

2014 Who Went Where? Survey Results

Conducted by the Doctoral Student Special Interest Group (DocSIG)
of the American Marketing Association
<http://www.docsig.org>



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AMA.org



2014 Who Went Where? Survey Results

For the last 11 years, the AMA DocSIG surveys students who are in the job-seeking stage of their doctoral programs. Based on their responses, we compile a report that describes the current job market. Reports from 2003 through 2013 can be downloaded from the DocSIG website (docsig.org).

Survey participation is solicited via repeated recruitment announcements to the ACR, DocSIG, ELMAR listservs, and doctoral program coordinators. Schools not contacted should send the name and email address of their marketing department doctoral program coordinator to Paul Mills, pmills@kent.edu.

This survey was designed and administered by Hillary N. Mellema and Paul Mills from Kent State University. We would also like to thank our volunteer review team for their feedback and suggestions as we continue to improve the WWW survey and report.

Congratulations and good luck to the new Assistant Professors of Fall 2014!

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Table 1
Job Candidate Placements: Fall 2014

Name	Degree-Granting Institution	Hiring Institution
Henri Weijo	Aalto U	Bentley U
Rhonda Hadi	Baruch College, CUNY	Oxford U
Ali Faraji-Rad	BI Norwegian Business School	Nanyang Technological U
Sajna Ibrahim	Binghamton U, SUNY	U of Illinois - Chicago
Bo Zhou	Duke U	U of Maryland
Volkan Dogan	Eskisehir Osmangazi U	Eskisehir Osmangazi U
Alina Ferecatu	ESSEC Business School	U of Texas - Dallas
Alexis Allen	Florida State U	U of Kentucky
Cinthia Saturnino	Florida State U	Northeastern U
Andrew Bryant	George Washington U	Drake U
Mary Schoonmaker	George Washington U	Western New England U
Zoey Chen	Georgia Tech	U of Miami
Selin Akca	Goethe U	U of Zurich
Clarence Lee	Harvard U	Cornell U
Mariachiara Restuccia	HEC Montreal	U of Sussex
Mudra Mukesh	IE Business School	Bridgewater State U
Florian Deutzmann	IESE Business School	Erasmus U
Kimberly Whitler	Indiana U - Bloomington	U of Virginia - Darden
Dai Yao	INSEAD	National U of Singapore
Kuangjie Zhang	INSEAD	Nanyang Technological U
Rebecca Dingus	Kent State U	Central Michigan U
Aylin Aydinli	London Business School	VU U Amsterdam
Umut Guler	London Business School	Koç U
Stephanie Mangus	Louisiana State U	Michigan State U
David Locander	Louisiana Tech U	California State U - Fullerton
Lauren Brewer	Louisiana Tech U	U of Wisconsin - Eau Claire
Obi Obilo	Louisiana Tech U	Central Michigan U
Brad Shapiro	Massachusetts Institute of Technology	U of Chicago
Alisha Horky	Mississippi State U	Elon U
Grant Aguirre	New Mexico State U	U of Central Oklahoma
Jennifer Zarzosa	New Mexico State U	Henderson State U
Shelle Santana	New York U	Harvard U
Tingting Fan	New York U	Chinese U of Hong Kong
Caroline Roux	Northwestern U	Concordia U
Manuel Hermosilla	Northwestern U	Johns Hopkins U
Miao Hu	Northwestern U	U of Hawaii
Soo Kim	Northwestern U	Cornell U
Sandra Graca	Nova Southeastern U	Eckerd College
Devdeep Maity	Oklahoma State U	Delaware State U

