

Interpretation guide for the Senate Habilitation Directive (pursuant to Annex 6 of the WU By-Laws)

1. Preamble

This Interpretation Guide complements the Senate Habilitation Directive (Annex 6 of the WU By-Laws [*Satzung der Wirtschaftsuniversität Wien*]) and serves as a guideline to be used by Habilitation Committees at the Department of Marketing. Pursuant to the applicable statutory regulations, Habilitation Committees are free in their decisions. This Interpretation Guide is based on the following premises:

- The relevant statutory regulations (Universities Act [*Universitätsgesetz, UG*]) and the regulations of the WU By-Laws (Senate Habilitation Directive) apply.
- These guidelines do not become effective as an Interpretation Guide within the meaning of the WU By-Laws unless they have been subject to a hearing in the Convention of Business Administration-Related Departments and the WU Senate and unless they have been published in the WU Bulletin (*Mitteilungsblatt*).

These suggestions were formulated based on the following goals:

- Incentive compatibility with the guidelines on research evaluation resulting from profile building. The habilitation candidates' work should be aligned in its goals with the research goals defined by the department in its target agreements.
- Eligibility for full professorship in the respective field
- Feasibility and the highest possible level of legal security for the habilitation candidate

2. Specification of the Senate Habilitation Directive

This Interpretation Guide is intended to further specify the general directives on cumulative and non-cumulative habilitation theses issued by the Senate. For the sake of clarity, the relevant parts of the Senate Habilitation Directive are quoted below.

WU By-Laws, Annex 6, Senate Habilitation Directive, § 1 (5) lit e)

Business Administration:

*For applications for a *venia docendi* in the field of business administration or in one of the subjects represented at the business administration-related departments, the "written academic papers" to be submitted mean either a habilitation thesis in monograph format or a collection of academic papers related in topic to the habilitation subject (cumulative habilitation thesis), in addition to the other required academic papers. To be considered worthy of a *venia docendi*, a cumulative habilitation thesis must comprise a series of excellent academic contributions by the applicant that have been published or accepted for publication. The quality of the contributions shall be assessed based on the quality standards of the respective international scientific community. Excellent quality of an article can be assumed if the article has been accepted by a periodical regarded as very good by the scientific community. The evaluation should be based on department-specific journal ratings or other widely accepted rankings. The definite focus of a *venia docendi* in business administration should be on publications in periodicals dedicated in a broad sense to business administration. After consulting with the Convention of Business Administration-Related Departments and the Senate, the individual Department Committees, acting in the name of the Senate, can adopt interpretation guides to specify the exact procedures required. Such interpretation guides are to be published in the WU Bulletin.*

3. Interpretation guide for Habilitation Committees in the subject of marketing

At least three academic articles that are clearly related to the subject of marketing are expected for a cumulative habilitation (i.e. habilitation by publication). The minimum quality requirements for these papers are specified below.

Habilitation candidates are expected to prove their ability to publish repeatedly in leading world-class periodicals. For this reason, at least two of the three papers should meet the academic standards of publications in Anglo-American A+ journals (if there is a clear relation to marketing, equivalent top journals from related disciplines beyond the field of business administration that are not included in the current lists are also accepted [e.g. psychology, sociology, statistics, economics]). If the candidate can provide adequate proof that an article has been accepted for publication or accepted pending minor modifications, the paper shall be regarded as a published article. In their evaluation of the candidate's research performance, the Habilitation Committee shall take into account the number of the authors involved and the period of time during which the articles have been published.

Candidates who apply for habilitation based on an independent habilitation thesis shall write a monograph in English and have it published by a recognized academic publisher, subject to a review process that meets the highest academic quality standards. In any case, the habilitation candidate's academic achievement must be equivalent to that required for a cumulative habilitation.

4. Legal protection

Regulations on legal protection are specified in § 1 (5a) of the Senate Habilitation Directive (Annex 6 of the WU By-Laws).

*In the event of any changes to the habilitation directives of individual departments, including changes to the external quality criteria specified therein (e.g. journal ratings) or the subject-specific regulations specified in item 5, the doctrine of legitimate expectation is to be observed. The habilitation candidate has the right to apply for a *venia docendi* pursuant to the terms of the department-specific directive in effect at the time of application or pursuant to the terms of a previous department-specific directive that was in effect no more than four years before the date of application for a *venia docendi*. This 4-year period shall be extended in the cases specified in § 20 (3) items 1 and 2 of the Collective Bargaining Agreement. Extensions pursuant to item 1 may not exceed three years in total, and extensions pursuant to item 2 are limited to a total of one year. These regulations also apply to changes to the subject-specific regulations specified in item 5.*

For the sake of clarity, it is hereby stated that for new WU employees, the department-specific Interpretation Guide in effect at the time of the start of the employment relationship shall apply, without any exceptions. For new WU employees, the 4-year period for the protection of legitimate expectations only applies to any future changes that may be implemented.

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