

2006 “Who Went Where” Survey Results

*Analysis by Angeline Close

Name	Degree-Granting Institution	Hiring Institution
Detra Montoya	Arizona State U.	U. of Washington
Petia Petrova	Arizona State U.	Dartmouth U.
Jun Ye	Case Western Reserve U.	U. of Oregon
Chris Marchegiani	Curtin U. of Technology	Curtin U. of Technology
L.M. Bouten	Delft U. of Technology, Fac. of IDE	Dept. of Product Innovation Mgmt.
Yael Zemack-Rugar	Duke U.	Virginia Tech
Kapil Tuli	Emory U.	Singapore Management U.
Willem Smit	Erasmus Universiteit, Netherlands	IMD, Lausanne, Switzerland
Ronald Clark	Florida State U.	East Carolina U.
Jim Zboja	Florida State U.	Eastern Michigan U.
Clay Voorhees	Florida State U.	Michigan State U.
Sacha Joseph-Matthews	Florida State U.	U. of the Pacific
Ramana Madupalli	Georgia State U.	Southern Illinois U., Edwardsville
Marco Bertini	Harvard U.	London Business School
Huifang Mao	Indiana U.	U. of Central Florida
Xiaoqing Yang	Indiana U.	U. of Wisconsin, Milwaukee
Charles D. Lindsey	Indiana U.	State U. of New York at Buffalo
Rupinder Jindal	INSEAD	U. of Houston
Yi Xiang	INSEAD	HKUST
Lemmens Aurélie	K.U.Leuven, Belgium	Erasmus U. Rotterdam, Netherlands
Burcu Tasoluk	Michigan State U.	Sabanci U., Istanbul, Turkey
Nukhet Harmancioglu	Michigan State U.	Suffolk U.
Brian Kinard	Mississippi State U.	Georgia Southern U.
Manoj Thomas	New York U.	Cornell U.
Tulikaa Bhatia	Northwestern U.	Rutgers U.
Jeffrey Shulman	Northwestern U.	U. of Washington
Ling-Jing Kao	Ohio State U.	Santa Clara U.
Bashar Gammoh	Oklahoma State U.	U. of Toledo
Prashant Srivistava	Oklahoma State U.	U. of Akron
Sterling Bone	Oklahoma State U.	Brigham Young U.
Kimberlee Weaver	Princeton U.	Virginia Tech
Ram Bezawada	Purdue U.	State U. of New York, Buffalo
Bikram Ghosh	Purdue U.	U. of South Carolina
Justin Gressel	Purdue U.	American U. of Sharjah
Rhizu Krishna	Rizvi Management Institute, India	N/A
Mike C.H. Chao	Saint Louis U.	Baruch College, CUNY
Daniel Baack	Saint Louis U.	Ball State U.
Carmina Cavazos	Tecnologico de Monterrey	U. of St. Thomas
Leona Tam	Texas A&M U.	Old Dominion U.
Mark DeFanti	Texas A&M U.	Providence College
Fleur Laros	Tilburg U.	Zürcher Hochschule Winterthur