2014 Who Went Where?

Name	Degree-Granting Institution	Hiring Institution
Amiee Mellon	Old Dominion U	U of Montevallo
Ceren Ekebas	Old Dominion U	Purdue U - North Central
Saerom Lee	Pennsylvania State U	U of Texas - San Antonio
Sunghoon Kim	Pennsylvania State U	Arizona State U
Joachim Scholz	Queen's U	Cal Poly State U - San Luis Obispo
Genevieve O'Connor	Rutgers U	Fordham U
Rick Wilson	Saint Louis U	Texas State U
Takisha Toler	Saint Louis U	Stevenson U
Ben Eng	Southern Illinois U	Marshall U
Shuqin Wei	Southern Illinois U	Texas A&M U - Central Texas
Michael Obal	Temple U	U of Massachusetts - Lowell
Wonjoo Yun	Texas A&M U	Oakland U
Kyung-Ah Byun	Texas Tech U	U of Texas - Tyler
James "Mick" Andzulis	U of Alabama	Louisiana State U
Timothy Butler	U of Alabama	U of Texas - Brownsville
William Northington	U of Alabama	Idaho State U
Charles Aaron Lawry	U of Arizona	Pace U
Kevin Newman	U of Arizona	Providence College
Laurel Aynne Cook	U of Arkansas	West Virginia U
Philipp Rauschnabel	U of Bamberg	U of Michigan - Dearborn
Chen Wang	U of British Columbia	Drexel U
Lea Dunn	U of British Columbia	U of Washington
Ron Berman	U of California - Berkeley	U of Pennsylvania
Yi-Lin Tsai	U of Chicago	U of Delaware
John Dinsmore	U of Cincinnati	Wright State U
Riley Dugan	U of Cincinnati	The U of Dayton
Alex Bleier	U of Cologne	Boston College
Abigail Schneider	U of Colorado - Boulder	Regis U
Bridget Leonard	U of Colorado - Boulder	Indiana U-Purdue U - Fort Wayne
Jeff Carlson	U of Connecticut	U of Richmond
Francisco Rejon	U of Granada	U of Granada
Heiko Wieland	U of Hawaii - Manoa	California State U - Monterey Bay
Ying Yang	U of Houston	Stetson U
Greg Fisher	U of Illinois	Miami U
Kiju Jing	U of Illinois	U of Sydney
Rob Richerson	U of Kentucky	Salisbury U
Hamed Aghakhani	U of Manitoba	Dalhousie U
Alice Li	U of Maryland	Indiana U
Heather Johnson	U of Maryland	North Carolina State U
Yuchi Zhang	U of Maryland	Temple U
Kunal Swani	U of Massachusetts - Amherst	Wright State U
Mujde Yuksel	U of Massachusetts - Amherst	Suffolk U

2014 Who Went Where?

Name	Degree-Granting Institution	Hiring Institution
Jared Oakley	U of Memphis	Cal State Poly U - Pomona
Jennifer Martinez	U of Memphis	Kennesaw State U
Anthony Salerno	U of Miami	U of Cincinnati
Eva Buechel	U of Miami	U of South Carolina
Adithya Pattabhiramaiah	U of Michigan	Georgia Institute of Technology
Beatriz Pereira	U of Michigan	Iowa State U
Charles Zhang	U of Michigan	U of California - Riverside
Ryan Rahinel	U of Minnesota	U of Cincinnati
Irina Kozlenkova	U of Missouri	Michigan State U
Joseph Matthes	U of Nebraska - Lincoln	Marquette U
Adrian Camilleri	U of New South Wales/ Postdoc (Duke U)	RMIT U
Minita Sanghvi	U of North Carolina - Greensboro	Skidmore College
Eric Van Steenburg	U of North Texas	James Madison U
Lili Gai	U of North Texas	U of Texas of the Permian Basin
Waros Ngamsiriudom	U of North Texas	U of North Georgia
Cat Armstrong Soule	U of Oregon	Western Washington U
Christopher Lee	U of Oregon	Temple U
Elizabeth Minton	U of Oregon	U of Wyoming
Leslie Koppenhafer	U of Oregon	Boise State U
Cindy Chan	U of Pennsylvania	U of Toronto
David Muir	U of Pennsylvania	U of Delaware
Jonathan Berman	U of Pennsylvania	London Business School
Efua Obeng	U of Pittsburgh	Howard U
Hristina Dzhogleva	U of Pittsburgh	Boston College
Michael Rich	U of Pittsburgh	Southwest Minnesota State U
Gema Vinuales	U of Rhode Island	Towson U
James Reeder	U of Rochester	Purdue U
Frank May	U of South Carolina	Virginia Tech
Meredith David	U of South Carolina	Baylor U
Chinintorn Nakhata	U of South Florida	Clarion U of Pennsylvania
Ryan Langan	U of South Florida	Willamette U
Dinakar Jayarajan	U of Southern California	Illinois Institute of Technology
Lin Liu	U of Southern California	U of Central Florida
Brian Spaid	U of Tennessee	Marquette U
Emily Goad	U of Texas - Arlington	Illinois State U
Rebecca VanMeter	U of Texas - Arlington	Ball State U
Amber Chenevert	U of Texas - Austin	St. John's U
Jae-Eun Namkoong	U of Texas - Austin	The U of Nevada - Reno
Joon Ro	U of Texas - Austin	Tulane U
Roberto "Bobby" Saldivar	U of Texas - Pan American	Ramapo College of New Jersey
Yi-Chia Wu	U of Texas - Pan American	Tarleton State U
Lingjiang "Lora" Tu	U of Texas - San Antonio	Baylor U

