

# 2009 Who Went Where? Survey Results

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Conducted by the **Doctoral Student  
Special Interest Group**  
(DocSIG) of the  
American Marketing  
Association

<http://docsig.eci.gsu.edu>

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MarketingPower.com

## 2009 “Who Went Where” Survey Results

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<b>Name</b>	<b>Degree-Granting Institution</b>	<b>Hiring Institution</b>
Scott Thompson	Arizona State U.	U. of Georgia
Sameer Mathur	Carnegie Mellon U.	McGill U.
Andrew Stephen	Columbia U.	INSEAD
Peter Jarnebrant	Columbia U.	European School of Management and Tech.
Komal Karani	Drexel U.	Lamar U.
Abhijit Guha	Duke U.	Wayne State U.
Lisa Cavanaugh	Duke U.	U. of Southern California
Sarah Moore	Duke U.	U. of Alberta
Song Yao	Duke U.	Northwestern U.
Adina Barbulescu	Emory U.	U. of Tennessee
Steven Sweldens	Erasmus U.	INSEAD
Gavin L. Fox	Florida State U.	Texas Tech U.
Mike Giebelhausen	Florida State U.	Cornell U.-School of Hotel Administration
Philippe Duverger	George Washington U.	Towson U.
Janee Burkhalter	Georgia State U.	Saint Joseph's U.
Renee Ann Richardson	Harvard Business School	Massachusetts Institute of Technology
Hao Shen	Hong Kong U. of Science & Tech.	Chinese U. of Hong Kong
Yuwei Jiang	Hong Kong U. of Science & Tech.	Hong Kong Polytechnic U.
Mauricio Palmeira	Indiana U.	Monash U.
Shuoyang Zhang	Indiana U.	Colorado State U.
Joseph Lajos	INSEAD	HEC Paris
Bram Van den Bergh	K.U. Leuven	Erasmus U.
Claudia Costiuc	Kent State U.	Purdue U.-Calumet
Kevin Trainor	Kent State U.	Canisius College
Raj Agnihotri	Kent State U.	Towson U.
Anna Walz	Louisiana State U.	Grand Valley State U.
Mazen Jaber	Louisiana State U.	Saginaw Valley State U.
Jacqueline van Beuningen	Maastricht U.	Maastricht U.
Ceren Kolsarici	McGill U.	Queen's U.
Massimiliano Ostinelli	McGill U.	U. of Wisconsin – Milwaukee
M. Billur Akdeniz	Michigan State U.	U. of New Hampshire
Bing Xu	New Mexico State U.	California State U.-Dominguez Hills
Pia A. Albinsson	New Mexico State U.	Appalachian State U.
Yam B. Limbu	New Mexico State U.	Montclair State U.
Aronté Bennett	New York U.	Villanova U.
Jeff Galak	New York U.	Carnegie Mellon U.
Ashlee Humphreys	Northwestern U.	Northwestern U.-Medill School of Journalism
Breagin Riley	Northwestern U.	Syracuse U.

<b>Name</b>	<b>Degree-Granting Institution</b>	<b>Hiring Institution</b>
Kanishka Misra	Northwestern U.	London Business School
Jeff Dotson	Ohio State U.	Vanderbilt U.
Fernando Jimenez	Oklahoma State U.	U. of Texas-El Paso
Kristin Scott	Oklahoma State U.	Minnesota State U.-Mankato
Kunter Gunasti	Pennsylvania State U.	U. of Connecticut
Stanford A. Westjohn	Saint Louis U.	U. of Toledo
Cassie Mogilner	Stanford U.	U. of Pennsylvania
Michael Rodriguez	Stevens Institute of Technology	Elon U.
Thomas Dotzel	Texas A&M U.	McGill U.
Pelin Bicen	Texas Tech U.	Pennsylvania State U.-Erie
Bjoern Frank	Tokyo Institute of Technology	Tokyo Institute of Technology
Vivek Dalela	U. of Alabama	Grand Valley State U.
Shenyu Li	U. of Alberta	Shanghai U. of Finance and Economics
James R. Carver	U. of Arizona	Auburn U.
Lin Guo	U. of Arizona	U. of New Hampshire
Michelle F. Weinberger	U. of Arizona	Northwestern U.
Tandy Chalmers	U. of Arizona	Queen's U.-Canada
My (Myla) Bui	U. of Arkansas	Loyola Marymount U.
Osman Khan	U. of Bradford	U. of East London
Brent McFerran	U. of British Columbia-Vancouver	U. of British Columbia-Okanagan
Brennan Davis	U. of California-Irvine	Baylor
Burcak Ertimur	U. of California-Irvine	Fairleigh Dickinson U.
Samantha Cross	U. of California-Irvine	Iowa State U.
Jun Kim	U. of California-Los Angeles	Georgia Tech
Chad Milewicz	U. of Central Florida	U. of Southern Indiana
Nadia Pomirleanu	U. of Central Florida	U. of Nevada-Las Vegas
Pavan Rao Chennamaneni	U. of Central Florida	U. of Wisconsin-Whitewater
Vishal Bindroo	U. of Central Florida	Indiana U.-South Bend
Mihai Niculescu	U. of Cincinnati	New Mexico State U.
Vijaykumar Krishnan Palghat	U. of Cincinnati	Northern Illinois U.
Mark Ratchford	U. of Colorado-Boulder	Vanderbilt U.
Jesse Itzkowitz	U. of Florida	Yeshiva U.
Julia Belyavsky	U. of Florida	U. of Delaware
Henrik Hagtvedt	U. of Georgia	Boston College
Demetra Andrews	U. of Houston	Florida State U.
Son K. Lam	U. of Houston	U. of Georgia
Sung Ham	U. of Houston	Kent State U.
Fei Weisstein	U. of Illinois	U. of Texas-Pan American
Javier Monllor	U. of Illinois-Chicago	DePaul U.
Sharmin Attaran	U. of Illinois-Chicago	Bryant U.
Katherine Sredl	U. of Illinois-Urbana-Champaign	U. of Notre Dame
Kumar R. Sarangee	U. of Illinois-Urbana-Champaign	Santa Clara U.

