



2015 Who Went Where? Survey Results

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



Paul Mills

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Scott Cowley



2015 Who Went Where? Survey Results

For the last 12 years, the AMA DocSIG has surveyed 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 2014 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 Jamie Grigsby, jgrigsb2@kent.edu.

This survey was designed and administered by Paul Mills and Jamie Grigsby 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 2015!

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Table 1
Job Candidate Placements: Fall 2015

Name	Degree-Granting Institution	Hiring Institution
Daniele Mathras	Arizona State U	Northeastern U
Chadwick Miller	Arizona State U	Washington State U
Elise Riker	Arizona State U	U of Arkansas - Fort Smith
Chien-Wei Lin	SUNY - Binghamton	SUNY - Oneonta
Dipankar Rai	SUNY - Binghamton	Lemoyne College
Claudio Alvarez	Boston U	Baylor U
Yang Yang	Carnegie Mellon U	U of Florida
Hwang Kim	Cornell U	Chinese U of Hong Kong
Matthew Schneider	Cornell U	Northwestern U
Deidre Popovich	Emory U	Texas Tech U
Thomas Eichentopf	Erasmus U	Bocconi U
Yashoda Bhagwat	Georgia State U	Texas Christian U
Sarang Sunder	Georgia State U	Texas Christian U
Xi Zhang	Georgia State U	U of Toledo
Daniel Sheehan	Georgia Tech	U of Kentucky
Silvia Bellezza	Harvard U	Columbia U
Adrian Ward	Harvard U	U of Texas - Austin
Jenny Lin	Iowa State U	California State U - Monterey Bay
Akshaya Vijayalakshmi	Iowa State U	U of South Dakota
Shalonda Bradford	Kennesaw State U	Savannah State U
Todd Morgan	Kent State U	U of Massachusetts - Lowell
Chanho Song	Kent State U	California State U - San Bernardino
Sachin Banker	Massachusetts Institute of Tech	U of Utah
Song Lin	Massachusetts Institute of Tech	Hong Kong U of Science and Tech
Malika Chaudhuri	Michigan State U	Dayton U
Mark Pelletier	Mississippi State U	Radford U
Stephanie Tully	New York U	U of Southern California
Sean Blair	Northwestern U	Georgetown U
Ayelet Israeli	Northwestern U	Harvard U
Jonathan Jensen	Ohio State U	Merrimack College
Dan Schley	Ohio State U	Erasmus U
Aditya Gupta	Pennsylvania State U	Iowa State U
Stacey Sharpe	Rensselaer Polytechnic Institute	California State U - Los Angeles
Colleen Harmeling	Saint Louis U	Florida State U
Rick Wilson	Saint Louis U	Texas State U
Esther Kang	SUNY - Buffalo	U of Cologne
Michelle Andrews	Temple U	Emory U
Patrick Barbro	Temple U	Rowan U
Nicole Hanson	Texas A&M U	California State U - Los Angeles