2014 Who Went Where?

Name	Degree-Granting Institution	Hiring Institution
Avery Haviv	U of Toronto	U of Rochester
Eugene Chan	U of Toronto	U of Technology, Sydney
Nicole Robitaille	U of Toronto	Queen's U
Joshua Beck	U of Washington	U of Cincinnati
Jodie Whelan	U of Western Ontario	York U
Alex Milovic	U of Wisconsin - Milwaukee	Marquette U
Mya Groza	U of Wyoming	Northern Illinois U
Elizabeth Webb	UCLA	Columbia U
Paul Hoban	UCLA	U of Wisconsin - Madison
Mario Gonzalez	Universidad de Alcala (Spain)	Trinity U
Anne Hamby	Virginia Tech	Hofstra U
Emily Moscato	Virginia Tech	Saint Joseph's U
Julie Huang	Yale U	Stony Brook U

Summary Data

One hundred and forty (140) marketing doctoral candidates/newly-minted PhDs took our survey. As in past years, the data analysis is based on marketing faculty hires in the U.S. who provided placement (n = 121), salary (n = 108), publication (n=116), and job search information (n = 112). Whenever a “total salary” calculation is made, it refers to the respondent’s base salary plus any summer research support received. All salary information is rounded to the nearest dollar amount (USD).

Table 2
Salary Information

	Number Reporting Amount	Mean	Median	Mode	Minimum	Maximum
9-Month Salary	93	\$121,381	\$117,500	\$145,000	\$48,000	\$180,000
12-Month Salary	10	124,600	118,000	118,000	55,000	205,000
10-Month Salary	5	129,000	112,000	N/A	94,000	174,000
Summer Research	82	19,712	15,556	10,000	2,000	40,000
Total Salary	108	137,495	128,667	90,000	48,000	220,000

Table 3
Financial Perks*

	Number Reporting Perk	Number Reporting Amount	Mean	Median	Mode	Minimum	Maximum
Moving (\$)	96	84	\$6,920	\$5,000	\$5,000	\$1,000	\$35,000
Conference Travel (\$)	71	33	3,411	3,000	5,000	900	15,000
Research Stipend (\$)	65	35	9,053	6,000	5,000	350	32,000
Summer Teaching (\$/section)	68	26	7,573	7,750	10,000	1,100	15,313
Software (\$)	64	30	4,797	4,500	5,000	900	21,000
Housing Support (\$)	8	4	7,500	3,500	N/A	1,000	22,000
GA Support (hrs)	48	20	13.6	10	10	2	20

* Other perks mentioned include conference house hunting, faculty development, parking, wellness memberships, and publication bonus payments.

Table 4
Mean Salary Information
by Whether Hiring Institution is Public or Private

<i>Type of Hiring Institution</i>	<i>Number Reporting Salary</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Public	70	\$118,936	\$19,369	\$133,141
Private	36	130,259	20,315	145,962

Table 5
Mean Salary Information
by Type of Hiring Institution*

<i>Type of Hiring Institution</i>	<i>Number Reporting Salary</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Research Intensive	55	\$138,266	\$25,805	\$160,770
Private	19	146,781	26,952	174,823
Public	36	133,871	25,093	153,352
Research	20	109,611	13,562	121,606
Private	6	127,500	11,300	133,583
Public	14	104,500	14,432	116,472
Balanced	28	104,460	8,000	109,716
Private	9	104,875	7,917	110,722
Public	19	104,252	8,056	109,239
Teaching**	3	86,500	0	76,000

* A school is classified as "research intensive" if it has teaching loads of 3 or fewer course sections per 9-month school year. A school is classified as "Research" if the teaching load is 4 sections per year, "Balanced" if the teaching load is 5-6 sections per year, and "Teaching" if the teaching load is 7 or more sections per year.

