

ACR Climate Survey 2019

Start of Block: Consent

Consent For Participation This climate survey is being conducted by Jeff Galak at Carnegie Mellon University. **Summary** By participating in this survey, you will help the field of academic marketing understand the overall climate that faculty, doctoral students, and postdoctoral fellows experience. **Purpose** The purpose of the research is to understand the overall climate that faculty, doctoral students, and postdoctoral fellows experience in the field of academic marketing. **Procedures** You will be asked to complete a survey that will take approximately 10-15 minutes to complete. **Participant Requirements** Participation in this study is limited to individuals age 18 and older. **Risks** The risks and discomfort associated with participation in this study are no greater than those ordinarily encountered in daily life or during other online activities. Some questions in the survey will explore sensitive topics related to sexual harassment and assault that may make individuals feel uncomfortable. **Benefits** There may be no personal benefit from your participation in the study but the knowledge received may be of value to the field of academic marketing. **Compensation & Costs** There is no compensation for participation in this study. There will be no cost to you if you participate in this study.

Future Use of Information In the future, we may use the data for our future research studies, or we may distribute the data to other researchers for their research studies. We would do this without getting additional informed consent from you (or your legally authorized representative). Sharing of data with other researchers will only be done in such a manner that you will not be identified. **Confidentiality** The data captured for the research does not include any personally identifiable information about you. Your IP address will not be captured. Your data and consent form will be kept separate. Your consent form will be stored in a secure location on Carnegie Mellon property and will not be disclosed to third parties. By participating, you understand and agree that the data and information gathered during this study may be used by Carnegie Mellon and published and/or disclosed by Carnegie Mellon to others outside of Carnegie Mellon. Note that per regulation all research data must be kept for a minimum of 3 years. **Right to Ask Questions & Contact Information** If you have any questions about this study, you should feel free to ask them by contacting the Principal Investigator now at Jeff Galak, Tepper School of Business, CMU, 5000 Forbes Ave. Pittsburgh PA 15213; 412-268-5810; jgalak@cmu.edu. If you have questions later, desire additional information, or wish to withdraw your participation please contact the Principal Investigator by mail, phone or e-mail in accordance with the contact information listed above. If you have questions pertaining to your rights as a research participant; or to report concerns to this study, you should contact the Office of Research integrity and Compliance at Carnegie Mellon University. Email: irb-review@andrew.cmu.edu . Phone: 412-268-1901 or 412-268-5460. **Voluntary Participation** Your participation in this research is voluntary. You may

discontinue participation at any time during the research activity. You may print a copy of this consent form for your records.

	Yes	No
I am age 18 or older.	<input type="radio"/>	<input type="radio"/>
I have read and understand the information above.	<input type="radio"/>	<input type="radio"/>
I want to participate in this research and continue with the research activity.	<input type="radio"/>	<input type="radio"/>

End of Block: Consent

Start of Block: Intro Block

Marketing Climate Survey 2019

Created by

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and

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‘Climate’ can be defined as behaviors and attitudes within a workplace or learning environment, ranging from subtle to cumulative to dramatic, that can influence whether an individual feels personally safe, listened to, valued, and treated fairly and with respect. The purpose of this survey is to understand the climate for the field of academic marketing. It is important to note that while this survey attempts to cover many important areas regarding “climate,” it cannot possibly be fully comprehensive. We have attempted, to the best of our ability, to capture the aspects of climate that are most central to the needs of the academic marketing field. If you feel that we have left off critical areas, we absolutely encourage you to reach out to us so that we can improve this survey in the future. We will also provide an opportunity for you to give anonymous feedback to us at the end of this survey. It is also worth mentioning that this survey is adapted from the one recently run by the American Economic Association (AEA) for their field. Your responses will be strictly anonymous and held in complete confidence. We will not release raw data at any time, and will only report aggregate data that cannot be used to identify any individuals. High-level results of this survey will be reported at the 2019 ACR Annual Conference. More detailed results will be compiled in a report that will be circulated as appropriate. We will make the report as widely available as possible, and, as such, will not be asking for your email address in this survey in order to maintain your anonymity. The survey

should take between 10 and 15 minutes to complete.
Thank you in advance for your participation.