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Wesley Friske	Texas Tech U	Missouri State U
William Humphrey	Texas Tech U	Ithaca College
Xinchun Wang	Texas Tech U	U of North Dakota
Yufeng Huang	Tilburg U	U of Rochester
Catherine Johnson	U of Alabama	U of Toledo
Kevin Newman	U of Arizona	Providence College
Tony Stovall	U of Arizona	Woodbury U
Alexander Rose	U of Arkansas	Murray State U
Angela Gracia B. Cruz	U of Auckland	Monash U
Kirk Kristofferson	U of British Columbia	Arizona State U
Ryan Choi	U of California - Irvine	Eastern Michigan U
Russel Nelson	U of California - Irvine	Northwestern U
Cecilia Ruvalcaba	U of California - Irvine	U of the Pacific
Elizabeth Keenan	U of California - San Diego	Harvard U
Somnath Banerjee	U of Central Florida	North Dakota State U
Fan Liu	U of Central Florida	Adelphi U
Rebeca Perren	U of Central Florida	California State U - San Marcos
Yanping Tu	U of Chicago	U of Florida
Aparna Sundar	U of Cincinnati	U of Oregon
Christina Kan	U of Colorado - Boulder	Texas A&M U
Anna Vredeveld	U of Connecticut	Berry College
Dong-Jun Min	U of Georgia	U of New Orleans
Stefan Sleep	U of Georgia	Georgia Southern U
Jeffrey Boichuk	U of Houston	U of Virginia
Mina Kwon	U of Illinois	U of Louisville
Jenny Jiao	U of Iowa	SUNY - Binghamton
James Mead	U of Kentucky	U of Houston - Clear Lake
Ajay Abraham	U of Maryland	Seattle U
John Healey	U of Maryland	Tulane U
Yana Andonova	U of Massachusetts - Amherst	Murray State U
Spencer Ross	U of Massachusetts - Amherst	U of Massachusetts - Lowell
Alexa Fox	U of Memphis	Ohio U
Jenny Olson	U of Michigan	U of Kansas
Xiaolin Li	U of Minnesota	U of Texas - Dallas
Yajin Wang	U of Minnesota	U of Maryland
Vamsi Krishna Kanuri	U of Missouri	U of Miami
Abdullah Alhidari	U of North Texas	King Saud U
Kirsten Cowan	U of North Texas	NEOMA
Bo Dai	U of North Texas	Georgia Southern U
Sua Jeon	U of North Texas	Texas Wesleyan U
Retno Tanding Suryandari	U of North Texas	Sebelas Maret U
Aaron Gleiberman	U of Oklahoma	Louisiana State U
Ryan Eanes	U of Oregon	Washington College

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Laurel Steinfield	U of Oxford	Bentley U
Jeff Cai	U of Pennsylvania	Texas A&M U
Arun Gopalakrishnan	U of Pennsylvania	Washington U - St. Louis
Hui Li	U of Pennsylvania	Carnegie Mellon U
Geraldo Matos	U of Rhode Island	Roger Williams U
Katina Kulow	U of South Carolina	U of Louisville
Adam Powell	U of Tennessee	Shippensburg U
Matthew Shaner	U of Tennessee	George Mason U
Niket Jindal	U of Texas - Austin	Indiana U
Aidin Namin	U of Texas - Dallas	U of Idaho
Parneet Pahwa	U of Texas - Dallas	U of Texas - Dallas
Peter Andersen	U of Texas - Pan American	U of Scranton
Kelly Kiyeon Lee	U of Toronto	Oklahoma State U
Jing Wan	U of Toronto	U of Groningen
Keith Botner	U of Utah	Lehigh U
Jake Hoskins	U of Utah	Millsaps College
Xingbo Li	U of Washington	U of Louisville
Steven Shepherd	U of Waterloo	Oklahoma State U
Nima Jalali	U of Wisconsin - Milwaukee	U of North Carolina - Charlotte
R. Bret Leary	U of Wyoming	U of Nevada - Reno
Stefan Hock	Virginia Tech	George Mason U
Brett Josephson	Washington State U	George Mason U
Richie Liu	Washington State U	Oklahoma State U
Hakil Moon	Washington State U	Eastern Michigan U
Sean (Hyunsoon) Yim	Washington State U	Penn State - Erie
Kristina Schmidt	WHU	Aston U
Ernest Baskin	Yale U	Saint Joseph's U
Jennifer Savary	Yale U	U of Arizona

Summary Data

One hundred and seventeen (117) 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 = 102), salary (n = 94), publication (n=107), and job search information (n = 98). 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*

	N	Mean	Median	Mode	Minimum	Maximum
9-Month Salary	88	\$130,092	\$122,000	\$110,000	\$75,000	\$200,000
12-Month Salary	7	\$150,571	\$160,500	\$211,000	\$95,000	\$211,000
Other (10-month, 9+2)	3	\$135,667	\$135,000	N/A	\$132,000	\$140,000
Summer Research Support	74	\$21,936	\$20,000	\$10,000	\$1,500	\$40,000
Total Salary	94	\$147,430	\$136,000	\$110,000	\$76,500	\$240,000

* All salary information reported has been rounded to the nearest USD.