** Salaries are not reported by Public/Private to maintain confidentiality of these individuals.

Table 6
Mean Salary Information
by Whether Hiring Institution has PhD Program

<i>PhD Program at Hiring Institution</i>	<i>Number Reporting Salary</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Yes	39	\$142,629	\$28,089	\$169,849
No	67	109,992	13,196	118,662

Table 7
Mean Salary Information
by Teaching Load

<i>Academic Year Teaching Load*</i>	<i>Number Reporting Salary</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
1	2	\$155,000	\$34,444	\$ 197,222
2	20	140,722	25,909	166,918
3	33	136,089	24,429	155,834
4	20	109,611	13,562	121,606
5	10	109,611	9,125	117,150
6	18	101,369	6,714	105,586
7+	3	86,500	0	76,000

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

Table 8
Mean Salary Information
by Different Course Preparations

<i>Academic Year Different Preps*</i>	<i>Number Reporting Salary</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
1	45	\$142,375	\$26,553	\$169,906
2	46	109,059	12,399	118,095
3	11	103,400	6,500	104,909
4	3	92,780	0	92,780
5**	1	N/A	N/A	N/A

* For example, 2 indicates faculty member will teach 2 *different* courses during the next academic year.

** Salary is not reported to maintain confidentiality of this individual.

Table 9
Mean Salary Information
by Semester Offer Accepted

<i>Semester Offer Accepted</i>	<i>Number Reporting Salary</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Fall 2013	77	\$127,466	\$20,022	\$145,528
Spring 2014	29	108,806	18,367	116,167

Table 10
Job Offers by Month

<i>Month Offer Accepted</i>	<i>Valid Percentage</i>
September 2013	6.8%
October 2013	26.2
November 2013	29.1
December 2013	12.6
January 2014	4.9
February 2014	6.8
March 2014	5.8
April 2014	7.8

Table 11
Mean Salary Information
by Dissertation Status at the Time of AMA Interviews

<i>Dissertation Status</i>	<i>Number Reporting Salary</i>	<i>Valid %</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Proposal not defended	15	14%	\$118,500	\$21,035	\$128,085
Proposal was defended, no data collected	11	10%	98,850	13,071	108,364
Proposal was defended, some data collected	68	64%	127,556	20,976	147,117
Dissertation defended	12	11%	121,529	14,366	121,438

Table 12
Mean Salary Information by Number of Years
Completed in Doctoral Program before Going on the Market

<i>Years in Doctoral Program Completed before Going on the Market</i>	<i>Number Reporting Salary</i>	<i>Valid %</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
2*	2	2%	N/A	N/A	N/A
3	34	32%	\$107,473	\$13,944	119,994
4	49	49%	130,171	20,850	144,962
5	11	12%	142,333	27,113	160,001
6	4	4%	128,750	25,667	148,000
7*	1	1%	N/A	N/A	N/A

* Salaries are not reported individually to maintain confidentiality of this individual.

Table 13
Mean Salary Information
by Main Research Area

<i>Main Research Area</i>	<i>Number Reporting Salary</i>	<i>Valid Percentage</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Consumer Behavior	54	44%	\$116,441	\$18,385	\$129,335
Strategy	24	20%	124,475	18,278	138,389
Modeling	19	15%	148,206	27,342	173,209
Modeling - Empirical	15	12%	148,607	27,803	175,316
Modeling - Analytical	4	3%	146,333	24,111	165,306
Other	8	7%	106,838	12,565	116,261

* Other categories include ethics, innovation, sales, sales management, and marketing & entrepreneurship.

