



Photograph Credit: Ernie Engadin

Please join us at the CBSIG event at EACR in Milan!

Upcoming CBSIG Events

- Sponsoring coffee break from 10-10:30am Thursday, July 12th at EACR in Milan, Italy
- Poolside reception at Summer AMA on Sat., Aug. 4th, 5:00-7:00 p.m.

All professors and doctoral students welcome!

Going on the Market at AMA: Advice for CB Doctoral Students

For many, going on the market at AMA was an experience they will always remember. As this year's CB students prepare their AMA packets this summer, they may be wondering, 'How do I prepare?' 'How do I make an impact on the interviewer?' 'Which schools should I apply to?' To answer some of these questions, we turned to advice from three CBSIG members.



Dr. Nancy Ridgway
University of Richmond

Tips on the Job Search

Send out more letters than you think you need to—some of your preferred schools may not be hiring or they may be looking for someone in another area. There is no harm in having some schools that you consider to be "back up" schools—you

may end up liking these schools or they may be great practice interviews for you. Schedule no more than 20 interviews (unless you are a person who never gets tired and can stay fresh presenting the same material dozens of times). If a preferred school calls late, you can always add in one or two additional interviews.

Tips For the Interview

Research each school you plan to interview with thoroughly. If you are able to find out who you will be interviewing with (ask this when scheduling the interview), research these professors and speak knowledgeably about their work during the interview. Schools want to know that you are interested in going to their particular school and joining their group. Be sure to have a 20 minute and a 35 minute version of your dissertation work prepared. Interview times vary and you do want to get your major points across and allow for questions.

Some schools start questioning you about your first slide. Do not act upset if this happens—it is simply interview technique. As time grows short, however, attempt to present your conclusions, contributions or results.



Dr. Judy Zaichkowsky
Simon Fraser University

Tip #1

Make a wish list of where you want to work. Keep it reasonable, say 20. Then do your homework. Find out what people are researching and where interests could overlap. Contact these schools with your vita and ask if they will be looking to hire someone with your expertise and fit. Ask what they need in terms of teaching. Have this information prior to AMA.



Please send your suggestions and CB news to:

Linda Tuncay, Ph.D.

Loyola University Chicago

School of Business

Administration

1 East Pearson #442

Chicago, IL 60611

Phone:

(312) 915-6134

Fax:

(312) 915-6988

E-Mail:

Ltuncay@luc.edu

Web Site:

www.cbsig.org

Going on the market cont'd

Your interview is important so you can articulate how you will add value to the faculty. Don't just send an email with your vita; follow up with letters and phone calls to the chair. If your advisor can do this on your behalf, all the better.

Tip #2

Don't interview at schools, when you know you will never take a job there, just for the sight seeing trip. Everyone's time is precious and teaching in Paris may sound romantic, but if you can't live there you can't work there. Besides interviewing is exhausting and you will never see the sights.

Tip #3

For schools you do get an interview, let the interviewer guide the questions. Do not go into a non-stop 30 minute rapid overview of your dissertation. If the interviewer is serious about you, they have done their homework and read your vita and research papers.



Dr. Junyong Kim
University of Central
Florida

Job searching is a two-way process in which you and the schools look for a good match. Think carefully about what you want and what you need in terms of career, resources, and people before you apply. Then, research the schools, and think through how well your qualification and needs match their needs and resources. If you can clearly state why there is a good match between you and the school during an interview, it would leave a very positive impression on the interviewers.

Prepare your research presentation to be concise and flexible. Present the very gist of your research (question, key theory, and results) upfront, leaving less critical details for questions and follow ups. This is a great way to make the interview process interactive and to engage the interviewers. Second, when interviewers disagree with you on some points, do not get too defensive. You will have to provide arguments to defend your position, but do not go overboard to win the debate on the spot. Instead, let them know that you understood their points and tell them you would think about it.

A very special thank you to the CBSIG members who contributed to this article!

What would you like to see in future CBSIG newsletters?

Please give us your feedback by contacting us at the information provided above.

A special message...

We welcome news from our CBSIG members regarding publications, books, awards and honors, teaching tips and materials, call for papers, or other general topics of interest to consumer behavior scholars.