

# College or Department Level Promotion/Tenure Criteria

**College** Business & Technology  
**Department** Economics and Finance  
**Approved** 07-22-2015



## Promotion Criteria

### I. Preamble

The Promotion criteria contained herein should be thought of as helpful guidelines rather than strict rules. They are intended to assist, not to replace, a careful professional evaluation of a candidate's performance in the areas of Teaching, Research, Service and Professional Conduct.

### II. Promotion

In addition to being in full compliance with all TBR and university requirements associated with promotion, faculty of the College of Business and Technology must demonstrate excellence in teaching and the appropriate level of achievement in research, scholarly and/or creative activity and service for the rank to which they are being promoted. Given the information at hand, it is incumbent upon the candidate seeking promotion to provide evidence demonstrating his/her achievements in each area.

#### A. Teaching

Excellence in teaching requires that the candidate successfully demonstrate competency and currency in the subject matter and effectiveness in its delivery. Candidates for promotion will be judged excellent if *both* of the following criteria are met:

1. Criterion 1: Demonstration of *competence and currency* with validated accomplishments in at least two areas such as:
  - a. Practicing the pedagogical art at a high level by utilizing a variety of advanced techniques to enhance the learning experience for students.
  - b. Staying current and relevant by incorporating the latest research, business practice and environmental exigencies into his or her lectures, exercises, case studies and projects.
  - c. Teaching multiple preparations, covering a wide variety of classes, developing new experimental classes, and teaching written, oral and technologically intensive classes.
  - d. Maintaining rigorous standards and requiring and expecting a high level of performance by students.
2. Criterion 2: Demonstration of effective delivery of content. TBR and ETSU policy state that SAIs and peer evaluations of teaching **MUST** be included in applications for tenure or promotion. It may also include other evidence of effective delivery of content, such as:
  - a. Recognized college, university or organizational awards for teaching excellence.
  - b. Student performance on professional examinations or other accepted outcome measures associated with the faculty's teaching responsibilities.

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- c. A preponderance of favorable comments on senior exit surveys, written student evaluations, alumni surveys or employer surveys.
- d. Input and evaluations from chairpersons.
- e. Unsolicited letters or statements from past students describing teaching effectiveness.
- f. Utilization of ITV, Internet, and/or other technology to deliver instructional material.
- g. Utilization of extended campus and/or other outreaches to deliver instructional material.
- h. The preparation of text books, tutorials, and other instructional resources.

### B. Research and Scholarly Activity:

The candidate must present a *consistent stream* of scholarly activity that meets the performance expectations for promotion to the rank of associate professor or full professor. Both the *quantity and quality* of contributions should be considered. Appendix B<sup>i</sup> provides summary guidance as to scholarly contributions of faculty qualifying for promotion over the past three years.

1. In addition, in both categories, research and scholarly activities should be exhibited in outlets such as: refereed journal articles, editorially reviewed journals, conference proceedings, presentation at academic conference meetings, and publication through web-based outlets.
2. Allowances can and should be made to reflect the quality of the journal in which an item is published. Thus, an article published in a top-tier journal that brings recognition to the department, college, and university can be considered as equivalent to articles published in less prestigious research outlets. Similarly, those evaluating a candidate's research efforts can consider the publication of a highly acclaimed monograph or textbook as equivalent to some number of journal articles. Authorship of chapters in a book might be considered as equivalent to a journal article. The research effort involved in a sole authored journal article might be viewed as comparative to that for more than one co-authored articles. In the case of co-authored works, the candidate must demonstrate his/her contributions to the work. In short, the evaluation of a candidate's research performance is to be more than a counting process; it should reflect sound academic judgment as well as common sense.