Table 14
Mean Salary Information
by Type/Level of Journal Required at Hiring Institution for Tenure

<i>Type/Level of Journal</i>	<i>Number Reporting Salary</i>	<i>Valid %</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Only A journals count*	14	15%	\$159,192	\$33,602	\$189,052
B journals count, but only very little	21	22%	142,647	27,232	171,888
B journals count, but there are some expectations for A journals	21	22%	118,059	15,078	129,448
B journals count and A journals are not expected	19	20%	104,419	7,250	110,300
Conference proceedings, as well as A and B journals count	20	21%	98,432	8,600	100,667

* A-level marketing journals include *JM*, *JMR*, *JCR* and *MS*.

Table 15
Tenure Requirements at Hiring Institutions

<i>Requirements</i>	<i>N</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
Type/Level of Journal*	98	3.11	3	2	1	5
# of "A" Publications**	63	1.71	1	0	0	7
Overall # of Publications	64	5.73	6	5	1	12

* 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.

Table 16
Means of Tenure Requirements by Type of Hiring Institution

<i>Type of Hiring Institution*</i>	<i>Number Reporting Hiring Institution Information</i>	<i>Type/Level of Publication Needed**</i>	<i># of "A" Publications for Tenure***</i>	<i>Total # of Publications for Tenure</i>
Research Intensive	48	2.33	3.31	6.14
Private	17	2.29	3.10	6.44
Public	31	2.35	3.42	6.00
Research	19	3.21	0.83	6.62
Private	6	3.00	1.40	7.50
Public	13	3.31	0.43	6.22
Balanced	28	4.18	0.05	5.00
Private	9	4.11	0.20	5.33
Public	19	4.21	0.00	4.87
Teaching†	3	5.00	0.33	2.00

* A school is classified as "research intensive" if it has teaching loads of 3 or fewer course sections per 9-month academic year. A school is classified as "Research" if the teaching load is 4 sections per year, "Balanced" if the teaching load is 5-6 sections per year, and "Teaching" if the teaching load is 7 or more sections per year.

** 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.

*** A-level marketing journals include JM, JMR, JCR and MS.

†Tenure requirements are not reported by Public/Private to maintain confidentiality of these individuals.

Table 17
JOB SEARCH INFORMATION
The Process: Applications to Offers

	<i>N</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum*</i>	<i>Maximum</i>
Application letters sent out	109	57.91	55	100	0	188
AMA interviews completed	111	12.86	12	0	0	36
Campus visit offers	111	4.76	4	3	1	17
Campus visits accepted & made	111	3.77	3	3	0	15
Job offers received	112	2.12	2	1	1	8

*Some candidates were hired prior to the AMA Summer Educators Conference and/or received unsolicited campus visits.

Table 18
Other Information about Respondents

	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
Years in doctoral program completed before going on market	3.85	4	4	2	7
Years needed to finish degree	4.72	5	5	2	7
Years of industry experience	4.74	3	0	0	30

Table 19
Attendance of Respondents at AMA Sheth Foundation Doctoral Consortium

	<i>No</i>		<i>Yes</i>	
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>
Attended AMA Sheth Doctoral Consortium	50	45.9%	59	54.1%

Table 20
Means for Job Search Information
by Type of Hiring Institution

<i>Type of Hiring Institution*</i>	<i>Number Reporting Job Search Information</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 Intensive	55	59.31	15.95	5.68	4.68	2.38
Private	19	58.32	16.25	6.25	5.50	2.75
Public	36	59.83	15.78	5.36	4.22	2.17
Research	20	49.50	8.00	3.10	2.30	1.55
Private	5	78.60	9.40	3.20	2.40	2.00
Public	15	39.80	7.53	3.07	2.27	1.40
Balanced	28	57.79	11.10	4.28	3.14	1.98
Private	10	71.20	12.80	4.30	2.90	1.85
Public	18	50.33	10.21	4.26	3.26	2.05
Teaching**	3	54.00	3.33	3.00	2.67	1.67

* A school is classified as "research intensive" if it has teaching loads of 3 or fewer course sections per 9-month school year. A school is classified as "Research" if the teaching load is 4 sections per year, "Balanced" if the teaching load is 5-6 sections per year, and "Teaching" if the teaching load is 7 or more sections per year.