<b>Name</b>	<b>Degree-Granting Institution</b>	<b>Hiring Institution</b>
Stefan Worm	U. of Kaiserslautern	HEC Paris
Francine Espinoza	U. of Maryland	European School of Management and Tech.
Peggy Tseng	U. of Maryland	U. of Delaware
Eleanor McDonnell Feit	U. of Michigan	The Modellers, LLC
Thales Teixeira	U. of Michigan	Harvard Business School
Beibei Dong	U. of Missouri	Lehigh U.
Shrihari (Hari) Sridhar	U. of Missouri	Michigan State U.
Edward Nowlin	U. of Nebraska-Lincoln	Southern Illinois U.-Carbondale
Mike Krush	U. of Nebraska-Lincoln	North Dakota State U.
Robert Harrison	U. of Nebraska-Lincoln	Western Michigan U.
Guang-Xin Xie	U. of Oregon	U. of Massachusetts-Boston
Rajesh Bhargave	U. of Pennsylvania	U. of Texas-San Antonio
Upender Subramanian	U. of Pennsylvania	U. of Texas-Dallas
Xiaoyan Deng	U. of Pennsylvania	Ohio State U.
Yanliu Huang	U. of Pennsylvania	Chinese U. of Hong Kong
Scott Rick	U. of Pennsylvania (Post-Doc) / Carnegie Mellon (PhD)	U. of Michigan
Adriana M. Boveda-Lambie	U. of Rhode Island	Rochester Institute of Technology
Sudhir Voleti	U. of Rochester	Indian School of Business
Roland Leak	U. of South Carolina	North Carolina A&T State U.
Ivan Lapuka	U. of South Florida	Saint Louis U.
Stefanie Boyer	U. of South Florida	Bryant U.
Hae Eun Chun	U. of Southern California	Cornell U.
Karen Hood	U. of Tennessee	U. of Arkansas-Little Rock
Leonardo Nicolao	U. of Texas-Austin	Texas Christian U.
Jenny Mish	U. of Utah	U. of Notre Dame
Michelle Barnhart	U. of Utah	Oregon State U.
Mark Staton	U. of Washington	Skidmore College
Remi Trudel	U. of Western Ontario	Boston U.
Kittipong Sophonthummapharn	Umea U.	Rajamangala U. of Tech. Suvarnabhumi
Bige Saatcioglu	Virginia Tech	HEC Paris
Matt Hettche	Virginia Tech (AACSB Bridge)	Christopher Newport U.
Berna Devezer	Washington State U.	Michigan State U.
Andrew E. Wilson	York U.	St. Mary's College of California
Marie-Agnes Parmentier	York U.	HEC Montreal

## Summary Data

One hundred and fourteen (114) marketing doctoral students/candidates/newly-minted PhDs took our survey. As in past years' surveys, the data analysis is based on marketing faculty hires in the U.S. who provided salary and job search information (n = 77). The sample size is lower than that of the 2008 sample (Total n = 119; U.S. n=94).

