

AACSB International – The Association to Advance Collegiate Schools of Business  
777 South Harbour Island Boulevard  
Suite 750  
Tampa, FL 33602-5730

# 2008-2009 US SALARY SURVEY REPORT

## Knowledge Services

This report provides detailed tables summarizing the results of AACSB International's 2008-2009 Salary Survey. The survey includes data for 27,017 faculty members and 5,086 administrators. Salary data was collected in 28 fields of specialization plus a category entitled "other." For purposes of this summary report, the data were grouped into 18 fields. Individual tables show the mean, median, maximum and minimum salaries for each rank and for new hires at each rank. The tables also include percentiles (90<sup>th</sup>, 75<sup>th</sup>, 25<sup>th</sup>, 10<sup>th</sup>). For each field, separate tables are provided for each of the following:

- Public Accredited
- Public Non-Accredited
- Public
- Private Accredited
- Private Non-Accredited
- Private
- Accredited
- Non-Accredited
- All AACSB Members

The Salary Survey is prepared with the cooperation and assistance of AACSB International member institutions and their staffs. AACSB's salary survey information is voluntary and is not connected formally or informally with AACSB International accreditation. There is no AACSB International accreditation standard related to salaries.

# TABLE OF CONTENTS

<b>PREFACE</b> .....	iii
<b>EXECUTIVE SUMMARY</b> .....	v
<b>FACULTY</b> .....	1
Combined Faculty .....	1
Accounting .....	4
Behavioral Science/Organizational Behavior .....	7
Business Communication.....	10
Business Education .....	13
Business Ethics .....	16
Business Law/Legal Environment .....	19
Computer Information Systems/Management Information Systems.....	22
E-business .....	25
Economics/Managerial Economics .....	28
Entrepreneurship/Small Business Administration.....	31
Finance.....	34
Human Resource Management.....	37
International Business .....	40
Management.....	43
Marketing.....	46
Production/Operations Management.....	49
Quantitative Methods .....	52
Strategic Management.....	55
Other .....	58
<b>ADMINISTRATIVE PERSONNEL</b> .....	61
Nine-month Basis.....	61
Twelve-month Basis .....	70
<b>ALPHABETICAL LISTING OF PARTICIPATING INSTITUTIONS</b> .....	79
<b>SALARY SURVEY DEFINITIONS</b> .....	84
<b>ABOUT DATADIRECT</b> .....	85
<b>ABOUT AACSB INTERNATIONAL</b> .....	86

## PREFACE

This report of U.S. faculty and administrative personnel salaries paid during the 2008-2009 academic year is the 41st such annual study conducted by AACSB International – The Association to Advance Collegiate Schools of Business in the current series. This report provides statistical information about faculty salaries by rank and field/discipline, with salaries for new hires also reported separately. It also provides salary information for administrative positions common to most business schools. Member representatives may create and purchase custom reports (including a minimum of six peer institutions) online using the Knowledge Services DataDirect Web site ([www.aacsb.edu/datadirect](http://www.aacsb.edu/datadirect)). The custom reports are automatically produced and may be downloaded in MS Excel or HTML formats.

All member institutions in the United States were invited to participate in the survey. The salary survey questionnaire was sent via email to 680 business schools at member institutions. Of these, 498 institutions responded. The table below indicates categories of respondents and the percentage response from each category of AACSB International membership:

	<b>Total U.S. Membership</b>	<b>Number Responding</b>	<b>Percent Responding</b>
<b>Private Educational Institutions</b>			
Private Accredited	146	131	90
Private Non-Accredited	124	27	22
<b>Public Educational Institutions</b>			
Public Accredited	317	301	95
Public Non-Accredited	<u>93</u>	<u>39</u>	<u>42</u>
	680	498	73

The survey includes salary data on 27,017 faculty members and 5,086 administrators.

Salary information was collected in thousands to one decimal point. Salaries of faculty were collected as nine- or 10-month equivalent salaries to allow direct comparability to data collected and disseminated by the American Association of University Professors. Administrative salaries were collected on a 9-month/12-month breakdown. Of the 5,086 administrative salaries reported, 969 were paid on a 9-month basis, while 4,117 were paid on a 12-month basis.

