

Department-Specific Directive on the Awarding of Performance Bonuses for Outstanding Achievements in Research at Organizational Units

Department of Marketing

Pursuant to the results of the Department Committee meeting on March 25, 2020

Effective date: January 1, 2021

This directive has been issued pursuant to the Operational Agreement on Performance Bonuses and Examination Rates for Academic Staff (*Betriebsvereinbarung zur Regelung der Leistungsprämien und Prüfungstaxen für das wissenschaftliche Universitätspersonal*, as published in the WU Bulletin on March 13, 2019; hereinafter referred to as the Operational Agreement).

The directive is to be published on the department website. The employees of the department and its affiliated research institutes and competence centers are to be notified of any changes to this directive by email. The journal rating and the policies for awarding performance bonuses shall remain in effect until modified or amended in consultation with the Department Committee.

This directive covers two main areas: (A) The department's journal rating, including the reasons and considerations underlying its composition, and (B) policies for awarding a maximum of 20% of the department's performance bonus budget to publications that are not covered by the department journal rating.

(A) Department journal rating

Performance bonuses for journal publications are awarded according to the department journal rating. The rating and the reasons underlying its composition are available on the web pages of the WU Research Service Center. Pursuant to the Operational Agreement, up to 20% of the department's budget for performance bonuses may be used for bonuses awarded for publications that are not covered by the department journal rating or the Star Journal List. This directive defines specific criteria and policies for the awarding of these funds. The remaining funds (at least 80% of the performance bonus budget) are awarded pursuant to the terms specified in the document titled "Detailumsetzung zur Betriebsvereinbarung zur Regelung der Leistungsprämien und Prüfungstaxen für das wissenschaftliche Universitätspersonal."

Journal selection

- (1) **A+ journals:** The Department of Marketing accepts all A+ marketing journals included in the [WU Star Journal List](#). These journals are listed below (in alphabetical order):

International Journal of Research in Marketing

Journal of Consumer Research

Journal of Marketing

Journal of Marketing Research

Marketing Science

- (2) Given the multidisciplinary nature of the research carried out at the Department of Marketing, the department also accepts (and values) publications in other A+ journals included in the [Star Journal List](#).
- (3) The Department of Marketing takes a pragmatic approach with regard to the subject-specific journal list. It is based on the VHB JOURQUAL Ranking but includes a more detailed evaluation within the ranking. Based on the “Marketing” sub-ranking of the VHB JOURQUAL Ranking, the following journals are considered to be A-level journals in the field of marketing:

Journal of the Academy of Marketing Science

Journal of Retailing

Journal of Service Research

Journal of Product Innovation Management

Journal of Consumer Psychology

Two journals were deleted from the VHB JOURQUAL Ranking’s list of A-level marketing journals. (1) The *International Journal of Research in Marketing* is already included in another ranking (it is classified as an A+ Journal in the WU Star Journal List) and (2) the *Journal of Applied Psychology* is not considered to be a marketing journal, although the department values papers published in this journal.

In addition, based on their relevance for the department’s positioning and research strategy, several B-level journals have been granted a higher status, located between A and B journals. This means the following journals (ranked at B level by VHB JOURQUAL) are classified as A- (read: A minus) journals:

Marketing Letters

Journal of International Marketing

Decision Support Systems (DSS)

Quantitative Marketing and Economics (QME)

Journal of Interactive Marketing

It should be mentioned that the journals named above (and several others) used to be classified as A journals in WU’s journal rating. For all other journals, the ratings as listed in the “Marketing” sub-ranking of the VHB JOURQUAL Ranking apply.

- (4) To reflect its interdisciplinary approach, the department also accepts publications in marketing-adjacent fields (e.g. psychology) that are published in journals regarded as equivalent to Star List journals in the respective discipline.
- (5) In summary, journals ranked in the following lists are accepted:

- a) WU A+ Journal List
- b) Department-specific core marketing journals (A journals; see item 3) and top-rated journals in marketing-adjacent disciplines (see item 4)
- c) Department-specific core marketing journals (A- journals; see item 3)
- d) B journals from the VHB “Marketing” sub-ranking

To determine the quality of a specific journal, the points described on the list above are considered in the order they appear; if a journal is not included in a), its rank is determined according to b), and so forth.

