

2007 “Who Went Where” Survey Results

*Compiled by Annie Cui, at pcui@kent.edu

Name	Degree-Granting Institution	Hiring Institution
Thomas Hollmann	Arizona State U.	North Carolina State U.
Caglar Irmak	Baruch College / CUNY	U. of South Carolina
Beth Antonuk	Baruch College/CUNY	Loyola College
Baskin Yenicioğlu	Bilkent U.	Henley Management College
Shuili Du	Boston U.	Simmons College
John Nadeau	Carleton U.	Nipissing U.
Kathleen Cleeren	Catholic U. Leuven (Belgium)	Maastricht U. (Netherlands)
Maneesh Thakkar	City U. of New York	Radford U.
Oleg Urminsky	Columbia U.	U. of Chicago
Zhiyong Yang	Concordia U.	U. of Texas at Arlington
David Alexander	Duke U.	U. of St. Thomas
Samuel Bond	Duke U.	Georgia Tech
S. Cem Bahadir	Emory U.	U. of South Carolina
Jade Sturdy DeKinder	Emory U.	U. of Texas- Austin
Samit Chakravorti	Florida International U.	Western Illinois U.
Susan Brudvig	Florida State U.	Ball State U
Esther Swilley	Florida State U.	Kansas State U.
David Horowitz	Florida State U.	Sonoma State U.
Brian Rutherford	Georgia State U.	Purdue U.
Jill Mosteller	Georgia State U.	Portland State U.
Jill Avery	Harvard Business School	Simmons College
Olivier Rubel	HEC Montréal	Purdue U.
Saurabh Mishra	Indiana U.	McGill U.
D Selcen O Aykac	Istanbul Technical U.	Sabancı U.
Hernan Bruno	London Business School	Erasmus School of Economics
Elena Bernard	Louisiana State U.	U. of Portland
Steven H. Seggie	Michigan State U.	Bilkent U.
M. Douglas Voss	Michigan State U.	U. of Central Arkansas
Serdar S. Durmusoglu	Michigan State U.	U. of Dayton
Michelle Beauchamp	Mississippi State U.	Middle Tennessee State U.
Piyush Sharma	Nanyang Business School	Hong Kong Polytechnic U.
Tonya P. Williams	Northwestern U.	U. of Notre Dame
C. Shane Hunt	Oklahoma State U.	Arkansas State U.
Selin Atalay	Pennsylvania State U.	Bilkent U.
Girish Mallapragada	Pennsylvania State U.	U. of North Carolina, Chapel Hill
Joonwook Park	Pennsylvania State U.	Southern Methodist U.
Sanjay Puligadda	Pennsylvania State U.	Miami U. Ohio
Scott downey	Purdue U.	Purdue U.
Niek Althuizen	RSM Erasmus U.	ESSEC Business School
Peter Magnusson	Saint Louis U.	Northern Illinois U.
Dena Hale	Southern Illinois U., Carbondale	Georgia Southern

DocSIG thanks Georgia State University and Jodie Ferguson for hosting the survey online and Angeline Close for advice and suggestions.