Salary data for faculty were collected in 28 fields of specialization plus a category entitled "other." For reporting purposes, the data were grouped into the following 18 fields:

<b>Reporting Area</b>	<b>Including</b>
Accounting	Accounting, Taxation
Behavioral Science/ Organizational Behavior	Behavioral Science/ Organizational Behavior
Business Communication	Business Communication
Business Education	Business Education
Business Ethics	Business Ethics
Business Law/Legal Environment	Business Law/Legal Environment
Computer Information Systems/ Management Information Systems	Computer Information Systems/ Management Information Systems
E-business	E-business
Economics/Managerial Economics	Economics/Managerial Economics
Entrepreneurship/Small Business Administration	Entrepreneurship/Small Business Administration
Finance	Finance, Insurance, Real Estate
Human Resource Management	Human Resource Management
International Business	International Business
Management	Management
Marketing	Marketing
Production/Operations Management	Production/Operations Management
Quantitative Methods	Operations Research, Quantitative Methods, Statistics
Strategic Management	Strategic Management
Other	General Business, Health Services/Hospital Administration, Hotel/Restaurant/Tourism, Public Administration, Supply Chain Management/Transportation/Logistics, and Other

## 2008-2009 Salary Survey Executive Summary

The results of AACSB International’s 41st annual Salary Survey, the most comprehensive and credible in the industry, are in. This executive summary provides an overview of the results. The full report that follows provides detailed breakouts by field/discipline, accreditation status and institutional control (public vs. private). Custom Salary Survey reports also are available.

AACSB invited 680 business schools among educational members in the United States to participate in this year’s survey. Reflecting the high value placed on the reports created using the survey data, member participation was high among accredited institutions at over 90 percent with overall participation at 73 percent. Table 1 describes the participation rate by institutional control and accreditation status.

The 498 participating schools provided data on 27,017 business faculty members across all ranks and 28 business fields and 5,086 administrators in 25 positions normally found in business schools. Of 5,086 administrative salaries reported, 969 were on a 9-month basis, while 4,117 were on a 12-month basis.

The distribution of participating institutions by the 2000 Carnegie Classifications is shown in Table 2.a. For comparison, Table 2.b. shows the distribution of participation based on the 2005 Carnegie Classifications. Both of these tables illustrate reasonable diversity in participation while showing higher participation among doctoral universities.

Table 1. Participation by Accreditation Status and Control

Type of Institution	AACSB Members*	Number Responding	Percent Responding
Private Accredited	146	131	90
Private Non-Accredited	124	27	22
Public Accredited	317	301	95
Public Non-Accredited	93	39	42
Total	680	498	73

\* U.S. educational members were invited to participate

Table 2.a. Participating Institutions by 2000 Carnegie Classification

Carnegie Classification	AACSB Members	Percent of Total Members	Number Responding	Percent of Total Responding	Response Rate
Baccalaureate Colleges	49	7.2	28	5.6	57.1
Doctoral/Research Universities—Extensive	138	20.3	126	25.3	91.3
Doctoral/Research Universities—Intensive	90	13.2	83	16.7	92.2
Master's Colleges and Universities I	286	42.1	218	43.8	76.2
Master's Colleges and Universities II	23	3.4	11	2.2	47.8
Specialized	17	2.5	8	1.6	47.1
Other/Not Classified	77	11.3	24	4.8	31.2
Total	680		485		73.2

Table 2.b. Participating Institutions by 2005 Carnegie Classification

Carnegie Classification	AACSB Members	Percent of Total Members	Number Responding	Percent of Total Responding	Response Rate
Baccalaureate Colleges--Arts & Sciences	37	5.4	18	3.6	48.6
Baccalaureate Colleges--Diverse Fields	31	4.6	16	3.2	51.6
Baccalaureate/Associate's Colleges	5	0.7	3	0.6	60.0
Master's Colleges and Universities (smaller programs)	33	4.9	19	3.8	57.6
Master's Colleges and Universities (medium programs)	90	13.2	50	10.0	55.6
Master's Colleges and Universities (larger programs)	216	31.8	164	32.9	75.9
Other health professions schools	1	0.1	1	0.2	100.0
Doctoral/Research Universities	57	8.4	49	9.8	86.0
Research Universities (high research activity)	95	14.0	90	18.1	94.7
Research Universities (very high research activity)	92	13.5	83	16.7	90.2
Schools of business and management	10	1.5	3	0.6	30.0
Theological sem, Bible colleges, other faith-related inst	1	0.1	1	0.2	100.0
Unknown	12	1.8	1	0.2	8.3
<b>Total</b>	<b>680</b>		<b>498</b>		<b>73.2</b>

