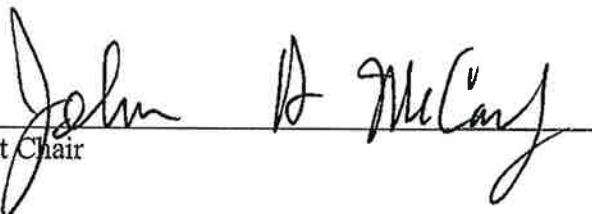


Department of Marketing and Interdisciplinary Business
The College of New Jersey
Disciplinary Standards for Reappointment, Tenure, and Promotion

The attached disciplinary standards have been reviewed and approved by the Committee on Faculty Affairs, the Council of Deans, and the Provost.

To avoid creating a moving target for candidates for reappointment, the disciplinary standards in effect during a faculty member's first year of employment will be used for reappointment and tenure applications. Candidates for promotion will use the disciplinary standards in effect in the year in which they apply for promotion.




Department Chair

3/4/2016
Date



Dean

3/4/16
Date



Provost

3/9/16
Date

The Department of Marketing and Interdisciplinary Business will next review its disciplinary standards in Academic Year 2020-2021.

Scholarship Disciplinary Standards for Reappointment and Promotion

Department of Marketing and Interdisciplinary Business
School of Business, The College of New Jersey

January 26, 2016

This document articulates guiding principles for the evaluation of a candidate's scholarship when he or she is applying for reappointment or promotion within the Department of Marketing and Interdisciplinary Business. It was developed to align with the mission and vision of the School of Business (<http://business.tcnj.edu/our-philosophy/mission-vision/>) and the overall College (<http://strategicplanning.tcnj.edu/sp-task-force/strategic-plan-background-documents/>).

The TCNJ Promotion and Reappointment Document (<https://academicaffairs.tcnj.edu/files/2015/10/Promotion-and-Reappointment-Documents-2015-FINAL.pdf>) provides the minimum qualifications and the general bases and standards for promotion, reappointment and tenure at the College. It also defines the timeline, the processes and the responsibilities of committees and candidates, including templates for the application documents. Candidates are strongly encouraged to become intimately familiar with the College's reappointment and promotion policies.

The present document is supplemental to TCNJ Promotion and Reappointment Document and with the College's policies. It is designed to offer specific interpretation of the general standards with respect to scholarly activity and to provide additional guidance to candidates by highlighting other documents and policies, providing examples, and clarifying departmental expectations.

PRINCIPLES AND CRITERIA

The Department concurs that "the best teachers remain devoted learners" (see TCNJ Promotion and Reappointment Document) and recognizes different types of scholarship, including:

- The Scholarship of Discovery – the traditional research model in which new content knowledge is acquired;
- The Scholarship of Integration – the creation of new knowledge by synthesizing and making connections across disciplines or sub-disciplines;
- The Scholarship of Application – the bridging of the gap between theory and practice through both research and action; and,
- The Scholarship of Pedagogy – the discovery or an evaluative analysis of the ways students learn, and the identification and assessment of methods used to foster learning.

The Department embraces the following principles for evaluating scholarship:

- a) Primacy of quality over quantity of work – the Department believes that quality of scholarship is more important than mere quantity. The Department believes that there can be flexibility and latitude in how the quality of the completed scholarship can be demonstrated. Indicators of quality include, but are not limited to: a) measures of quality of a particular outlet (e.g., Journal Citation Report numbers for particular journals, if available; ranking of journal on reputable lists of journals; the reputation of the publisher of a book); b) acceptance rate of a journal; c) type and nature of review process; d) stature of editor and review board members of a journal, particularly for new outlets as citation rates are unavailable in the early years of a new outlet; e) number of citations of an article (from sources such as the Social Science Citation Index), although the Department recognizes that citations are not likely to surface until years after the work has been distributed; f) extent of distribution or book adoption; g) quality of independent reviews; h) scope and stature of the professional organization sponsoring the outlet (e.g., international, national, regional); i) prominence of other contributors; and j) professional honors, awards, and other forms of recognition. In addition to these objective factors, quality can be evaluated by the TCNJ faculty's internal assessment of the quality, importance and depth of the published work. New and emerging outlets and venues (e.g., online journals) are acceptable to the extent that the quality of them can be evaluated in a similar manner as more traditional outlets.

It is incumbent upon the candidate for tenure or promotion to provide indications of quality.