**Job search information not reported by Public/Private to maintain confidentiality of these individuals.

Table 21
Publication Record Information
at the Time of AMA Interviews

<i>Publication Type/Status</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Minimum</i>	<i>Maximum</i>
Conference presentations/proceeding	6.48	6	6	0	40
A-level marketing journals*					
Under 1st Review	0.24	0	0	0	2
Past 1st Review	0.17	0	0	0	2
Accepted/published	0.09	0	0	0	2
B or lower marketing journals					
Under 1st Review	0.26	0	0	0	4
Past 1st Review	0.25	0	0	0	2
Accepted/published	1.08	0	0	0	12

* A-level marketing journals include JM, JMR, JCR and MS.

Table 22
Publication Record Frequencies and Percentages* of Journal Submissions/Acceptances
at the Time of AMA Interviews

<i>Publication Type/Status</i>	# of Manuscripts							
	0		1		2		3 or more	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
A-level marketing journals**								
Under 1st Review	95	81.9	14	12.1	7	6.0	0	0.0
Past 1st Review	100	86.2	12	10.3	4	3.4	0	0.0
Accepted/published	108	93.1	6	5.2	2	1.7	0	0.0
B or lower marketing journals								
Under 1st Review	94	81.0	17	14.7	3	2.6	2	1.7
Past 1st Review	89	76.7	25	21.6	2	1.7	0	0.0
Accepted/published	59	50.9	24	20.7	19	16.4	14	12.1

* Reported percentages are based on the valid percentage.

** A-level marketing journals include JM, JMR, JCR and MS.

Table 23
Overall Publication Activity
at Time of AMA Interviews

	N	%
Without Papers at Any Stage	25	21.37
Papers Under 1st Review		
A-Level	21	17.95
B-Level and Lower	22	18.80
Papers Past 1st Review		
A-Level	16	13.68
B-Level and Lower	27	23.08
Accepted Papers		
A-Level	8	6.84
B-Level and Lower	57	48.72

Table 24
Publication Breakdown by Level* of Journal
at the Time of AMA Interviews

		# of Pubs in A-level Journals			Total
		0	1	2	
# of Pubs in B-level Journals or Lower	0	54**	3	2	59
	1	22	2	0	24
	2	19	0	0	19
	3+	13	1	0	14
Total		108	6	2	116

* A-level marketing journals include JM, JMR, JCR and MS.

**Reflects those not reporting acceptance at any level of journal.

Table 25
Publication Information
New Marketing Faculty Class of 2014: Contributions to Journals*
At the Time of AMA Interviews

Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
A-Level Marketing Journals			
<i>Journal of Consumer Research</i>			5
<i>Journal of Marketing Research</i>	1	2	5
<i>Journal of Marketing</i>			
<i>Marketing Science</i>	1	4	1
All Other Journals			
<i>Advances in Consumer Research (Full Paper)</i>			6
<i>Advances in International Marketing</i>			
<i>European Journal of Marketing</i>			1
<i>Industrial Marketing Management</i>		2	3
<i>International Journal of Advertising</i>	2		
<i>International Journal of Market Research</i>			
<i>International Journal of Research in Marketing</i>	1		1
<i>International Marketing Review</i>	1	1	2
<i>Journal of Advertising</i>			9
<i>Journal of Advertising Research</i>			1
<i>Journal of Brand Management</i>	1		2
<i>Journal of Business & Industrial Marketing</i>	1		
<i>Journal of Business Research</i>			5
<i>Journal of Business-to-Business Marketing</i>		6	
<i>Journal of Consumer Affairs</i>		1	2
<i>Journal of Consumer Marketing</i>	1		1
<i>Journal of Consumer Psychology</i>	5		2
<i>Journal of Current Issues & Research in Advertising</i>			1
<i>Journal of Euromarketing</i>			
<i>Journal of Global Marketing</i>			1
<i>Journal of Interactive Marketing</i>			
<i>Journal of International Consumer Marketing</i>			1
<i>Journal of International Marketing</i>			2
<i>Journal of Macromarketing</i>		1	
<i>Journal of Marketing Channels</i>			
<i>Journal of Marketing Communication</i>	1	4	1
<i>Journal of Marketing Education</i>		1	
<i>Journal of Marketing Management</i>	11	2	
<i>Journal of Marketing Theory & Practice</i>	7	1	3