## Business Faculty Market Trends

The average full-time faculty 9-month salary across all ranks and fields increased 3.5 percent to \$109,212 from 105,469 last year. This is a total increase of 8.1 percent from 2006-07 to 2008-09. The largest gain in average salary, 7.7 percent, was in the rank of instructor in the combined Finance/Banking/Real Estate/Insurance category with an overall gain of 5.2 percent for instructors with all categories combined. The portion of full-time faculty classified as new hires increased slightly to 9.3 percent from 9.0 percent last year. On average, each school welcomed 5.0 new faculty members in the fall of 2008, up from 4.0 in 2007. Overall, 80.8 percent of full-time faculty members were reported as academically qualified with 13.0 percent as professionally qualified. The highest percentage of academically qualified faculty, 90.8 percent, was reported at the rank of professor with the lowest percentage, 29.9 percent, at the rank of instructor

The distribution of hiring activity has shifted over the last twelve years. Table 3 shows the share of hiring activity by field/discipline in the current year, and for 2000 and 1996 for comparison purposes. Information systems decreased slightly to 9.6 percent in 2008 from 9.8 percent in 2007. Hiring activity in accounting remained the same at 17.4 percent.

Information systems decreased slightly to 9.6 percent in 2008 from 9.8 percent in 2007. Hiring activity in accounting remained the same at 17.4 percent.

Table 4 shows the percent of full-time faculty indicated as non-tenure track. Non-tenure track positions dominate the rank of instructor, but still account for only a small fraction at the ranks of professor, associate professor and assistant professor.

The portion of full-time faculty holding the rank of instructor increased to 14.6 percent from 13.8 percent last year. Nearly one-quarter of the new hires in 2008 held instructor rank and 57.8 percent were at the assistant professor rank.

Table 3. Distribution of New Hires Across Fields/Disciplines

Field/Discipline	Percent 1996	Percent 2000	Percent 2008
Accounting/Taxation	18.2	15.7	17.4
CIS/MIS	11.1	17.6	9.6
Economics/Managerial Economics	9.1	9.1	9.7
Finance/Banking/Real Estate/Insurance	15.8	12.9	14.4
Management/Behavioral Science/International Business/Strategic Management	15.2	16.2	17.0
Marketing	13.7	12.4	13.1
Production/Operations Management	4.3	3.4	3.7
Quantitative Methods/Operations Research/Statistics	2.8	2.2	3.3
Other	9.8	10.5	11.9

Table 4. Non-Tenure Track Faculty

Rank	Percent Non-Tenure Track 2001	Percent Non-Tenure Track 2002	Percent Non-Tenure Track 2007	Percent Non-Tenure Track 2008
Professor	1.9	2.3	3.8	4.3
Associate Professor	2.6	3.5	4.9	5.4
Assistant Professor	9.1	10.0	10.4	9.0
Instructor	82.0	83.7	97.5	97.5

## Business Faculty Salaries

Tables 5a-5e show average business faculty salaries by rank (including new doctorates) and field/discipline. They also show the percentage change from 2007 and the average salary paid to new hires for each rank and field/discipline.

Table 5a. Professor Salaries by Field/Discipline (\$'s in 000's)

Field/Discipline	Mean 2008	Percent Change From 2007	Mean New Hires
Accounting/Taxation	137.8	5.9	148.8
CIS/MIS	131.0	4.7	132.8
Economics/Managerial Economics	125.0	7.2	164.6
Finance/Banking/Real Estate/Insurance	156.4	6.4	193.3
Management/Behavioral Science/International Business/Strategic Management	134.6	4.6	142.1
Marketing	138.5	5.9	173.2
Production/Operations Management	133.6	3.1	114.3
Quantitative Methods/Operations Research/Statistics	131.6	3.1	-
Combined (All fields/disciplines, including fields/disciplines not listed above)	136.0	5.3	156.0

Table 5b. Associate Professor Salaries by Field/Discipline (\$'s in 000's)

Field/Discipline	Mean 2008	Percent Change From 2007	Mean New Hires
Accounting/Taxation	114.9	5.9	121.3
CIS/MIS	108.2	4.6	130.6
Economics/Managerial Economics	90.5	5.4	108.4
Finance/Banking/Real Estate/Insurance	126.0	7.1	134.7
Management/Behavioral Science/International Business/Strategic Management	108.2	6.3	104.7
Marketing	109.3	5.2	103.9
Production/Operations Management	111.1	3.5	114.1
Quantitative Methods/Operations Research/Statistics	101.0	3.5	90.2
Combined (All fields/disciplines, including fields/disciplines not listed above)	108.8	5.3	115.0

Table 5c. Assistant Professor Salaries by Field/Discipline (\$'s in 000's)