End of Block: Intro Block

Start of Block: General Experience

The first set of questions refers to the general experience you have in the field of academic marketing.



Please indicate how strongly you agree or disagree with each of the following statements:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I am satisfied with the overall climate within my academic experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the overall climate at my institution/place of employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel valued at my institution/place of employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always feel included socially at my institution/place of employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always feel included intellectually at my institution/place of employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I have been discriminated against within my academic field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I have been discriminated against at my institution/place of employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The work that I do is valued within my academic field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The work that I do is valued at my institution/place of employment

My ideas and opinions are often ignored at my institution/place of employment

End of Block: General Experience

Start of Block: General Discrimination

This next set of questions refers to any possible forms of discrimination that you may have witnessed or experienced.



During your time in your academic field, have you personally been discriminated against or been treated unfairly or witnessed discrimination / unfair treatment by anyone in the your field based on any of these factors?

	Personally Experienced		Witnessed	
	No	Yes	No	Yes

Racial/ethnic identity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gender identity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual orientation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marital status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Caregiving responsibilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Citizenship status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Research topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on a factor other than the ones listed above	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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During your tenure within your academic field, do you do you feel that you have personally experienced discrimination or unfair treatment or witnessed discrimination / unfair treatment by anyone in the field in any of the following ways?

	Personally Experienced		Witnessed	
	No	Yes	No	Yes

Promotion decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compensation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teaching assignments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service obligations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to time and funding to attend conferences and seminars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to graduate student researchers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Course evaluations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publishing decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sabbatical time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to potential coauthors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Invitations to participate in research conferences, associations and networks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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During your time within the your academic field, how frequently (if ever) have you experienced any of the following?

	Never	Rarely	Occasionally	Frequently	Daily	NA
Been interrupted while speaking	<input type="radio"/>					
Been chastised for assertive behavior	<input type="radio"/>					
Been disrespected by your undergraduate students	<input type="radio"/>					
Been disrespected by your MBA students	<input type="radio"/>					
Been disrespected by your PhD students	<input type="radio"/>					
Been overlooked for a high profile panel discussion at your institution/place of work	<input type="radio"/>					
Been asked to perform extra committee work as compared to your immediate colleagues	<input type="radio"/>					
Had a colleague at your institution/place of work dismiss your ideas/opinions without	<input type="radio"/>					

reasonable
consideration

Had a
colleague at
your
institution/place
of work
attribute your
ideas or
contributions to
someone else

Generally felt
invisible

Had your
teaching
preferences
ignored in favor
of another
faculty
member.

Been passed
over for
executive
education
opportunities in
which you were
interested (for
teaching).

Been passed
over for
committee
work in which
you were
interested in.

Been passed
over for
leadership
opportunities in
which you were
interested.

Been left out of
important
decision-
making
meetings

Was not provided with critical information prior to a meeting

Had meetings consistently scheduled for a time that required you to choose between family obligations and work

End of Block: General Discrimination

Start of Block: Sexual Harassment/Assault

This next set of questions refers to experiences of sexual harassment and assault,



Note: The following question contains some graphic language and may be difficult for some to answer. This information is important to understanding the climate and areas in need of change, and we hope that you'll provide a thoughtful and honest answer

During your time within your academic field, have you ever experienced any of the following?