Name	Degree-Granting Institution	Hiring Institution
Jonah Berger	Stanford U.	U. Penn./Wharton
Dinesh Gauri	SUNY Buffalo	Syracuse U.
Kartik Kalaiganam	Texas A&M U.	U. of South Carolina
Ann Mirabito	Texas A&M U.	Baylor U.
Tarun Kushwaha	Texas A&M U.	U. of North Carolina, Chapel Hill
E. Deanne Brocato	U. of Texas, Arlington	Iowa State
Joseph Goodman	U. of Texas, Austin	U. of South Carolina
Sudha Mani	U. of Western Ontario	U. of Texas at Arlington
Brennan Davis	U. of California, Irvine	Azusa Pacific U.
Michael Trusov	U. of California, LA	U. of Maryland
Karen Mishra	U. of North Carolina, Chapel Hill	Meredith College
Mert Tokman	U. of Alabama	James Madison U.
Lauren Skinner	U. of Alabama	U. of Alabama at Birmingham
Jin Li	U. of Alberta	North Dakota State U.
Chun Qiu	U. of Alberta	McGill U.
Ekant Veer	U. of Auckland	U. of Bath
Jennifer Chandler	U. of California, Irvine	U. of Hawaii, Manoa
Janet Tinoco	U. of Central Florida	Embry Riddle Aeronautical U.
Baler Bilgin	U. of Florida	U. of California, Riverside
Caroline Graham Austin	U. of Georgia	Montana State U.
Marije Teerling	U. of Groningen	Telematica Institute
Stephanie Oneto	U. of Houston	U. of Wyoming
Keith Richards	U. of Houston	U. of Tennessee at Chattanooga
Sonja Prokopec	U. of Houston	ESSEC Business School
Babu L John Mariadoss	U. of Houston	Washington State U., Pullman
Gary R. Schirr	U. of Illinois, Chicago	Radford U.
Carlos Torelli	U. of Illinois, Urbana-Champaign	U. of Minnesota
Tianjiao Qiu	U. of Illinois, Urbana-Champaign	California State U., Long Beach
Arul Mishra	U. of Iowa	U. of Utah
Beomjoon Choi	U. of Kansas	California State U., Sacramento
David Di Zhang	U. of Manitoba	U. of Saskatchewan
Marjorie Delbaere	U. of Manitoba	U. of Saskatchewan
Ashwin Aravindakshan	U. of Maryland, College Park	U. of California, Davis
Jing Xu	U. of Michigan	Peking U.
Yu Wang	U. of Michigan	U. of Texas at Dallas
Raghunath Singh Rao	U. of Minnesota	U. of Texas at Austin
Minu Kumar	U. of Mississippi	San Francisco State U.
Scott Radford	U. of Missouri	U. of Calgary
C. Fred Miao	U. of Missouri	Clarkson U.
Risto Moio	U. of Nebraska	California State U., Long Beach
Mariam Beruchashvili	U. of Nebraska	California State U., Northridge
Min Zhao	U. of North Carolina	U. of Toronto
Michael Gravier	U. of North Texas	Bryant U.
Tanawat Hirunyawipada	U. of North Texas	Central Michigan U.
Mohammadali		
Zolfagharian	U. of North Texas	U. of Texas - Pan American

Name	Degree-Granting Institution	Hiring Institution
Helder Sebastiao	U. of Oregon	U. of San Diego
Monica LaBarge	U. of Oregon	U. of Montana
Adam Marquardt	U. of Oregon	U. of Richmond
Yogesh Joshi	U. of Pennsylvania (Wharton)	U. of Maryland (Smith)
Karen Page	U. of Pittsburgh	Texas A&M
Courtney Droms	U. of South Carolina	Valdosta State U.
Kelly Haws	U. of South Carolina	Texas A&M U.
Laura Smarandescu	U. of South Carolina	Iowa State U.
Tracy R. Harmon	U. of South Florida	Syracuse U.
Deepa Chandrasekaran	U. of Southern California	Lehigh U.
Justin Anderson	U. of Southern California	U. of North Carolina, Wilmington
Marius Luedicke	U. of St. Gallen, Switzerland	U. of Innsbruck, Austria
Christopher Blocker	U. of Tennessee	Baylor U.
Hieu P. Nguyen	U. of Texas at Arlington	California State U., Long Beach
Andrea Godfrey	U. of Texas at Austin	U. of California, Riverside
Yupin Yang	U. of Toronto	Simon Fraser U.
Veronika Papyrina	U. of Western Ontario	San Francisco State U.
Zeynep Arsel	U. of Wisconsin, Madison	Concordia U., Canada
Ty Henderson	U. of Wisconsin, Madison	U. of Texas at Austin
Kai-Yu Wang	U. of Wisconsin, Milwaukee	Brock U.
Anjala S. Krishen	Virginia Tech	U. of Nevada, Las Vegas
Paula Peter	Virginia Tech	San Diego State U.
Hasan Gilani	Warwick Business School, UK	Warwick Business School, UK
Kelly Martin	Washington State U.	Colorado State U.

Summary Data

One hundred and fifteen (115) marketing doctoral students/candidates/newly-minted PhDs took our survey. As in past years', the data analysis is based on marketing faculty hires in the U.S. (n = 83). The sample size is consistent with the 2006 sample (Total n = 104; U.S. n=86). For questions about the survey/analysis, please contact Annie Cui, DocSIG VP of research, at pcui@kent.edu.

Salary Information*

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
9-Month Salary	\$ 106,535	\$ 102,000	\$ 125,000	\$ 75,000	\$ 142,500
Summer	14,932	13,000	0**	0	37,000
Overall Salary	121,467	115,000	90,000	75,000	177,000

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

** 13 respondents reported \$0 summer funding

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	9	\$ 122,111	\$ 22,598	\$ 144,709
Research-Public	36	113,361	20,011	133,372
Balanced-Private	13	99,269	8,653	107,923
Balanced-Public	25	94,876	8,123	102,999

* 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	29	\$ 118,328	\$ 22,249	\$ 140,577
No	54	100,202	11,003	111,205

**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>
3	25	\$ 114,920	\$ 20,658	\$ 135,578
4	20	115,350	20,368	135,718
5	19	99,705	11,158	110,863
6	9	96,667	7,056	103,722
7	10	89,800	4,009	93,809

*Respondents reported teaching loads during the next academic year (i.e., excluding summer). This year, no one reported a teaching load of less than 3 sessions.

