

2009 Marketing Academia Labor Market Survey

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The labor market survey was conducted among 140 schools in Asia, Europe, North America, and Oceania. The list of schools was compiled using combinations of the UT-Dallas lists of the 100 most productive schools in the U.S. and the 100 most productive schools in the world, together with our personal knowledge of schools that regularly interview at the AMA Summer Educators' Conference. Of these 140 schools, 105 responded to our request for information (see Addendum); data were collected using a web-based survey from mid-April to mid-May 2009.¹

This page outlines the basic findings of our survey, and the attached tables provide more details. Please note that there were a few changes in the survey format from last year to this year, and there were also some data from previous years that were unavailable to us. Therefore, in some of the tables in which we highlight trends, we are not able to provide complete corresponding data from previous years and have indicated this issue with "na".

Entry-level Assistant Professors

There are 144 candidates pursuing 43 positions this year (a ratio of 3.35 to 1, up from 2.11 to 1 in 2008; see Table 1A).

- On the supply side, there are 69 consumer behavior candidates, 36 quantitative candidates, 26 managerial candidates and 13 candidates that are not classified (see Table 2A for trend over the years).
- On the demand side, there are 6 consumer behavior positions, 13 quantitative positions, 3 managerial positions, and 22 positions that are open to the best candidate (see Table 2B for trend over the years, and Table 4 for the list of schools looking to hire for Fall 2010).

Advanced Assistant Professors

There are 16 candidates pursuing 26 positions this year (a ratio of .57 to 1, up from .31 to 1 in 2008; see Table 1A).

- On the supply side, there are 7 consumer behavior candidates, 6 quantitative candidates, 2 managerial candidates, and 1 candidate that is not classified.
- On the demand side, there are 5 consumer behavior positions, 7 quantitative positions, 5 managerial positions, and 9 positions that are open to the best candidate (see Table 5 for the list of schools looking to hire for Fall 2010).

Visitors Professors

There are 6 visitor positions open this year (see Table 1B for trend and Table 6 for the list of schools).

New Hire Information (See Table 3)

43 schools provided salary information for academic year entry-level hires made for Fall 2008.

- The mean 9-month salary was \$129K, with a minimum of \$76K and a maximum of \$170K.
- The 12-month salary had a mean of approximately \$154K and a median and mode of \$155K.
- The modal level of summer support was 3 years.
- Entry-level hires taught approximately 2.7 semester courses (2.8 quarter courses) in their first year and 3.3 semester courses (3.8 quarter courses) at steady state.
- Entry-level hires were anticipated to do 1.5 course preparations in their first three year.
- Research support for entry-level hires averaged \$8,200 in their first year and \$6,900 afterwards.

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TABLE 1: Labor Market Survey over the Years**A. Entry-level Assistant and Advanced Assistant Positions: 1996-2011**

Available beginning in:	New Assistant		Advanced Assistant	
	# Candidates/ # Positions	Ratio	# Candidates/ # Positions	Ratio
1996-97	161/53	3.04	28/19	1.47
1997-98	127/49	2.59	25/20	1.25
1998-99	113/53	2.13	17/29	0.59
1999-00	149/74	2.01	18/34	0.53
2000-01	121/95	1.27	14/18	0.78
2001-02	95/80	1.19	18/30	0.60
2002-03	107/88	1.22	18/34	0.53
2003-04	130/65	2.00	23/24	0.96
2004-05	124/48	2.58	27/33	0.81
2005-06	112/71	1.58	20/28	0.75
2006-07	106/53	2.00	17/37	0.45
2007-08	134/65	2.06	14/45	0.31
2008-09	97/60	1.62	17/28	0.61
2009-10	114/54	2.11	17/28	0.39
2010-11	144/43	3.35	16/28	0.57

B. Visiting Professor Positions: 2000-2011

Beginning in:	# Positions
2000-01	28
2001-02	28
2002-03	20
2003-04	16
2004-05	9
2005-06	14
2006-07	19
2007-08	15
2008-09	18
2009-10	8
2010-11	6

TABLE 2: Supply and Demand Details for Entry-level Assistant Professors**A. Supply of PhDs**

PhDs Available beginning in:	Sample n	CB	Quant	Managerial	Open	Total
2003-04	na	40	20	28	42	130
2004-05	101	40	28	32	24	124
2005-06	92	na	na	na	na	112
2006-07	79	40	22	30	14	106
2007-08	99	42	16	39	37	134
2008-09	73	na	na	na	na	97
2009-10	90	63	25	26	0	114
2010-11	107	69	36	26	13	144

B. Demand for PhDs

Positions beginning in:	Sample n	CB	Quant	Managerial	Open	Total
2003-04	na	na	na	na	na	na
2004-05	na	na	na	na	na	na
2005-06	92	8	11	18	34	71
2006-07	79	6	5	7	35	53
2007-08	99	13	12	12	28	65
2008-09	73	11	8	9	32	60
2009-10	90	10	11	15	18	54
2010-11	107	6	12	3	22	43

TABLE 3: New Hire Offer Information for Positions beginning 2009-2010**A. Salary**

Positions beginning in:	n	Nine-Month Salary				Twelve-Month Salary		
		Mean	Mode	Min	Max	Mean	Median	Mode
2004-05	45	\$102,000	\$100,000	\$75,000	\$135,000	\$123,000	\$122,200	\$122,200
2005-06	39	\$108,000	\$110,000	\$80,000	\$125,000	\$127,400	\$134,400	\$134,000
2006-07	42	\$115,000	\$120,000	\$88,000	\$130,000	\$138,000	\$147,000	\$141,000
2007-08	33	\$116,000	\$120,000	\$86,000	\$150,000	na	na	na
2008-09	43	\$124,000	na	\$93,000	\$180,000	na	na	na
2009-10	43	\$129,000	\$130,000	\$76,000	\$170,000	\$153,800	\$155,000	\$155,000