John Hansen	U. of Alabama	Northern Illinois U.
Venessa Martin Funches	U. of Alabama	Auburn U. Montgomery
Dominik Mahr	U. of Antwerp	U. of Antwerp
Jeff Wang	U. of Arizona	City U. of Hong Kong
Jeremy Kees	U. of Arkansas	Villanova U.
John Peloza	U. of Calgary	Simon Fraser U.
Paulo Albuquerque	U. of California, Las Angeles	U. Rochester
Juanjuan Zhang	U. of California, Berkeley	Massachusetts Institute of Technology
Yesim Orhun	U. of California, Berkeley	U. of Chicago
Nacef Mouri	U. of Central Florida	George Mason U.
Inigo Arroniz	U. of Central Florida	U. of Cincinnati
David Faro	U. of Chicago	London Business School
Felicia Miller	U. of Cincinnati	Marquette U.
Adam Rapp	U. of Connecticut	Kent State U.
Qiong Wang	U. of Florida	Pennsylvania State U.
JoAndrea Hoegg	U. of Florida	U. of British Columbia
Elise Chandon	U. of Florida	Virginia Tech
Angeline Close	U. of Georgia	U. of Nevada Las Vegas
JiHee Song	U. of Georgia	Towson U.
Qiyu (Jason) Zhang	U. of Georgia	Loyola Maryland
Frank Fu	U. of Houston	U. of Missouri, St. Louis
Jaime Noriega	U. of Houston	DePaul U.
David Hansen	U. of Illinois, Chicago	College of Charleston
Elif Izberk-Bilgin	U. of Illinois, Chicago	U. of Michigan, Dearborn
Ashok Lalwani	U. of Illinois, Urbana-Champaign	U. of Texas, San Antonio
Himanshu Mishra	U. of Iowa	U. of Utah
Jody L. Crosno	U. of Kentucky	West Virginia U.
Haeran Jae	U. of Kentucky	Virginia Commonwealth U.
Sonja Wendel	U. of Maastricht	Erasmus U. Rotterdam
Debora Viana Thompson	U. of Maryland	Georgetown U.
Henry Greene	U. of Massachusetts	Central Connecticut State Univ
Joel Collier	U. of Memphis	Mississippi State U.
Delonia Minor-Cooley	U. of Memphis	Texas Southern U.
Vivek Madupu	U. of Memphis	U. of Minnesota
Linda Court Salisbury	U. of Michigan	Boston College
David Campbell	U. of Mississippi	Southern Illinois U. Carbondale
Mavis Tandoh Adjei	U. of Mississippi	Southern Illinois U. Carbondale
Joanna Phillips	U. of Mississippi	Western Kentucky U.
Jason Garrett	U. of Missouri	Bradley U.
Selin Malkoc	U. of North Carolina - Chapel Hill	U. of Minnesota
Claudia Kubowicz		
Malhotra	U. of North Carolina - Chapel Hill	UNC, Chapel Hill
Concha Neeley	U. of North Texas	Central Michigan U.
Elten Briggs	U. of Oklahoma	U. of Texas, Arlington
Joe Redden	U. of Pennsylvania	Univ. of Minnesota
Andres Musalem	U. of Pennsylvania	Duke U.

Michael Braun	U. of Pennsylvania	MIT
David Schweidel	U. of Pennsylvania	U. of Wisconsin, Madison
George Knox	U. of Pennsylvania	Tilburg U.
Gergana Yordanova	U. of Pittsburgh	Boston College
Christy Ashley	U. of Rhode Island	Fairfield U.
Michal Herzenstein	U. of Rochester	U. of Delaware
Georgiana Craciun	U. of South Carolina	Loyola College of Maryland
Shane Smith	U. of South Carolina	Kennesaw State U.
Robert Riggle	U. of South Florida	Northern Illinois U.
Shashi Matta	U. of Southern California	The Ohio State U.
Ramkumar Janakiraman	U. of Southern California	Texas A&M U.
Kaleel Rahman	U. of Sydney	American U., Dubai
Vivek Shankar Natarajan	U. of Texas, Arlington	Lamar U.
Rebecca Walker	U. of Texas, Austin	U. of South Carolina
Pravin Nath	U. of Texas, Austin	Drexel U.
Jill Griffin	U. of Texas, Austin	U. of Evansville
Anshu Saran	U. of Texas, Pan American	U. of Texas of the Permian Basin
Liyuan Wei	U. of Toronto	City U. of Hong Kong
Chiharu Ishida	Virginia Tech	Illinois State U.
David Knuff	Washington State U.	Oregon State U.
Jackie Luan	Yale U.	Dartmouth College

Summary Data

One hundred four (104) new faculty hires in marketing took the survey. The overall sample size is consistent with the 2005 sample size of 102. As in past years', the data analysis is based on hires in the U.S. (n = 86). For questions about the survey/analysis, please contact Angeline Close, DocSIG VP of research, at aclose@terry.uga.edu.

1. HIRING INSTITUTION

Salary*

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
9-Month Salary	\$105,553	\$103,000	\$95,000	\$63,500	\$140,000
Summer	\$15,186	\$12,000	\$10,000	\$0	\$30,000
Overall Salary	\$120,302	\$114,250	\$105,000	\$63,500	\$165,000

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

Mean Salary 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	\$108,533	\$17,793	\$125,541
Research-Public	48	\$104,585	\$15,658	\$119,392
Balanced-Private	13	\$105,769	\$13,536	\$117,517
Balanced-Public	10	\$106,800	\$5,989	\$120,290

* 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 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	41	\$105,098	\$21,054	\$126,152
No	45	\$106,221	\$9,975	\$116,196