	No	Yes
Felt socially excluded at a meeting or event in the field	<input type="radio"/>	<input type="radio"/>
Felt disrespected by your colleagues in your field	<input type="radio"/>	<input type="radio"/>
Felt that your work was not taken as seriously as that of colleagues in your field	<input type="radio"/>	<input type="radio"/>
Felt that the subject or methodology of your research was not taken as seriously as that of your colleagues in your field	<input type="radio"/>	<input type="radio"/>
Another faculty member or student engaged in sexual conversation or inference (e.g. displaying, using, or distributing inappropriate sexual or suggestive materials; making offensive sexual remarks, either directed at you or overheard, including jokes or sexual stories; making remarks about your appearance, body, or sexual activities that made you uncomfortable; or making gestures or using body language of a sexual nature which embarrassed or offended you)	<input type="radio"/>	<input type="radio"/>
Another faculty member or student made unwanted attempts to establish a dating, romantic, or sexual relationship with you	<input type="radio"/>	<input type="radio"/>

Another faculty member or student made you feel threatened with some sort of retaliation for not being romantically or sexually cooperative or implied you'd be treated better if you were sexually cooperative

Another faculty member or student engaged in stalking behavior directed at you (e.g. watching or following you from a distance; repeatedly waiting for you outside of your workplace, classroom, meeting room when you didn't want them to; spying on you; making unwanted phone calls to you or leaving you unwanted messages, emails or other electronic transmissions including via social media, or sent cards, letters, flowers, or presents when they knew you didn't want them to

Another faculty member or student fondled, kissed, or rubbed up against the private areas of your body; removed some of your clothes without your consent; ; attempted to engage in a sexual act without your consent; and/or attempted to have oral sex with you without your consent

Another faculty member or student touched you in a way, other than what was listed above, that made you feel uncomfortable

End of Block: Sexual Harassment/Assault

Start of Block: Demographics

Finally, please answer these last few questions about yourself.



Which sub-branch of marketing do you most closely identify with?

- Consumer Behavior
 - Quant Marketing (e.g. empirical, analytical)
 - Consumer Culture Theory / Anthropology
 - Marketing Strategy
 - Other _____
-

In what year was your Doctoral degree awarded?

- Not awarded / Still a Student
 - 1950 or earlier
 - 1951-1960
 - 1961-1970
 - 1971-1980
 - 1981-1990
 - 1991-2000
 - 2001-2005
 - 2006-2010
 - 2011-2015
 - 2015-2019
-

What is your current academic rank?

- Undergraduate Student
- Master Student
- PhD Student/Candidate
- Postdoctoral Fellow
- Assistant Professor
- Associate Professor (without tenure)
- Associate Professor (with tenure)
- Full Professor
- Emeritus Professor
- NA
- Other _____

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What is your race?

- White
 - Black or African American
 - Hispanic, Latino, or of Spanish Origin
 - American Indian or Alaska Native
 - Asian
 - Native Hawaiian or Pacific Islander
 - Other _____
 - Prefer not to answer
-

What is your gender?

- Female
 - Male
 - Transsexual
 - Asexual
 - Intersex
 - Non-binary/Agender/something Else
 - Other _____
 - Prefer not to answer
-

Do you consider yourself to be...

- Heterosexual / Straight
- Gay / Lesbian
- Bisexual
- Something Else / Unsure
- Other _____
- Prefer not to answer

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What is your age?

- Under 18
 - 18 - 24
 - 25 - 34
 - 35 - 44
 - 45 - 54
 - 55 - 64
 - 65 - 74
 - 75 - 84
 - 85 or older
 - Prefer not to answer
-

What country do you currently primarily live in?

▼ US - United States ... ZW - Zimbabwe

What is your current relationship status?

- Single / Never married
- Married, Partnered, in a Committed Relationship, or in civil union/Registered Domestic Partnership and living together
- Married, Partnered, in a Committed Relationship, or in civil union/Registered Domestic Partnership and living apart
- Separated
- Widowed
- Other
- Prefer not to answer



Do you currently have substantial parenting or caregiving responsibilities, such as for any of the following:

	Yes	No	Prefer not to answer
Child(ren)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sick or disabled partner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior or other family member	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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We would appreciate any feedback about this survey that you wish to provide. Thank you.



Thank you very much for your participation in this survey.

End of Block: Demographics
