

Department of Marketing & 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.

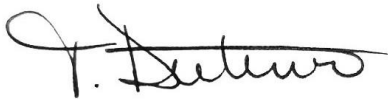
To avoid creating a moving target for candidates for reappointment, the disciplinary standards in effect during a faculty member's first year of employment will be used for reappointment and tenure applications. Candidates for promotion will use the disciplinary standards in effect in the year in which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



11/26/24

Department Chair

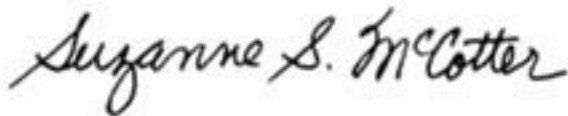
Date



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Dean

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11/26/24

Provost

Date

The Department of Marketing & Interdisciplinary Business will next review its disciplinary standards in Academic Year 2029-2030.

Scholarship Disciplinary Standards for Reappointment and Promotion

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

October 15, 2024

The Marketing & Interdisciplinary Business Department's Disciplinary Standards are consistent with the Mission of the College and the School of Business. We recognize that the College "will offer an unparalleled education in a vibrant, collaborative, and inclusive community of learners who will make a distinct mark on the world" [Mission | The College of New Jersey \(tcnj.edu\)](https://tcnj.edu/mission). Consistent with the College, the department expects that our faculty members will be accomplished and engaged teacher-scholars. The School of Business at TCNJ educates "learners to become successful professionals and socially responsible citizens poised for positions of leadership" [Mission and Vision \(tcnj.edu\)](https://tcnj.edu/mission-and-vision). Consistent with the School, the faculty of the department will contribute to the expansion of business knowledge through theoretical, applied, and/or pedagogical scholarship that is consistent with the TCNJ teacher-scholar model.

This document articulates guiding principles for the evaluation of a candidate's scholarship when applying for reappointment or promotion within the Department of Marketing and Interdisciplinary Business.

The TCNJ Promotions and Reappointment Document ([Reappointment, Promotion, and Post-tenure \(5-year\) Review | Academic Affairs \(tcnj.edu\)](https://tcnj.edu/reappointment-promotion-and-post-tenure-5-year-review)) 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 College Promotions 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 Promotions 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.

When evaluating scholarship, the department considers the following:

- 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:
 - Publication outlet quality such as, *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
 - *Acceptance rate* of a journal
 - *Type and nature of review process*
 - *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
 - *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
 - *Extent of distribution* or book adoption
 - *Quality of independent reviews*
 - *Scope and stature of the professional organization sponsoring* the outlet (e.g., international, national, regional)
 - *Prominence of other contributors*
 - *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 their quality 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 and impact.

- b) Single or co-Authored scholarship – both sole authorship and joint authorship works will be encouraged and considered equally in cases where the candidate can present evidence of significant contribution; 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 and discipline 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 on-going 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 the social sciences, (e.g., psychology, sociology, economics, communications), the humanities (e.g., philosophy, history, anthropology), STEM (e.g., computer science, engineering), and other disciplines. 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 students and professional work in 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.

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.
- Editorial role in an ongoing manner.

DISCIPLINARY STANDARDS FOR REAPPOINTMENT DURING THE PROBATIONARY (PRE-TENURE) PERIOD

Candidates for reappointment should demonstrate progress in their scholarly work and program since first coming to TCNJ, and that this progress places them on a viable trajectory for achieving the tenure/promotion requirements within the prescribed time. Examples of demonstrable progress include evidence of journal or book submissions, acceptance letters, letters of interest, conference presentations, and publications. For example, candidates should provide proof of manuscripts that have been submitted but not yet accepted, communication with a publisher, and presentations at conferences. Candidates can show progress toward publication by detailing in their Professional Development Essay the work completed and in-progress research, describing potential scholarly outcomes, and documenting paper submissions and revisions.

A typical candidate will generally have at least one peer-reviewed article published, under review, or revise and resubmit by the time of their third-year review and research projects in development. However, the Department recognizes that factors outside of the candidate's control or the nature of the candidate's scholarship may impact the pace of the publication process in the discipline.

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, law journals, or other “peer-review quality” publications (see list above) while at TCNJ, and demonstrates evidence of an active program of scholarship.* An active scholarship program will be exemplified by:

- *Minimum of 2 projects in different stages of development*
- *A systematic plan for research pipeline*
- *Significant contribution to the scholarly works presented for consideration (i.e., sole authorship or significant contribution to a multi-authored work)*
- *Work initiated at TCNJ, unless otherwise negotiated at the time of appointment*
- *Record of timely 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:

- 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*
- since promotion or appointment to Associate Professor, the candidate should have published or accepted for publication a body of work that includes a minimum of *two peer-reviewed journal articles or law articles and one other quality contribution as noted on the aforementioned list.*