**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	3	\$105,000	\$25,815	\$130,815
2	17	\$88,000	\$12,500	\$100,500
3	22	\$103,881	\$18,969	\$122,850
4	26	\$106,360	\$13,370	\$119,730
5	11	\$106,364	\$8,066	\$114,429
6	7	\$106,000	\$5,400	\$111,400

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

** Please note that summer financial support is not necessarily for summer teaching.

**Mean Salary Information
by Different Course Preparations**

<i>Different Preps*</i>	<i>Number of Candidates</i>	<i>9-Month Salary</i>	<i>Summer Support</i>	<i>Overall Salary</i>
1	45	\$107,957	\$18,784	\$126,741
2	31	\$105,000	\$10,974	\$115,974
3	4	\$101,250	\$6,000	\$107,250
4	3	\$91,667	\$2,963	\$94,629

*For example, 2 indicates he/she will teach 2 *different* courses 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>	69	43	\$5,371	\$5,000	\$5,000	\$1,500	\$15,000
<i>Research Stipend</i>	43	26	\$4,500	\$4,500	\$5,000	\$1,000	\$30,000
<i>\$Per Journal Article*</i>	5	3	\$1,400	\$1,000	\$1,000	\$750	\$2,500

* Some partitioned this into an "A" or "B" hit.

**Other perks mentioned: house-hunting trip, relocation services, real estate assistance, housing grant, low-interest mortgage, parking, travel budget, start-up budget, technology budget, semester off in 3 years, reduced teaching load for first 2 years, graduate assistants, guaranteed summer teaching option, part-time tenure track option, research lab

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>	3.3	3	3	1	5
<i># "A" Publications**</i>	2.4	2	0	0	6
<i># Overall Publications</i>	3.5	6	6	1	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	4.1	2.79	4.85
Research-Public	3.4	1.76	4.4
Balanced-Private	2.8	2.31	4.67
Balanced-Public	2.3	0.78	5.7

* 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.

**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" are considered *JM, JMR, JCR, MS, JAMS, and JR.*

2. JOB SEARCH INFORMATION

The Process: Applications to Offers

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Application letters sent out</i>	63	60	100	0	180
<i>AMA interviews completed</i>	20	20	14	0	40
<i>Campus visit offers</i>	6.6	6	6	1	17
<i>Campus visits accepted & made</i>	4.8	5	2	1	17
<i>Job offers received</i>	2.9	3	3	1	11

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	65.7	23.5	8.2	7	3.8
Research-Public	60.1	18.1	6.8	5.1	2.8
Balanced-Private	64.5	19.7	5.8	5.1	2.5
Balanced-Public	38.7	12.9	5	3.7	2.5

* 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.

3. RESPONDENT INFORMATION

Respondent Experiences					
	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Years in PhD Program Completed Before Going On Market</i>	3.8	4	4	2	8
<i>Years Needed to Finish Degree</i>	4.7	5	5	3	8
<i>Years of Industry Experience</i>	4.1	3	0	0	17
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>	
<i>Attended AMA Sheth Doctoral Consortium</i>	50	58%	36	42%	

Publication Record*

<i>Publication type/status</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
Conference proceedings	4.4	3	2	0	21
<i>A-level marketing journals**</i>					
Under 1 st review	0.5	0	0	0	4
Past 1 st review	0.3	0	0	0	4
Accepted/published	0.2	0	0	0	3
<i>B or lower marketing journals</i>					
Under 1 st review	0.3	0	0	0	4
Past 1 st review	0.3	0	0	0	3
Accepted/published	0.4	0	0	0	6

*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	53	63.1%	22	26.2%	6	7.1%	3	3.6%
Past 1 st review	58	69%	22	26.2%	3	3.6%	1	1.2%
Accepted/published	71	84.5%	8	9.5 %	4	4.8%	1	1.2%
<i>B-or lower level marketing journals</i>								
Under 1 st review	68	81%	7	8.3%	6	7.1%	3	3.6%
Past 1 st review	63	75%	13	15.5%	7	8.3%	1	1.2%
Accepted/published	47	56%	19	22.6%	6	7.1%	12	14.3%

*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:
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=15)	33.3%	40%	13.3%	20%	26.7%
Research-Public (N=46)	37%	37%	13%	19.6%	23.9%	43.5%
Balanced-Private (N=13)	46.2%	23.1%	30.8%	0	0	15.4%
Balanced-Public (N=10)	30%	0	10%	40%	60%	70%

*Publication record at time of AMA interviews.

