i>	1
<i>Psychology and Marketing</i>	2
<i>Quantitative Marketing and Economics</i>	1
<i>Review of Business Research</i>	3
<i>Science</i>	1
<i>Sport Marketing Quarterly</i>	3
<i>Total Quality Management</i>	1
<i>Transplantation</i>	1

*Based on the publication record as reported by all 103 new hires.

**Reported as a journal hit by some institutions.

Dissertation Status and Overall Salary

<i>Dissertation Status</i>	<i>Frequency</i>	<i>Valid Percentage</i>	<i>Mean Overall Salary</i>
Proposal not defended	13	18.8%	\$114,355
Proposal defended, no data collected	22	31.9%	\$105,374
Proposal defended, some data collected	30	43.5%	\$117,226
Dissertation defended	4	5.8%	\$102,806

Years in Doctoral Program Completed Before Interviewing and Overall Salary

<i>Years in Doctoral Program Completed Before Interviewing</i>	<i>Frequency</i>	<i>Valid Percentage</i>	<i>Mean Overall Salary</i>
2.5	1	1.56%	\$99,000
3	25	39.06%	\$104,954
3.5	6	9.38%	\$110,741
4	23	35.94%	\$123,006
4.5	3	4.69%	\$114,933
5	6	9.38%	\$114,100
6	1	1.56%	\$72,000

Main Research Area and Overall Salary

<i>Main Research Area</i>	<i>Frequency</i>	<i>Valid Percentage</i>	<i>Mean Overall Salary</i>
Consumer Behavior	26	40%	106,562
Strategy	17	26.15%	107,223
Modeling	11	16.92%	130,546
Sales	3	4.62%	104,833
Services	2	3.08%	122,500
Retailing	2	3.08%	110,000
International	1	1.54%	n/a*
Sport Marketing	1	1.54%	n/a*
New Product Development	1	1.54%	n/a*
Supply Chain Management	1	1.54%	n/a*

* These salaries are not reported to maintain confidentiality of these individuals/schools.

Congratulations to the entering new faculty, from DocSIG.