2014 Who Went Where?

Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
<i>Journal of Personal Selling & Sales Management</i>	1		2
<i>Journal of Product and Brand Management</i>		1	3
<i>Journal of Product Innovation Management</i>		2	
<i>Journal of Public Policy & Marketing</i>			2
<i>Journal of Retailing</i>			2
<i>Journal of Retailing & Consumer Services</i>	1		
<i>Journal of Service Research</i>		1	1
<i>Journal of Services Marketing</i>			3
<i>Journal of Strategic Marketing</i>	3		1
<i>Journal of the Academy of Marketing Science</i>			2
<i>Journal of the Market Research Society</i>	3	2	
<i>Marketing Education Review</i>			2
<i>Marketing Health Services</i>			
<i>Marketing Letters</i>	1		2
<i>Marketing Management</i>			
<i>Marketing Theory</i>			
<i>Psychology & Marketing</i>	2		4
<i>Other - 1st</i>	6	6	36
<i>Other - 2nd</i>	3	4	9
<i>Other - 3rd</i>	1		4
TOTAL	52	35	117

*Self-reported acceptance/publication Note: Other-2nd, and Other 3rd are second and third publications by a survey respondent in a publication not listed above.

Table 26
New Marketing Faculty Class of 2014: Contributions to Journals*
At the Time of Survey Completion**

Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
A-Level Marketing Journals			
<i>Journal of Consumer Research</i>	6	7	14
<i>Journal of Marketing Research</i>	1	9	6
<i>Journal of Marketing</i>	4	3	1
<i>Marketing Science</i>	1	4	1
All Other Journals			
<i>Advances in Consumer Research (Full Paper)</i>			6
<i>Advances in International Marketing</i>			
<i>European Journal of Marketing</i>	1		1
<i>Industrial Marketing Management</i>		3	5
<i>International Journal of Advertising</i>		2	1
<i>International Journal of Market Research</i>			
<i>International Journal of Research in Marketing</i>	1		
<i>International Marketing Review</i>			1
<i>Journal of Advertising Research</i>			1
<i>Journal of Advertising Research</i>			8
<i>Journal of Brand Management</i>	1		2
<i>Journal of Business & Industrial Marketing</i>	1		
<i>Journal of Business Research</i>	2	5	6
<i>Journal of Business-to-Business Marketing</i>			
<i>Journal of Consumer Affairs</i>	1		2
<i>Journal of Consumer Marketing</i>			
<i>Journal of Consumer Psychology</i>	2	6	2
<i>Journal of Current Issues & Research in Advertising</i>			1
<i>Journal of Euromarketing</i>			
<i>Journal of Global Marketing</i>			
<i>Journal of Interactive Marketing</i>			
<i>Journal of International Consumer Marketing</i>			1
<i>Journal of International Marketing</i>			2
<i>Journal of Macromarketing</i>			
<i>Journal of Marketing Channels</i>			
<i>Journal of Marketing Communication</i>			1
<i>Journal of Marketing Education</i>		1	
<i>Journal of Marketing Management</i>			

2014 Who Went Where?

Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
<i>Journal of Marketing Theory & Practice</i>		2	2
<i>Journal of Personal Selling & Sales Management</i>		1	3
<i>Journal of Product and Brand Management</i>		2	4
<i>Journal of Product Innovation Management</i>			
<i>Journal of Public Policy & Marketing</i>	1		2
<i>Journal of Retailing</i>	1	2	2
<i>Journal of Retailing & Consumer Services</i>		1	
<i>Journal of Service Research</i>			1
<i>Journal of Services Marketing</i>			3
<i>Journal of Strategic Marketing</i>			1
<i>Journal of the Academy of Marketing Science</i>		2	4
<i>Journal of the Market Research Society</i>			
<i>Marketing Education Review</i>			2
<i>Marketing Health Services</i>			
<i>Marketing Letters</i>		1	1
<i>Marketing Management</i>		1	
<i>Marketing Theory</i>			
<i>Psychology & Marketing</i>	1		4
<i>Other - 1st</i>	6	6	30
<i>Other - 2nd</i>	3	2	9
<i>Other - 3rd</i>	2		6
TOTAL	23	37	114

*Self-reported acceptance/publication

**The survey was available for respondents to complete from April 30th to May 31st, 2014.

Note: Other-2nd, and Other 3rd are second and third publications by a survey respondent in a publication not listed above.