Field/Discipline	Mean 2008	Percent Change From 2007	Mean New Hires
Accounting/Taxation	113.8	2.5	120.7
CIS/MIS	99.9	1.8	100.1
Economics/Managerial Economics	84.1	5.9	87.1
Finance/Banking/Real Estate/Insurance	122.2	1.1	119.7
Management/Behavioral Science/International Business/Strategic Management	101.0	4.7	103.1
Marketing	102.9	2.7	104.8
Production/Operations Management	106.7	4.1	104.4
Quantitative Methods/Operations Research/Statistics	87.7	1.4	91.5
Combined (All fields/disciplines, including fields/disciplines not listed above)	103.0	2.8	105.2

Table 5d. Instructor Salaries by Field/Discipline (\$'s in 000's)

Field/Discipline	Mean 2008	Percent Change From 2007	Mean New Hires
Accounting/Taxation	65.4	7.6	64.7
CIS/MIS	63.2	5.9	59.7
Economics/Managerial Economics	60.2	6.0	58.0
Finance/Banking/Real Estate/Insurance	75.1	7.7	80.7
Management/Behavioral Science/International Business/Strategic Management	64.1	6.5	65.3
Marketing	62.9	4.7	62.4
Production/Operations Management	68.8	5.2	74.1
Quantitative Methods/Operations Research/Statistics	59.2	7.4	56.1
Combined (All fields/disciplines, including fields/disciplines not listed above)	64.5	5.7	64.4

Table 5e. New Doctorate Salaries by Field/Discipline (\$'s in 000's)

Field/Discipline	Mean 2008	Percent Change From 2007
Accounting/Taxation	127.4	2.2
CIS/MIS	101.7	8.5
Economics/Managerial Economics	85.8	3.6
Finance/Banking/Real Estate/Insurance	119.9	0.2
Management/Behavioral Science/International Business/Strategic Management	101.8	0.4
Marketing	108.8	6.3
Production/Operations Management	102.8	-4.4
Quantitative Methods/Operations Research/Statistics	91.7	11.2
Combined (All fields/disciplines, including fields/disciplines not listed above)	105.7	1.1

## Business School Administrative Salaries

Table 6 shows average, median and 75<sup>th</sup> and 25<sup>th</sup> percentile salaries for administrative positions involving 12-month contracts.

Table 6. 12-Month Administrative Salaries by Position (\$'s in 000's)

Position	Mean 2008	Percent Change From 2007	75%	Median	25%
Dean	208.4	5.4	244.7	183.8	147.8
Associate Dean	156.5	2.3	175.6	145.3	124.0
Assistant Dean	95.5	4.9	114.5	89.1	72.1
Assistant Dean or Director: Development	108.0	3.1	128.8	96.4	77.6
Assistant Dean or Director: Finance and Administration	100.9	3.4	122.0	93.0	74.6
Assistant Dean or Director: Information Technology	99.3	7.2	112.4	90.9	75.0
Accounting Department Chair	150.2	3.2	169.4	140.8	120.7
School of Accounting, Director, etc.	175.3	1.5	225.4	158.0	134.5
Academic Department Chair	147.6	3.7	166.0	136.4	116.6
Assistant Dean or Director: Undergraduate Programs	86.3	3.1	103.1	77.1	62.2
Assistant Dean or Director: Graduate Programs	104.2	5.9	124.2	98.0	71.6
Assistant Dean or Director: Career Services/Placement	90.0	5.6	112.2	86.9	68.3
Director of Cooperative Programs	83.8	5.1	92.1	69.8	60.8
Assistant Dean or Director: Executive Education	124.5	7.0	154.5	111.5	88.4
Director of Internship	58.9	0.5	65.3	54.2	45.0
MBA/Master's Admissions Director	82.4	2.5	99.2	78.0	60.0
Assistant Dean or Director: MBA Programs	103.1	2.2	125.9	93.6	70.1
Small Business Administration Director	82.6	5.8	95.3	72.8	62.0
Director of Communications/Public Relations	84.6	8.2	98.0	78.5	60.9
Executive MBA (EMBA) Director	106.4	6.5	124.3	99.8	86.1
Director of Research	121.1	11.8	145.0	115.0	89.1
Director of Distance Education	105.1	-2.2	135.7	94.5	81.5
Major Gifts Officer	88.6	2.8	107.2	87.1	66.8
Director of Business Library Services	85.7	-3.3	99.0	87.4	68.4
Other	70.6	0.0	85.3	57.0	43.6