

Specifications on Department-Specific Minimum Standards for Upgrades to Full Professor Rank for Tenured Faculty (Associate Professors, Tenured) by the Department of Marketing

Preliminary considerations/career trajectories:

The Department of Marketing currently bases its hiring and promotion decisions on the following (research-specific) minimum standards:

- Cumulative dissertations (i.e. dissertations by publication, typically 6 years after earning a master's degree): 1 R&R in an American A+ journal required for an "excellent" grade ("Sehr gut")
- Development agreement (DA, approx. 6 years, postdoctoral): habilitation = 3 papers, 2 of them American A+ publications
- Qualification agreement (QA, approx. 6 years, postdoctoral): 3 American A+ publications → tenure, membership in the Council of Full Professors/Kurie der Universitätsprofessor*innen (associate professor)

Full professor rank:

As a guideline for the minimum standards for upgrades from associate professor (QA, tenured) level to full professor rank, we propose qualification steps in the following categories: 1) Research, 2) teaching, and 3) administrative responsibilities in the department.

- 1) Research: (a) 3 additional American A+ publications after completing the QA, (b) successful independent acquisition of third-party funding (e.g. at least one project accepted for a research grant by the FWF, WWTF, or EU), (c) an official role with an American A+ journal (or the IJRM) as a review board member, area editor, or special issue guest editor, (d) co-organizing a high-profile international marketing conference. Candidates must fulfill three of these four requirements.
- 2) Teaching: Teaching high-quality compulsory courses in degree programs that are central to the department's activities (e.g. Master's Program in Marketing, teaching of core courses in other programs [e.g. CEMS], teaching key lecture-style courses in SBWL specializations, etc.).
- 3) Administrative responsibilities at the department or on behalf of the department: Taking on responsibility in directing an academic program (e.g. as academic director of the Master's Program in Marketing or as director of an SBWL specialization).

Depending on the candidate's profile, it is possible to offset lower levels of achievement in one category with higher levels of achievement in the other two categories (i.e. we expect the candidate to meet the specified minimum standards in at least two of the three categories and to achieve a sufficient level of performance in the remaining third category; for category one (research), for instance, a sufficient level of performance would mean fulfilling "only" two of the four requirements).