- b) Single or co-Authored scholarship – both sole authorship and joint authorship works will be considered and encouraged; in instances when a candidate has co-authors, he/she should clearly indicate the order of authorship and explain the degree and nature of collaboration. The Department values collaboration with others, but it is incumbent on the candidate to present evidence that he/she has contributed in a significant manner to the scholarship that is presented for tenure or promotion.
- c) Evidence of sustained scholarship program – evidence of ongoing publications and contributions, evidence of capability to define and carry out a program of research, and collaborative relationships with co-authors, editors, or publishers. The candidate should make clear which scholarly accomplishments were achieved subsequent to appointment at TCNJ and which were achieved since tenure or the last promotion.
- d) Flexibility with respect to disciplinary focus and interdisciplinary endeavors – the disciplinary areas present in the Department are all interdisciplinary in nature and have roots and/or connections to several of the social sciences (e.g., psychology, sociology, economics, communications). Interdisciplinary scholarship is highly desirable and encouraged as such efforts often lead to rich research agendas and to highly valued publications. Although it is anticipated that faculty members in the Department will have a disciplinary core that allows them to deepen their understanding of a field or sub-field and master specific methodologies, the Department believes in great flexibility with respect to the range of outlets for faculty members' scholarship in terms of disciplinary focus (e.g., social science journals) to the extent that they meet the standards of quality as noted above.
- e) Scholarship of pedagogy – although scholarship of pedagogy is valued within the context of a larger research agenda, pedagogical contributions for an academic audience alone will not be enough to gain tenure or promotion.

- f) Integration of teaching and service to a candidate's scholarly agenda – The involvement of students in a candidate's research is valued and encouraged by the College and the Department, although collaboration with students is not a requirement for reappointment, tenure, or promotion. External service such as consulting with governmental agencies or companies can represent valuable opportunities that can lead to some forms of scholarship (e.g., case studies); such collaborations are not specifically encouraged or discouraged by the Department.
- g) Challenges for certain types of scholarship – some scholarship, such as work that requires international travel, collaboration with colleagues at other institutions, or the collection of longitudinal data, may encounter challenges that might lead to slower publication rates. The department supports these types of scholarly endeavors and recognizes the special challenges; however, it recommends that faculty on the tenure track with its fixed time limit for tenure recognize that it is incumbent upon the candidate to provide a record of scholarship at the time of evaluation for tenure that meets or exceeds the basic criteria set forth in this document.

The record of a teacher-scholar in the Department may be reflected in the following categories. It would be expected that teacher-scholars in different levels of their professional development may show dissimilar patterns in these categories. Early in a person's career, it is likely (and expected) that peer-reviewed journals or law review journals would be dominant. As one matures as a teacher-scholar, it may be the case that other venues will be a part of his/her portfolio of contributions. For example, as one establishes a reputation as the career develops, the likelihood that he/she is invited to contribute a chapter in a book or invited to deliver an address increases. Receiving a grant is also more likely after a teacher-scholar has developed over some number of years. Regardless of where one is in their career as a teacher-scholar, it would be expected that the preponderance of the scholarly activity would be peer-reviewed or quality that is of the level of peer reviewed work:

- Publication in peer-reviewed journals or law review journals.
- Publication of a book (authored) or edited book.
- Funded, peer-reviewed grants.
- Invited chapters, invited articles in special issue of a journal, invited addresses to professional organizations.
- Refereed proceedings.
- Refereed presentations of scholarly work at regional, national and international meetings.
- Articles in professional or trade journals.
- Scholarship in support of teaching reflected by authored cases and textbooks and other teaching materials within the discipline.
- Cases in book, study guide, or significant instructional software subject to public scrutiny.

DISCIPLINARY STANDARDS FOR TENURE AND PROMOTION TO ASSOCIATE PROFESSOR

Subject to the evaluation criteria outlined above, by the time of application for tenure and promotion to Associate Professor, it is expected that the candidate has published (or has been accepted for publication) a minimum of three contributions in peer-reviewed journals or law journals while at TCNJ, and demonstrates evidence of a sustainable program of scholarship. A successful scholarship program will be exemplified by: 1) several projects in different stages of development or a systematic plan for one's projects; 2) significant contribution to the scholarly works presented for consideration (i.e., sole authorship or significant contribution to a multi-authored work); 3) work initiated at TCNJ; and 4) record of appropriate dissemination of scholarly work.

Although exceptions to this will be considered, the applicant would need to provide substantial documentation of scholarly activities, reasons for less productivity, and evidence of a scholarly program that is both sustainable and likely to yield future publications.

DISCIPLINARY STANDARDS FOR PROMOTION TO PROFESSOR

Promotion to Professor requires candidates to show clear evidence of maturation as a scholar, contribution to one's discipline, and recognition by other professionals in their field of scholarship. The Department recognizes that, as a faculty member progresses toward Professor, his/her widening reputation may present valuable publication opportunities in addition to peer-reviewed journals and law journals, such as (but not limited to) scholarly books and invited articles. Such contributions are encouraged as they are often the sign of an established scholar; the quantity and quality of these contributions will be evaluated by the Department in accordance with the criteria stated in the **PRINCIPLES AND CRITERIA** section of this document. The two main principles of evaluation are: 1) the quality of the work submitted for promotion to professor should be consistent with the level of quality normally associated with contributions in peer-reviewed outlets; and 2) since promotion or appointment to Associate Professor, the candidate should have published or accepted for publication a body of work that is equivalent in quantity to what three peer-reviewed journal articles or law articles would represent.