

## **SOCIALIZING NEW MARKETING FACULTY MEMBERS - METHODS FOR ASSISTING INSTRUCTORS IN ADAPTING TO THE UNIVERSITY COMMUNITY**

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### **ABSTRACT**

New marketing faculty members face numerous work-based challenges whether entering their initial post-graduate-school academic position or arriving at an institution as an experienced instructor. The academic career is multi-faceted and thus it is difficult for a business department to attend to all of the information and socialization needs of a new instructor. This session actively engages participants to share experiences and develop comprehensive lists to aid in their own future socialization efforts.

The ultimate goal of an effective socialization strategy should be to acculturate the new hire as soon as possible so that they become a happier (less stress) and more productive (less time wasted on seeking information) faculty member. A broadly based approach is needed to understand all the challenges that the new faculty member will face since some needs will be unknown at the onset of their careers. Thus it is useful to categorize the socialization process on the basis of individual needs. Categories include social needs (for example, how would they go about joining the faculty club); research needs (for example, what sorts of departmental funds are available to assist in conference travel); classroom needs (for example, how are specialized audio-visual needs supported); and pedagogical/teaching activity based needs (for example, how readily available are course outlines from prior years). The determination and categorization of socialization needs leads to the ability to set priorities in terms of short and long term considerations.