### Salary Information\*

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
9-Month Salary	\$ 117,390	\$ 118,000	\$ 130,000	\$ 85,000	\$ 165,000
Summer	16,894	15,000	15,000	0	35,222
Total Salary	135,014	134,444	130,000	90,000	193,722

\*All salary information reported is rounded to the nearest USD.

### 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>Total Salary</i>
Research-Private	21	\$ 129,643	\$ 23,541	\$ 153,184
Research-Public	33	118,673	18,673	137,060
Balanced-Private	7	113,286	9,571	122,857
Balanced-Public	15	96,820	4,962	102,831

\* 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>Total Salary</i>
Yes	31	\$ 130,581	\$ 22,948	\$ 153,529
No	46	108,501	12,629	121,970

**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>Total Salary</i>
1	2	\$ 130,000	\$ 20,000	\$ 150,000
2	13	134,577	23,402	157,979
3	20	125,625	23,496	149,121
4	19	111,407	15,104	126,511
5	12	106,167	6,750	112,917
6	9	98,367	6,313	105,225
7	1***	n/a	n/a	n/a

\*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.

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

**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>Total Salary</i>
1	37	\$ 126,446	\$ 22,525	\$ 148,971
2	32	108,891	11,216	120,846
3	6	104,500	8,583	113,083
4	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	71	66	\$5,503	\$5,000	\$5,000	\$1,500	\$15,000
Research Stipend	30	20	6,138	5,000	5,000	750	20,000

\*Other perks mentioned: conference travel budget, start-up budget, technology budget, access to database, software, house-hunting trip, relocation services, housing grant, parking, reduced teaching load, graduate assistants, and summer teaching option.

### Dissertation Status and Total Salary\*

<i>Dissertation Status</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Mean Total Salary</i>
Proposal not defended	4	5.2%	\$ 105,500
Proposal defended, no data collected	22	28.6%	130,974
Proposal defended, some data collected	47	61.0%	137,925
Dissertation defended	4	5.2%	157,056

\*Dissertation status at time of AMA interviews.

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

<i>Years in Doctoral Program Completed Before Going on the Market</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Mean Total Salary*</i>
2.5	1	1.3%	n/a
3	19	24.7%	\$136,596
3.5	8	10.4%	\$122,333
4	36	46.8%	\$134,593
4.5	2	2.6%	\$146,750
5	9	11.7%	\$142,852
6	1	1.3%	n/a
9	1	1.3%	n/a

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

### Main Research Area and Total Salary

<i>Main Research Area</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Mean Total Salary</i>
Consumer Behavior	44	57.1%	\$ 132,519
Strategy	13	16.9%	130,438
Modeling	8	10.4%	160,243
Sales	3	3.9%	121,667
Services	3	3.9%	124,667
Other: 1 Channels, 1 Ethics, 1 Marketing and Society, 1 Entrepreneurship, 1 CCT	5	6.5%	125,200

### Tenure Requirement at Hiring Institution

Requirement	Mean	Median	Mode	Minimum	Maximum
Type/Level of Journal*	2.68	3	3	1	5
# "A" Publications**	2.96	3	1	1	8
# Overall Publications	5.67	6	6	1	15

\* 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

\*\* Consistent with last year's survey, "A-level marketing journals" include *JM*, *JMR*, *JCR*, and *MS*.

### Means of Tenure Requirements by Type of Hiring Institution

Type of Hiring Institution*	Type/Level of Publication** Needed	# of "A" Publications*** for Tenure	Total # of Publications for Tenure
Research-Private	2.19	3.61	5.67
Research-Public	2.48	3.00	5.85
Balanced-Private	3.43	2.17	5.71
Balanced-Public	3.53	1.00	5.67

\* 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= 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

\*\*\* Consistent with last year's survey, "A-level marketing journals" 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>	68.93	70	60	2	200
<i>AMA interviews completed</i>	16.57	16	15	0	35
<i>Campus visit offers</i>	5.92	6	6	1	18
<i>Campus visits accepted &amp; made</i>	4.76	4	3	1	15
<i>Job offers received</i>	2.47	2	2	1	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	66	14	6	5.33	2.52
Research-Public	72	18	6	4.69	2.37
Balanced-Private	65	15	5	4.29	2.14
Balanced-Public	72	18	6	4.40	2.73

\* 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>	3.90	4	4	2	9
<i>Years Needed to Finish Degree</i>	4.79	5	5	3	9
<i>Years of Industry Experience</i>	4.35	3	0	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>	39	50.6%	38	49.4%

**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	5.04	4	2	1	18
<i>A-level marketing journals**</i>					
Under 1 <sup>st</sup> review	0.58	0	0	0	3
Past 1 <sup>st</sup> review	0.23	0	0	0	2
Accepted/published	0.17	0	0	0	4
<i>B or lower marketing journals</i>					
Under 1 <sup>st</sup> review	0.24	0	0	0	2
Past 1 <sup>st</sup> review	0.43	0	0	0	4
Accepted/published	0.95	0	0	0	9

\*Publication record at time of AMA interviews.