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

**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	2	\$ 87,500	\$ 6,250	\$ 93,750
2	41	115,571	21,197	136,767
3	32	99,500	10,479	109,979
4	5	94,600	4,100	98,700
5	2	91,000	1,000	92,000
6	1**	n/a	n/a	n/a

*For example, 2 indicates he/she will teach 2 *different* courses during the next academic year.

** Salaries are not reported to maintain confidentiality of the respondent/school.

Other Financial Perks*

	<i># Reporting Perk</i>	<i># Reporting \$ Amount</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
Moving	75	72	\$ 5,522	\$ 5,000	\$ 5,000	\$ 1,500	\$ 20,000
Research	30	18	9,083	6,000	5,000	4,000	30,000
Stipend							
\$ per	4	1	3,000				
Journal Article							

*Other perks mentioned: conference travel budget, start-up budget, technology budget, access to database, software, house-hunting trip, relocation services, real estate assistance, housing grant, low-interest mortgage, parking, reduced teaching load for first 2 years, graduate assistants, summer teaching option, and children's education.

Dissertation Status and Overall Salary

<i>Dissertation Status</i>	<i>Frequency</i>	<i>Valid Percentage</i>	<i>Mean Overall Salary</i>
Proposal not defended	16	19.3%	\$ 115,023
Proposal defended, no data collected	21	25.3%	104,944
Proposal defended, some data collected	42	50.6%	131,027
Dissertation defended	5	6.0%	133,100

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>
2.5	1		n/a
3	22		\$ 116,878
3.5	5		114,700
4	39		130,104
4.5	4		95,250
5	9		120,322
6	1		n/a

* Salaries are not reported individually to maintain confidentiality of these individuals/schools.

Main Research Area and Overall Salary

<i>Main Research Area</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Overall Mean Salary</i>
Consumer Behavior	38	45.8%	\$ 120,559
Strategy	22	26.5%	120,986
Modeling	12	14.5%	140,169
Supply Chain/Logistics	3	3.6%	100,666
Services	3	3.6%	122,444
Other: 1 Marketing Communication, 1 B2B/International, 1 Consumer Advocacy, 1 Social Marketing	4	4.8%	94,250

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

Tenure Requirement at Hiring Institution

Requirement	Mean	Median	Mode	Minimum	Maximum
<i>Type/Level of Journal*</i>	3.32	3	3	1	5
<i># "A" Publications**</i>	2.88	2	2	1	6
<i># Overall Publications</i>	5.87	6	6	2	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

** According to comments from previous surveys, "A-level marketing journals" are changed to only include *JM*, *JMR*, *JCR*, and *MS* (leaving *JR* and *JAMS* out).

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	4.11	2.86	5.43
Research-Public	3.97	3.66	6.36
Balanced-Private	2.42	1.75	5.55
Balanced-Public	2.52	1.75	5.57

* 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

***According to comments from previous surveys, "A-level marketing journals" are changed to only include *JM*, *JMR*, *JCR*, and *MS*.

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>	64	61	40	0	200
<i>AMA interviews completed</i>	17	17	14	0	35
<i>Campus visit offers</i>	6	5	5	1	25
<i>Campus visits accepted & made</i>	4.3	4	4	1	12
<i>Job offers received</i>	2.6	2	1	1	9

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	58	15	5	4.9	2.6
Research-Public	70	19	6	4.8	2.5
Balanced-Private	46	13	7	3.9	3
Balanced-Public	66	16	6	3.6	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.

Other Information About Respondents

	<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>	3.82	4	4	2	6
<i>Years Needed to Finish Degree</i>	4.69	5	5	3	6
<i>Years of Industry Experience</i>	6.17	4.5	2	0	20

	<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>	53	62.7%	30	36.1%

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	4.84	4	4	0	16
<i>A-level marketing journals**</i>					
Under 1 st review	0.58	0	0	0	4
Past 1 st review	0.31	0	0	0	4
Accepted/published	0.24	0	0	0	4
<i>B or lower marketing journals</i>					
Under 1 st review	0.71	0	0	0	6
Past 1 st review	0.37	0	0	0	3
Accepted/published	0.87	0	0	0	6

*Publication record at time of AMA interviews.