*Consistent with the mission of the Department of Economics and Finance to:*

*".. cultivate an environment that stresses ethical values, leadership, and multidisciplinary participation in meeting the needs of business, government, and the community,"*

*a Funded External Grant (FEG) is considered the equivalent of a PRJ. FEGs at the state and national level have a much lower probability of acceptance and can be given a higher weight than a single PRJ. High dollar amount FEGs have a much lower probability of acceptance and can be given a higher weight than a single PRJ. An Economic Impact Study (EIS) is considered the equivalent of a PRJ a more complex EIS can be given a higher weight than a single PRJ.*

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*The Department considers the following criteria when evaluating research and scholarly output:*

- *Peer-review*
- *Acceptance rate*
- *Citations in other publications*
- *Google scholar metrics*
- *Academia.edu metrics*
- *Reader response*
- *SSRN Downloads*

### C. Service

The candidate must present a service record that should include participation in organizations and on committees although more significance will be attached to leadership roles therein. Requirements in service will depend on the rank at the time of promotion and will be weighed relative to considerations for teaching and research, scholarly and/or creative activities. Among the criteria on which the evaluation of service should be based are effectiveness with which the service is performed, its relation to the general welfare of the university, and its effect on the development of students and other faculty members. Superior service would demonstrate a record of performance over time that included leadership of institutional service efforts, and/or regional or national reputation in activities pursuant to the individual's discipline.

#### 1. Promotion to the rank of associate professor:

The candidate should demonstrate continued activity in service at the departmental, college, and university level. Such service activity will be improved with the demonstration of leadership. Additionally, service to the profession and in the community is expected and will strengthen the candidate's service record.

#### 2. Promotion to the rank of professor:

The candidate will demonstrate a record of continued leadership in institutional service activities or, alternatively, will demonstrate an outstanding record of professional service or community service, which will make the individual regionally or nationally known in the discipline.

#### 3. Service Indicators

##### a. Service to the University and to affiliated institutions:

This category includes departmental, college/school, and university committee participation and leadership roles therein; participation in university governance; administrative service; advisement of students; recruitment activities; service to student organizations; willingness in meeting special needs that may arise within the university;

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reputation for cooperation by colleagues; university-wide respect and recognition earned for the College through service activities; and other related activities.

b. Service to one's profession:

This category includes memberships as well as leadership roles in professional organizations at international, national, regional, state and/or local levels; attendance at international, national regional state and/or local professional meetings; serving as a program chair, reviewer, and/or discussant at international, national, regional state and/or local professional meetings; respect among colleagues at international, national, regional, state and/or local professional organizations as demonstrated by frequent opportunities to serve as a committee chair or officer, service as a reviewer on the editorial board of a journal or proceedings; reviewer of books or manuscripts for professional publishers; discipline related training; and other related activities.

c. Service in the community:

This category includes membership or leadership in civic and community organizations; making presentations related to one's discipline to these organizations; providing professional advice and counsel to groups or individuals; providing discipline-related continuing education workshops and programs; production and distribution of discipline-related, service-oriented publications; dissemination of information to the broadcast and print media; and other types of service particularly in the University's service area.

D. Exceptions

When exceptions to these criteria are deemed to be appropriate, the reasons for doing so should be thoroughly explained by all those involved in the decision process, including the candidate, the department committee, the department chair, the college committee, and the dean.

### III. Professional Conduct

In addition to the promotion requirements in II above, promotion candidates are expected to maintain high professional standards and behavior consistent with professional ethics. The candidate must also demonstrate willingness and ability to work effectively with colleagues to support the mission of the institution and the common goals both of the institution and of the academic organizational unit.

### IV. Implementation Issues

A. Faculty Hired with Credit for Prior Service with or without Advanced Standing

Faculty hired with credit for prior service with or without advanced standing in rank are required to demonstrate a *consistent stream* of scholarly activity while a member of the faculty at East Tennessee State University and meet the performance expectations for promotion described in sections II and III of this document.

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### B. Revisions

#### 1. Minor Revisions:

The college's Promotion and Tenure Committee may recommend minor revisions to the promotion and tenure criteria annually. Such revisions are subject to ratification at the next regularly scheduled faculty meeting.

#### 2. Major Revisions and Review:

The Strategic Planning Committee may propose major revisions to the criteria reflecting changes in the priorities and values of the college. Revision and review of the Promotion and Tenure Criteria may be requested by a majority vote of the faculty of the college or the dean at any time. Without a vote or request by the dean, the Strategic Planning Committee will be asked to review the criteria every five years, providing the faculty of the college with their recommendations for action. Revisions are subject to ratification at the next regularly scheduled faculty meeting.

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<sup>i</sup> Appendix B is available in the Dean's Office of the College of Business and Technology.