

Regulations of the Department of Marketing on department-specific minimum standards for the content of qualification agreement with regard to research (approved by unanimous vote of the Department Committee on January 30, 2019)

The Guideline of the Vice-Rector for Human Resources on the application of qualification agreements (QA) at WU within the meaning of § 27 of the Collective Bargaining Agreement and the application of development agreements (hereinafter referred to as “Guideline of the Vice-Rector”) in its current version specifies in item 2c that after consulting the department’s full professors, the department chair must define department-specific minimum standards for research performance which the department considers essential for any tenured position and which may apply in addition to the completion of habilitation (*venia docendi*) proceedings.

It is the purpose of the standards laid down in this document to define the research-related criteria that apply in addition to the successful completion of habilitation proceedings. The criteria that apply in the fields of teaching and management / university self-administration are defined in the Guideline of the Vice-Rector.

The main, fundamental requirement for the transition to permanent employment based on a QA is the successful completion of habilitation proceedings within the meaning of the Senate Habilitation Directive and the regulations passed pursuant to § 1 (5) of the Senate Habilitation Directive (department-specific Habilitation Directive¹). In particular, the department-specific Habilitation Directive provides the following regulations with regard to minimum standards for research performance:

“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. Under the department-specific Habilitation Directive of the Department of Marketing, this requirement is deemed fulfilled if the candidate has published at least three academic papers that are clearly related to marketing.

“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.”

On this basis, the following minimum research performance standards are defined for QAs:

- The candidate should have published at least three research papers with a clear relation to marketing in A+ journals. If the candidate can provide adequate proof that an article has been accepted for publication or accepted pending minor modifications, the paper is regarded as a published article. The research performance done as part of the habilitation proceedings is taken into account (e.g. if the candidate submits two A+ journal publications as part of his/her habilitation proceedings, only one further A+ publication is required to meet the minimum standards defined in this document).
- If the habilitation is already completed by the start of the candidate’s employment, at least one research paper with a clear relation to marketing must be published in an A+ journal within the time frame stipulated by the QA. If the candidate can provide adequate proof that an article has been accepted for publication or accepted pending minor modifications, the paper is regarded as a published article. This paper must clearly state the employee’s affiliation with WU.

¹ See WU Bulletin dated January 31, 2018, issue 19:

https://www.wu.ac.at/fileadmin/wu/h/structure/servicecenters/hr/Mitteilungsblatt/J%C3%A4hner_2018/A_HabilRL_Dep_Marketing_30.11.2017.pdf ()