Table 3
Other Financial Incentives*

	Number Reporting Perk	Number Reporting Amount	Mean	Median	Mode	Minimum	Maximum
Moving (\$)	94	78	\$7,017	\$6,000	\$5,000	\$500	\$20,000
Conference Travel (\$)	71	30	2,600	2,000	2,000	1,000	5,000
Research Stipend (\$)	61	32	10,319	5,000	5,000	1,000	120,000
Summer Teaching (\$/section)	53	14	9,661	9,750	13,000	2,000	14,000
Software (\$)	59	19	2,793	2,500	3,000	325	5,000
Housing Support (\$)	8	3	3,500	1,500	1,500	1,500	7,500
GA Support (hrs)	37	21	12.8	10	10	5	40

* Other incentives mentioned include house hunting trips, insurance, and signing bonuses.

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

<i>Type of Hiring Institution</i>	<i>Number of Candidates Reporting Salary</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Public	61	\$128,358	\$22,148	\$145,605
Private	33	133,673	21,501	150,804

Table 5
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 Research Support</i>	<i>Total Salary</i>
Research Intensive	48	\$146,135	\$26,854	\$170,391
Private	17	152,846	28,637	183,830
Public	31	142,500	25,889	162,977
Research	25	121,964	19,123	136,566
Private	5	116,250	20,000	125,600
Public	20	123,309	19,020	139,452
Balanced	24	108,944	10,250	117,531
Private	12	113,722	8,679	117,271
Public	12	104,167	13,000	117,792
Teaching**	1	N/A	N/A	N/A

* 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.

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

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

<i>PhD Program at Hiring Institution</i>	<i>Number of Candidates</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Yes	37	\$154,556	\$29,909	\$180,399
No	63	116,975	16,553	128,748

Table 7
Mean Salary Information
by Teaching Load

<i>Academic Year Teaching Load*</i>	<i>Number of Candidates</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
1	4	\$131,000	\$21,500	\$181,750
2	20	\$144,088	\$27,781	\$166,947
3	23	\$148,559	\$26,018	\$169,563
4	25	\$121,964	\$19,123	\$136,566
5	9	\$111,563	\$11,292	\$120,028
6	15	\$106,850	\$9,000	\$116,033
7+**	1	N/A	N/A	N/A

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

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

Table 8
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 Research Support</i>	<i>Total Salary</i>
1	43	\$143,821	\$28,317	\$170,703
2	30	126,188	17,222	139,184
3	17	106,625	10,361	113,044
4	3	106,500	12,000	112,500
5+**	1	N/A	N/A	110,000

* For example, 2 indicates he/she 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 of Candidates</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Fall 2014	67	\$134,719	\$22,030	\$152,950
Spring 2015	28	115,132	16,475	125,180

Table 10
Jobs Offers by Month

<i>Month Offer Accepted</i>	<i>Percentage</i>
September 2014	6.1%
October 2014	25.3%
November 2014	33.3%
December 2014	9.1%
January 2015	6.1%
February 2015	7.1%
March 2015	8.1%
April 2015	5.1%

Table 11
Mean Salary Information
by Dissertation Status*

<i>Dissertation Status</i>	<i>Number of Candidates</i>	<i>Percentage</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Proposal not defended	5	5%	\$101,313	\$13,000	\$108,850
Proposal was defended, no data collected	7	7%	107,900	12,689	122,157
Proposal was defended, some data collected	80	78%	133,068	22,547	151,239
Dissertation defended	10	10%	136,222	27,825	154,078

* Dissertation status at time of AMA interviews.

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 of Candidates</i>	<i>Percentage</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	16	17%	\$113,962	15,217	126,793
4	52	55%	\$130,581	22,607	145,737
5	20	21%	\$153,367	28,365	179,881
6	4	4%	\$121,750	21,667	132,583

* Salary is not reported individually to maintain confidentiality of these individuals.