B. Guaranteed Summer Support

Positions beginning in:	n	Years of Summer Support							
		0	1	2	3	4	5	6	7
2009-10	42	17%	0%	21%	43%	2%	5%	7%	5%

C. Course Load

Positions beginning in:	Semester System			Quarter System		
	n	1st Year # Classes	Steady State # Classes	n	1st Year # Classes	Steady State # Classes
2009-10	41	2.7	3.3	9	2.8	3.8

D. Course Preps and Research Support

Positions beginning in:	n	Semester and Quarter Systems		
		Preps	1st Year Support	Steady State Support
2009-10	49	1.5	\$8,200	\$6,900

TABLE 4: Schools Hiring Entry-level Assistant Professors for 2010-11
 (CB = Consumer Behavior, Q = Quant/Modeling, M = Managerial, Open = no single specialty)

University	# Positions by Specialty			
	CB	Q	M	Open
Arizona State University				1
Columbia University				1
Dartmouth University-Tuck	1			
Erasmus University Rotterdam				3
Georgia State University		1		
Harvard University		1		
HKUST		1		
McGill University				1
Michigan State University			1	
National University of Singapore		1		1
New York University		1		
Northwestern- Kellogg				1
Ohio State University		1		
Rutgers University		1		
Saint Louis University				1
Singapore Management University		1		
Southern Methodist				1
Stanford University	1	1		
Syracuse University-Whitman				1
Tilburg University	1		1	
UCLA				1
UC San Diego-Rady				2*
UC-Riverside				2
University of Chicago				1
University of Connecticut	1			
University of Florida				1
University of Illinois at Chicago				1
University of Minnesota				1
University Of Nebraska-Lincoln				1
University of Pennsylvania-Wharton				1
University of Southern California	1	1		
University of Western Ontario	1			
Wake Forest University			1	
Washington University-Olin		1		
Yale University		1		

TABLE 5: Schools Hiring Advanced Assistant Professors for 2010-11

(CB = Consumer Behavior, Q = Quant/Modeling, M = Managerial, Open = no single specialty)

University	# Positions by Specialty			
	CB	Q	M	Open
British Columbia		1		
Cornell University	1			
Dartmouth University-Tuck	1			
Denver				1
HKUST		1		
Indiana University			2	
London Business School		1		
Northwestern-Kellogg				1
Syracuse University-Whitman				1
Tennessee			1	
Texas A & M	1			
Tilburg University		1		
UC San Diego-Rady				2*
University of Colorado				1
University of Illinois at Chicago				1
University of Montana				1
University of Southern Cal	1	2		
University of Virginia			1	1
University of Western Ontario	1		1	
Washington University-Olin		1		

*UC San Diego–Rady has 2 positions in all, either at the Entry-level or Advanced Assistant levels.

TABLE 6: Schools Reporting That They Will Be Seeking To Hire *Visiting* Professors for 2010-2011

Erasmus University Rotterdam
Mississippi
UCLA
University of Chicago
University of Pennsylvania-Wharton
Wake Forest University

ADDENDUM
Schools that participated in the survey

(Listed alphabetically;

Any errors in the manner in which university and/or business school names are presented are completely unintentional.)

Arizona State University	New York University-Stern	University of Illinois-Chicago
Babson College	Northeastern University	University of Iowa
Boston College	Northwestern University-Kellogg	University of Kansas
Boston University	Ohio State University	University of Kentucky
Brigham Young University	Oklahoma State University	University of Maryland
Catholic University - Leuven	Rutgers University	University of Massachusetts
Colorado State	Saint Louis University	University of Memphis
Columbia	San Diego State University	University of Miami
Cornell University	Santa Clara University	University of Minnesota
CUNY-Baruch	Singapore Management University	University of Mississippi
Dartmouth University-Tuck	Southern Methodist University	University of Missouri
Denver	Stanford University	University of Montana
DePaul University	Syracuse University-Whitman	University Of Nebraska-Lincoln
Duke University-Fuqua	Texas A & M	University of Oklahoma
Emory University	Texas Christian University	University of Oregon-Lundquist
Erasmus University Rotterdam	Texas Tech University	University of Notre Dame
George Washington University	Tilburg University	University of Pennsylvania-Wharton
Georgetown University	UC San Diego-Rady	University of Pittsburg
Georgia State University	UCLA	University of Rhode Island
Harvard University	University of Alabama	University of South Carolina
HEC Montreal	University of Alberta	University of Southern California
HKUST	University of Arizona	University of Tennessee
Indiana University	University of Arkansas	University of Texas
INSEAD	University of British Columbia	University of Toronto
Iowa State University	University of Calgary	University of Virginia
Kansas State University	University of California, Riverside	University of Washington
Lehigh University	University of Central Florida	University of Western Ontario
London Business School	University of Chicago	Utah University
Louisiana State University	University of Cincinnati	Vanderbilt University
Loyola University - Chicago	University of Colorado	Virginia Tech. University
Marquette University	University of Connecticut	Wake Forest University
McGill University	University of Delaware	Washington State University
Michigan State University	University of Florida	Washington University
MIT	University of Houston	Yale University
National University of Singapore	University of Illinois-Urbana Champaign	York University