(B) Use of up to 20% of the department’s performance bonus budget to reward other publications

Pursuant to § 4 (2) of the Operational Agreement, WU’s departments (except for the law departments and the Department of Foreign Language Business Communication) are free to use up to 20% of their respective performance bonus budgets to reward publications that are not covered by the department-specific journal ratings and the Star Journal List, under the condition that the author’s affiliation with WU is stated in the publication.

Each year, the Department of Marketing uses 20% of its performance bonus budget, which is recalculated from year to year, to reward publications not covered by the ratings mentioned above. These special bonuses are awarded based on the following criteria and policies:

- (1) Target group: (academic) staff members of the Department of Marketing (early-stage researchers, i.e. excluding full professors and associate professors [*Privatdozent*innen*])
- (2) Publications eligible for performance bonuses:
 - a. Papers published in a journal featured in one of the following lists:
 - WU A+ Journal List: all listed journals
 - VHB Ranking: A+, A, and B
 - AJG of the Chartered Association of Business Schools: 4*, 4, and 3
 - Financial Times 40 Journal Ranking (all listed journals)
 - Social Sciences Citation Index: all journals with an impact factor > 0.7

Publications that have already been awarded a performance bonus or Star Journal bonus are not eligible for an additional special performance bonus.
 - b. Contributions to conferences that fulfill one of the following criteria:
 - The publication has been granted a “Best Paper Award”
 - The conference proceedings are included in one of the journal lists under a) above and fulfill the previously mentioned quality criteria
 - c. Applications for third-party research funding, as long as the application was successful and the project has not received any other WU awards Successful applications for small-scale projects by junior faculty are not eligible for bonuses.
 - d. Dissertations graded as “excellent” (1) or “good” (2) Employees who have already been granted a WU performance bonus are not eligible.
 - e. Editorships of journals, edited volumes, or series

- (3) Application and selection periods: Employees are responsible for submitting the materials needed to confirm the achievements of the previous year and document their eligibility for the bonus to the administrative assistants of the Department of Marketing by December 31 of each year.
- (4) Selection procedures: A jury made up of the department's senior lecturers and representatives of the non-professorial academic members of the Committee of the Department of Marketing review all submitted documents and draft a proposal naming potential recipients. If not all submissions can be selected to receive a bonus due to budgetary restrictions, preference will be given to those contributions that particularly stand out from the other submitted papers based on their standard of academic research.
- (5) Once a year, WU's department chairs submit a proposal for the distribution of their performance bonus budgets, including the names of the researchers nominated for performance bonuses pursuant to the applicable department-specific directives and general awarding policies for performance bonuses for outstanding achievements in research. These proposals also list any publications that were rejected and the reasons why they were rejected. The proposals (including the amounts of the bonuses to be awarded) are submitted to the Rector's Council for approval.
- (6) Amount of the performance bonuses to be awarded:
 - a. Eligible journal publications are awarded a bonus of up to € 1,000
 - b. Eligible conference contributions are awarded a bonus of up to € 1,000
 - c. Successful applications for third-party funded research projects are awarded a bonus of 2% of the project funding amount, up to a maximum of € 1,000. If part of the third-party funding paid to WU is earmarked for transfer to external partners, the bonus will be calculated based on the part kept by WU.
 - d. Dissertations are awarded a € 600 bonus.
 - e. A bonus of up to € 1,000 is paid for editorships of journals, edited volumes, or series. In the case of co-authorship, it is up to the authors to decide how to distribute the performance bonus among themselves.
- (7) The members of the department are to be informed of the names of the authors selected for performance bonuses and the amounts of the bonuses awarded through the department's internal communications.
- (8) All publications selected for performance bonuses and their respective authors are to be presented to the public during an award ceremony held at WU.