Table 13
Mean Salary Information
by Main Research Area

<i>Main Research Area</i>	<i>Number of Candidates</i>	<i>Percentage</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Consumer Behavior	52	46%	\$131,815	\$23,183	\$149,680
Strategy	27	24%	122,548	18,585	138,933
Modeling	16	14%	144,727	30,516	164,355
Modeling - Empirical	13	11%	150,250	28,230	171,874
Modeling - Analytical	3	3%	130,000	36,000	142,000
Other	3	3%	110,000	21,000	128,333

* Other categories include sales and consumer culture theory.

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

<i>Type/Level of Journal</i>	<i>Number of Candidates</i>	<i>Percentage</i>	<i>9-Month Salary</i>	<i>Summer Research Support</i>	<i>Total Salary</i>
Only A journals count*	19	22%	\$163,063	\$33,801	\$190,012
B journals count, but only very little	17	19%	148,385	26,760	173,635
B journals count, but there are some expectations for A journals	19	22%	121,625	18,175	136,339
B journals count and A journals are not expected	19	22%	105,900	9,861	112,074
Conference proceedings, as well as A and B journals count	14	16%	105,795	8,875	109,696

* A-level marketing journals included are 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*	100	3.02	3	1	1	20
# of "A" Publications**	63	1.83	2	0	0	7
Overall # of Publications	58	5.22	5	5	2	10

* 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 included are JM, JMR, JCR, and MS.

Table 16
Means of Tenure Requirements by Type of Hiring Institution

<i>Type of Hiring Institution*</i>	<i>Number of Candidates</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	2.54	3.18	5.68
Private	17	2.92	3.67	4.71
Public	31	2.35	2.95	6.13
Research	25	3.57	1.38	5.00
Private	5	3.33	2.00	4.00
Public	20	3.61	1.29	5.15
Balanced	24	4.00	0.22	4.90
Private	12	4.50	0.00	4.60
Public	12	3.50	0.50	5.20
Teaching†	1	N/A	N/A	N/a

* 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. These classifications are based on the hire's reported teaching load for the first year on the job.

** 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 this individual.

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	98	71.62	65.0	80.00	2.0	200.0
AMA interviews completed	98	14.07	13.0	12.00	0.0	30.0
Campus visit offers	98	5.10	5.0	2.00	1.0	15.0
Campus visits accepted & made	98	4.18	3.0	2.00	1.0	13.0
Job offers received	98	2.12	2.0	1.00	1.0	6.0

* 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 before going on market	4.09	4	4	2	6
Years needed to finish degree	4.95	5	5	3	7
Years of industry experience	4.79	4	0	0	23

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	40	40.0%	60	60.0%

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

<i>Type of Hiring Institution*</i>	<i>Number of Candidates</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	48	64.22	16.35	5.65	4.89	2.13
Private	17	55.00	15.47	5.53	5.12	1.94
Public	31	69.62	16.86	5.72	4.76	2.24
Research	25	76.43	13.26	5.09	3.57	2.17
Private	5	91.80	7.80	5.00	4.00	2.20
Public	20	72.17	14.78	5.11	3.44	2.17
Balanced	24	87.04	11.87	4.04	3.22	2.09
Private	12	84.75	12.25	4.50	3.33	2.08
Public	12	89.55	11.45	3.55	3.09	2.09
Teaching**	1	N/A	N/A	N/A	N/A	N/A

* 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. These classifications are based on the hire's reported teaching load for the first year on the job.

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

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	7.83	7	3	0	40
A-level marketing journals**					
Under 1st Review	0.34	0	0	0	3
Past 1st Review	0.36	0	0	0	4
Accepted/published	0.28	0	0	0	4
B or lower marketing journals					
Under 1st Review	0.44	0	0	0	8
Past 1st Review	0.27	0	0	0	3
Accepted/published	0.92	0	0	0	6

* Publication record at time of AMA interviews.