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

New Marketing Faculty Class of 2006: Contributions to Journals*

Publication Outlet	Total # of Papers Contributed by New Faculty Class of 2006
<i>Advances in Consumer Research**</i>	5
<i>American Journal of Public Health</i>	1
<i>California Management Review</i>	1
<i>Human Performance</i>	1
<i>Industrial Marketing Management</i>	3
<i>International Journal of Consumer Studies</i>	1
<i>International Journal of Entrepreneurship & Small Business</i>	1
<i>International Journal of Logistics Management</i>	1
<i>International Journal of Research in Marketing</i>	2
<i>International Journal of Service Industry Management</i>	1
<i>Journal for the Advancement of Marketing Education</i>	1
<i>Journal of Advertising Research</i>	2
<i>Journal of Applied Psychology</i>	1
<i>Journal of Business & Industrial Marketing</i>	1
<i>Journal of Business Research</i>	2
<i>Journal of Consumer Affairs</i>	1
<i>Journal of Consumer Behavior</i>	2
<i>Journal of Consumer Psychology</i>	2
<i>Journal of Consumer Research</i>	14
<i>Journal of Contemporary Business Issues</i>	1
<i>Journal of Experimental & Social Psychology</i>	2
<i>Journal of Interactive Advertising</i>	2
<i>Journal of Interactive Marketing</i>	1
<i>Journal of Internet Commerce</i>	1
<i>Journal of Marketing</i>	1
<i>Journal of Marketing Research</i>	5
<i>Journal of Marketing Theory and Practice</i>	1
<i>Journal of Nonprofit & Public Sector Marketing</i>	4
<i>Journal of Personality & Social Psychology</i>	4
<i>Journal of Public Policy & Marketing</i>	3
<i>Journal of Research in Marketing and Entrepreneurship</i>	1
<i>Journal of Retailing</i>	2
<i>Journal of Retailing & Consumer Services</i>	2
<i>Journal of Service Research</i>	3
<i>Journal of Services Marketing</i>	5
<i>Journal of Targeting, Analysis, & Measurement</i>	1
<i>Journal of the Academy of Marketing Science</i>	3
<i>Journal of Travel Research</i>	1
<i>Journal of World Business</i>	1
<i>Marketing Education Review</i>	1
<i>Marketing Health Services</i>	1
<i>Marketing Letters</i>	3
<i>Marketing Letters</i>	3
<i>Marketing Management Journal</i>	1

<i>Marketing Theory</i>	2
<i>Medical Science Monitor</i>	1
<i>Personality & Individual Differences</i>	1
<i>Psychological Reports</i>	1
<i>Psychological Science</i>	1
<i>Psychology and Marketing</i>	2
<i>Sloan Management Review</i>	2
<i>Social Behavior & Personality</i>	1
<i>Supply Chain Management</i>	1
<i>Tourism Analysis</i>	1
<i>Tourism Review</i>	1
<i>Transportation</i>	1

*A journal is only listed if an informant published or has a forthcoming publication there.

**Counted as a journal hit by some institutions.

Dissertation Status and Overall Salary

<i>Dissertation Status</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Mean Overall Salary</i>
Proposal not defended	29	33.7%	\$107,528
Proposal defended, no data collected	13	15.2%	\$115,082
Proposal defended, some data collected	38	44.2%	\$132,914
Dissertation defended	6	6.9%	\$112,919

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>
2.0	1	1.2%	n/a
3	24	27.9%	\$110,187
3.5	13	15.1%	\$110,017
4	32	37.2%	\$132,330
4.5	3	3.5%	\$124,139
5	10	11.6%	\$119,988
6	1	1.2%	n/a
8	1	1.2%	n/a

Main Research Area and Overall Salary

<i>Main Research Area</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Overall Mean Salary</i>
Consumer Behavior	39	45.4%	\$124,074
Strategy	20	23.3%	\$110,477
Modeling	12	14.0%	\$143,924
Sales	5	5.8%	\$106,100
Services	3	3.5%	\$107,600
Other*: 1 Channels, 1 Direct Marketing, 1 International,1 NPD, 1 Supply Chain	n/a	5.8%	n/a

* Other salaries are not reported individually to maintain confidentiality of these respondents/schools.

Congratulations to the new faculty class of 2006, from DocSIG.