** According to comments from previous surveys, "A-level marketing journals" are changed to only include *JM*, *JMR*, *JCR*, and *MS*. To make the results more comparable to previous years', the next table incorporates publications at *JR* and *JAMS* as A-level journals.

Publication Record Including *JR* and *JAMS* as A-Level Journals*

<i>Publication type/status</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
<i>A-level marketing journals</i>					
Accepted/published	0.30	0	0	0	4
<i>B or lower marketing journals</i>					
Accepted/published	0.81	0	0	0	6

* Results in this table included *JR* and *JAMS* as A-level journals.

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	42	50.6%	31	37.3%	4	4.8%	2	2.4%
Past 1 st review	60	72.3%	12	14.5%	4	4.8%	1	1.2%
Accepted/published	62	74.7%	14	16.9%	2	2.4%	2	2.4%
<i>B-or lower level marketing journals</i>								
Under 1 st review	46	55.4%	19	22.9%	7	8.4%	4	4.8%
Past 1 st review	55	66.3%	16	19.3%	3	3.6%	2	2.4%
Accepted/published	49	59.0%	18	21.7%	5	6.0%	7	8.4%

*Publication record at time of AMA interviews.

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

Publication Record by Type of Institution:
Number 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=9)	66.7%	33.3%	44.4%	33.3%	33.3%	22.2%
Research-Public (N=36)	55.6%	33.3%	33.3%	38.9%	25%	33.3%
Balanced-Private (N=13)	38.5%	30.8%	22.1%	53.8%	46.2%	61.5%
Balanced-Public (N=25)	40%	16%	8%	52%	40%	48%

*Publication record at time of AMA interviews.

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

New Marketing Faculty Class of 2007: Contributions to Journals*

Publication Outlet	Total # of Papers
<i>Academy of Management Journal</i>	1
<i>Business & Society</i>	1
<i>Cognitive Science</i>	1
<i>Cornell Quarterly</i>	1
<i>Industrial Marketing Management</i>	4
<i>International Business Review</i>	1
<i>International Journal of Electronic Commerce</i>	1
<i>International Journal of Electronic Marketing & Retailing</i>	2
<i>International Journal of Physical Distribution & Logistics Management</i>	1
<i>International Journal of Service Industry Management</i>	1
<i>Journal of Academy of Marketing Science</i>	2
<i>Journal of Brand Management</i>	1
<i>Journal of Business & Industrial Marketing</i>	4
<i>Journal of Business Ethics</i>	2
<i>Journal of Business Logistics</i>	3
<i>Journal of Business Research</i>	4
<i>Journal of Behavioral & Applied Management</i>	1
<i>Journal of Consumer Psychology</i>	3
<i>Journal of Consumer Research</i>	8
<i>Journal of Consumer Satisfaction and Dissatisfaction & Complaining Behavior</i>	1
<i>Journal of Current Issues & Research in Advertising</i>	1
<i>Journal of Economic Theory</i>	1
<i>Journal of Ethnicity in Criminal Justice</i>	1
<i>Journal of Interactive Advertising</i>	1
<i>Journal of Interactive Marketing</i>	1
<i>Journal of Global Competitiveness</i>	2
<i>Journal of International Management</i>	1
<i>Journal of Marketing Research</i>	6
<i>Journal of Marketing Theory Practice</i>	1
<i>Journal of Personality & Social Psychology</i>	1
<i>Journal of Personal Selling & Sales Management</i>	4
<i>Journal of Product Innovation Management</i>	1
<i>Journal of Retailing</i>	3
<i>Journal of Service Research</i>	1
<i>Journal of System Science & System Engineering</i>	1

<i>Journal of Targeting, Measurement, & Analysis for Marketing</i>	1
<i>Journal of Value Chain Management</i>	1
<i>Journal of Website Promotion</i>	1
<i>Marketing Management Journal</i>	1
<i>Marketing Science</i>	6
<i>Management Science</i>	6
<i>Organizational Behavior and Human Decision Processes</i>	1
<i>Public Relations Review</i>	1
<i>Psychology and Marketing</i>	1
<i>Sloan Management Review</i>	1
<i>Strategic Management Journal</i>	1
<i>Transportation Journal</i>	3

*Publication record at time of AMA interviews.

**A-level marketing journals were classified as *JM*, *JMR*, *JCR* and *MS*. *JR* and *JAMS* were listed as A-level journals in previous years' surveys.

Congratulations to the new faculty class of 2007, from DocSIG.