** 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>	0		1		2		3 or more	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
A-level marketing journals**								
Under 1st Review	76	71.0	27	25.2	3	2.8	1	0.9
Past 1st Review	80	74.8	19	17.8	6	5.6	2	1.9
Accepted/published	84	78.5	18	16.8	4	3.7	1	0.9
B or lower marketing journals								
Under 1st Review	79	73.8	19	17.8	4	3.7	5	4.7
Past 1st Review	81	75.7	24	22.4	1	0.9	0	0.0
Accepted/published	57	53.3	23	21.5	15	14.0	12	11.2

* 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	24	22.43
Papers Under 1st Review	47	43.93
A-Level	31	28.97
B-Level and Lower	28	26.17
Papers Past 1st Review	47	43.93
A-Level	27	25.23
B-Level and Lower	26	24.30
Accepted Papers	60	56.07
A-Level	23	21.50
B-Level and Lower	50	46.73

*Refers to all publications listed in Tables 26 and 27, included those provided as "other".

**Refers to the number of respondents that had at least one paper fitting this category.
 Percentages reported are the percentage of all respondents that fit into this category
 (N = 107).

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

		# of Pubs in A-level Journals			
		0	1	2	Total
# of Pubs in B-level Journals or Lower	0	47	8	2	57
	1	17	5	0	22
	2	13	1	1	15
	3+	7	4	1	12
	Total	84	18	4	106

*Publication record at time of AMA interviews.

Refers to all publications listed in Tables 26 and 27, including those provided as "other".

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

Table 25
Publication Information
New Marketing Faculty Class of 2015: 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>	13	18	13
<i>Journal of Marketing</i>	7	2	6
<i>Journal of Marketing Research</i>	11	12	9
<i>Marketing Science</i>	5	6	2
All Other Journals			
<i>Advances in Consumer Research (Full Paper)</i>	0	1	18
<i>Advances in International Marketing</i>	0	0	0
<i>European Journal of Marketing</i>	3	0	1
<i>Industrial Marketing Management</i>	1	0	1
<i>International Journal of Advertising</i>	0	0	0
<i>International Journal of Market Research</i>	1	0	1
<i>International Journal of Research in Marketing</i>	1	1	1
<i>International Marketing Review</i>	0	0	0
<i>Journal of Advertising</i>	3	0	1
<i>Journal of Advertising Research</i>	0	0	1
<i>Journal of Brand Management</i>	0	0	1
<i>Journal of Business & Industrial Marketing</i>	0	1	0
<i>Journal of Business Research</i>	3	0	5
<i>Journal of Business-to-Business Marketing</i>	0	0	0
<i>Journal of Consumer Affairs</i>	0	0	1
<i>Journal of Consumer Marketing</i>	0	1	0
<i>Journal of Consumer Psychology</i>	5	6	2
<i>Journal of Current Issues & Research in Advertising</i>	1	0	1
<i>Journal of Euromarketing</i>	0	0	0
<i>Journal of Global Marketing</i>	0	0	1
<i>Journal of Interactive Marketing</i>	0	0	0
<i>Journal of International Consumer Marketing</i>	0	0	0
<i>Journal of International Marketing</i>	0	0	1
<i>Journal of Macromarketing</i>	0	1	1
<i>Journal of Marketing Channels</i>	0	0	0
<i>Journal of Marketing Communication</i>	1	0	0
<i>Journal of Marketing Education</i>	0	0	0
<i>Journal of Marketing Management</i>	0	1	3
<i>Journal of Marketing Theory & Practice</i>	0	0	1
<i>Journal of Personality & Social Psychology</i>	3	1	1
<i>Journal of Personal Selling & Sales Management</i>	0	1	0
<i>Journal of Product and Brand Management</i>	1	0	1

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Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
<i>Journal of Product Innovation Management</i>	0	0	2
<i>Journal of Public Policy & Marketing</i>	0	0	2
<i>Journal of Retailing</i>	2	1	2
<i>Journal of Retailing & Consumer Services</i>	0	0	0
<i>Journal of Service Research</i>	0	1	0
<i>Journal of Services Marketing</i>	0	0	0
<i>Journal of Strategic Marketing</i>	0	0	0
<i>Journal of the Academy of Marketing Science</i>	2	1	1
<i>Journal of the Market Research Society</i>	0	0	0
<i>Marketing Education Review</i>	0	0	0
<i>Marketing Health Services</i>	0	0	0
<i>Marketing Letters</i>	2	1	3
<i>Marketing Management</i>	0	0	0
<i>Marketing Theory</i>	0	1	0
<i>Psychological Science</i>	3	0	2
<i>Psychology & Marketing</i>	0	1	2
Other**	15	9	41
TOTAL	83	67	128

*Self-reported acceptance/publication.