\*\* Consistent with last year's survey, "A-level marketing journals" include *JM*, *JMR*, *JCR*, and *MS*.

**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 <sup>st</sup> review	47	61.0%	18	23.4%	7	9.1%	4	5.2%
Past 1 <sup>st</sup> review	61	79.2%	14	18.2%	2	2.6%	0	0.0%
Accepted/published	64	83.1%	11	14.3%	1	1.3%	0	0.0%
<i>B-or lower level marketing journals</i>								
Under 1 <sup>st</sup> review	62	80.5%	10	13.0%	4	5.2%	0	0.0%
Past 1 <sup>st</sup> review	56	72.7%	13	16.9%	6	7.8%	2	2.6%
Accepted/published	39	50.6%	18	23.4%	13	16.9%	7	9.1%

\*Publication record at time of AMA interviews.

\*\* Consistent with last year's survey, "A-level marketing journals" include *JM*, *JMR*, *JCR*, and *MS*.

**New Marketing Faculty Class of 2009: Contributions to Journals\***

<b>Publication Outlet</b>	<b>Total # of Papers</b>
<i>Academy of Educational Leadership Journal</i>	1
<i>Advances in Entrepreneurship, Firm Emergence and Growth</i>	1
<i>Advances in International Marketing</i>	1
<i>American Journal of Public Health</i>	1
<i>Annual Review of Psychology</i>	1
<i>Empirical Studies of the Arts</i>	2
<i>Experimental Economics</i>	1
<i>Foundations and Trends in Marketing</i>	1
<i>Industrial Marketing Management</i>	3
<i>International Journal of Business Research</i>	1
<i>International Journal of Entrepreneurship and Small Business</i>	1
<i>International Journal of Management and Marketing Research</i>	1
<i>International Journal of Operations and Production Research</i>	1
<i>International Journal of Retail and Distribution Management</i>	1
<i>International Marketing Review</i>	4
<i>International Perspectives on Social Entrepreneurship Research</i>	1
<i>Journal for Advancement of Marketing Education</i>	1
<i>Journal of Advertising</i>	1
<i>Journal of Applied Social Psychology</i>	2
<i>Journal of Business and Economic Research</i>	1
<i>Journal of Business and Industrial Marketing</i>	3
<i>Journal of Business Ethics</i>	1
<i>Journal of Business-to-Business Marketing</i>	1
<i>Journal of Consumer Affairs</i>	1
<i>Journal of Consumer Behaviour</i>	1
<i>Journal of Consumer Psychology</i>	5
<i>Journal of Consumer Research</i>	4
<i>Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior</i>	1
<i>Journal of Current Issues and Research in Advertising</i>	1
<i>Journal of Entrepreneurship Education</i>	1
<i>Journal of Financial Services Marketing</i>	1
<i>Journal of Health and Human Services Administration</i>	1
<i>Journal of International Management Studies</i>	2
<i>Journal of International Marketing</i>	2
<i>Journal of Korean Society of Consumer Studies</i>	1
<i>Journal of Marketing</i>	3
<i>Journal of Marketing Education</i>	1
<i>Journal of Marketing Management</i>	1
<i>Journal of Marketing Research</i>	4
<i>Journal of Organizational Change Management</i>	1
<i>Journal of Personal Selling and Sales Management</i>	2
<i>Journal of Product Innovation Management</i>	1
<i>Journal of Public Policy and Marketing</i>	1

<b>Publication Outlet</b>	<b>Total # of Papers</b>
<i>Journal of Retailing</i>	2
<i>Journal of Services Marketing</i>	1
<i>Journal of Social Psychology</i>	1
<i>Journal of the Academy of Marketing Science</i>	6
<i>Journal of World Business</i>	1
<i>Marketing Letters</i>	1
<i>Marketing Science</i>	1
<i>Medical Science Monitor</i>	1
<i>MIT Sloan Management Review</i>	2
<i>Multivariate Behavioral Research</i>	1
<i>Neuron</i>	2
<i>Online Information Review</i>	1
<i>Philosophical Transactions of the Royal Society B: Biological Sciences</i>	1
<i>Psychology &amp; Marketing</i>	1
<i>Quantitative Marketing and Economics</i>	1
<i>Supply Chain Management</i>	1
<i>Training and Development</i>	1

\*Publication record at time of AMA interviews.

*Congratulations to the new faculty class of 2009, from DocSIG.*