**Publications by a survey respondent in a publication not listed above. "Other" publications are not just marketing publications and may be in any field.

Table 26
New Marketing Faculty Class of 2015: 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	14	18
<i>Journal of Marketing</i>	0	2	6
<i>Journal of Marketing Research</i>	3	15	8
<i>Marketing Science</i>	0	3	4
All Other Journals			
<i>Advances in Consumer Research (ACR Full Paper)</i>	1	0	15
<i>Advances in International Marketing</i>	0	0	0
<i>European Journal of Marketing</i>	1	1	0
<i>Industrial Marketing Management</i>	1	3	1
<i>International Journal of Advertising</i>	0	0	0
<i>International Journal of Market Research</i>	0	0	1
<i>International Journal of Research in Marketing</i>	0	1	0
<i>International Marketing Review</i>	0	0	0
<i>Journal of Advertising</i>	0	0	2
<i>Journal of Advertising Research</i>	1	0	1
<i>Journal of Brand Management</i>	0	0	0
<i>Journal of Business & Industrial Marketing</i>	0	0	2
<i>Journal of Business Research</i>	1	3	4
<i>Journal of Business-to-Business Marketing</i>	0	0	0
<i>Journal of Consumer Affairs</i>	0	0	1
<i>Journal of Consumer Marketing</i>	0	0	1
<i>Journal of Consumer Psychology</i>	0	5	6
<i>Journal of Current Issues & Research in Advertising</i>	0	0	1
<i>Journal of Euromarketing</i>	0	0	0
<i>Journal of Global Marketing</i>	0	0	1
<i>Journal of Interactive Marketing</i>	2	0	0
<i>Journal of International Consumer Marketing</i>	0	0	0
<i>Journal of International Marketing</i>	0	0	2
<i>Journal of Macromarketing</i>	0	2	1
<i>Journal of Marketing Channels</i>	0	0	0
<i>Journal of Marketing Communication</i>	0	1	1
<i>Journal of Marketing Education</i>	1	0	0
<i>Journal of Marketing Management</i>	0	0	3
<i>Journal of Marketing Theory & Practice</i>	0	0	1
<i>Journal of Personality & Social Psychology</i>	2	2	0
<i>Journal of Personal Selling & Sales Management</i>	0	0	1
<i>Journal of Product and Brand Management</i>	1	0	2

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Publication Outlet	Under 1st Review	Past 1st Review	Accepted/ Published
<i>Journal of Product Innovation Management</i>	2	0	2
<i>Journal of Public Policy & Marketing</i>	0	0	1
<i>Journal of Retailing</i>	3	0	3
<i>Journal of Retailing & Consumer Services</i>	2	0	0
<i>Journal of Service Research</i>	0	0	1
<i>Journal of Services Marketing</i>	0	0	0
<i>Journal of Strategic Marketing</i>	0	0	0
<i>Journal of the Academy of Marketing Science</i>	1	0	2
<i>Journal of the Market Research Society</i>	0	0	0
<i>Marketing Education Review</i>	1	0	0
<i>Marketing Health Services</i>	0	0	0
<i>Marketing Letters</i>	0	1	2
<i>Marketing Management</i>	0	0	0
<i>Marketing Theory</i>	0	0	1
<i>Psychological Science</i>	3	0	2
<i>Psychology & Marketing</i>	2	0	2
Other***	18	9	38
TOTAL	52	62	137

*Self-reported acceptance/publication

**The survey was available for respondents to complete from May 1st to June 24th, 2015.

***Publications by a survey respondent in a publication not listed above. "Other" publications are not just marketing publications and may be in any field.