

# **Stetson University**

## **School of Business Administration**

### **Standards for Scholarship**

Stetson University's School of Business Administration is composed of the following departments: Accounting, Decision Sciences, Finance, Management, and Marketing. The School and the M.E. Rinker Sr. Institute of Tax and Accountancy are accredited by AACSB International (The Association to Advance Collegiate Schools of Business). It is therefore necessary that our intellectual contributions meet the standards set forth by this international accreditation body. Given these AACSB standards, the School of Business Administration has developed and implemented the following policy relating to the evaluation of scholarship.

### **School of Business Standards:**

#### **Mission Driven Teaching and Scholarship:**

Scholarship typically has one of three primary foci: (1) research that explores instruction, (2) research that informs practice, and (3) theory-driven discipline-based research. Stetson is an institution that values the primacy of teaching and awards undergraduate BBA degrees and a lesser number of MBA and MAcc degrees. The portfolio of contributions by the faculty in total should reflect the mission of the School and its focus on instruction and professional applicability. Thus, while a balance is both realistic and necessary, much of the portfolio will include learning and pedagogical research and contributions to practice. Some discipline-based scholarship will be undertaken by faculty with both the interest and the expertise to enter such areas.

Faculty are expected to maintain intellectual currency via a record of intellectual contributions to business fields. Faculty members in the School are actively encouraged to produce mission-driven research in pedagogy or practice.

#### **Tenure and Promotion to Associate Professor:**

##### **Rigor:**

The School organizes faculty intellectual contributions into two categories: (1) peer-reviewed journal publications and (2) all other intellectual contributions. Academically qualified faculty (those with an earned doctorate) are expected to publish at least two peer-reviewed journal articles, as well as have at least three other intellectual contributions (which may be additional peer-reviewed journal articles), in a 5-year period to meet the School's minimum to be classified as "scholarly academic" for AACSB Accreditation purposes. Note, however, that more than two peer-reviewed journal articles would typically be necessary for promotion to Associate and tenure. Appropriate journal quality is defined as blind peer review, ready availability for public access and scrutiny,

and inclusion in *Cabell's Directory*\*. Faculty publishing in journals not listed in *Cabell's* must provide evidence that the journal meets quality standards. Intellectual contributions other than peer-reviewed journal articles must be verifiable, public, academically directed to business issues, and not self-published. They normally include (but are not restricted to): research monographs, books, book chapters, peer-reviewed conference proceedings, research paper presentations, faculty research seminar presentations, and non-peer-reviewed journals. On-line scholarship is expected to meet the same standards as other scholarship.

While the School most values scholarship that is international or national in publication scope, regional and local publications and presentations are encouraged as long as they reflect quality and rigor. However, in most instances, these will carry less weight in the evaluation process.

In business, a large majority of publications are co-authored. The School encourages co-authorship because it generally results in enhanced rigor and quality for scholarly work. Scholarship with students is encouraged as long as their contribution is appropriately recognized. For co-authored scholarship, the faculty member must describe their contribution to the work.

**Engagement:**

It is expected that faculty scholarship will be in their field of teaching. However, this is not intended to imply that publications in journals or presentations at conferences that are not in field will be considered unacceptable. Publications or presentations out of field that apply an individual's field expertise to other areas are acceptable and encouraged. Additionally, faculty professional activities such as work experience, maintenance of professional licensure/certification, consulting, and professional development/activities are valued as means of maintaining currency

It is also expected that faculty will demonstrate the influence of their scholarly activities on the classroom and in course and curriculum development. This can be documented in the annual FAR.

**Evolution:**

Faculty scholarship is expected to reflect current and emerging practices in the discipline and/or evolving theory. The scholarship record should demonstrate an enhanced knowledge and understanding of the discipline over time. This knowledge and understanding should be documented through content in publications, presentations and course syllabi.

**Consistency:**

It is expected that faculty will be actively involved in scholarly activities on a continuous basis and there should not be periods of inactivity. Faculty should demonstrate scholarship

---

\* This is a directory of refereed business publications that provides information on publication guidelines, type of review, number of external reviews, acceptance rate, submission process, etc.

activities every year. Prolonged periods of inactivity must be explained and justified by the candidate.

## **Promotion to Professor:**

### **Rigor:**

The School organizes faculty intellectual contributions into two categories: (1) peer-reviewed journal publications and (2) all other intellectual contributions. Academically qualified faculty (those with an earned doctorate) are expected to publish at least two peer-reviewed journal articles, as well as have at least three other intellectual contributions (which may be additional peer-reviewed journal articles), in a 5-year period to meet the School's minimum to be classified as "scholarly academic" for AACSB Accreditation purposes. Note, however, that more than two peer-reviewed journal articles subsequent to appointment as an Associate Professor would typically be necessary for promotion to Professor. Appropriate journal quality is defined as blind peer review, ready availability for public access and scrutiny, and inclusion in *Cabell's Directory*\*. Faculty publishing in journals not listed in *Cabell's* must provide evidence that the journal meets quality standards. Intellectual contributions other than peer-reviewed journal articles must be verifiable, public, academically directed to business issues, and not self-published. They normally include (but are not restricted to): research monographs, books, book chapters, peer-reviewed conference proceedings, research paper presentations, faculty research seminar presentations, and non-peer-reviewed journals. On-line scholarship is expected to meet the same standards as other scholarship.

While the Business School most values scholarship that is international or national in publication scope, regional and local publications and presentations are encouraged as long as they reflect quality and rigor. However, in most instances, these will carry less weight in the evaluation process.

In business, a large majority of publications are co-authored. The School encourages co-authorship because it generally results in enhanced rigor and quality for scholarly work. Scholarship with students is encouraged as long as their contribution is appropriately recognized. For co-authored scholarship, the faculty member must describe their contribution to the work.

### **Engagement:**

It is expected that faculty scholarship will be in their field of teaching. However, this is not intended to imply that publications in journals or presentations at conferences that are not in field will be considered unacceptable. Publications or presentations out of field that apply an individual's field expertise to other areas are acceptable and encouraged. Additionally, faculty professional activities such as work experience, maintenance of professional licensure/certification, consulting, and professional development/activities are valued as

---

\* This is a directory of refereed business publications that provides information on publication guidelines, type of review, number of external reviews, acceptance rate, submission process, etc.

means of maintaining currency

It is also expected that faculty will demonstrate the influence of their scholarly activities on the classroom and in course and curriculum development. This can be documented in the annual FAR.

**Maturity:**

Faculty scholarship is expected to reflect current and emerging practices in the discipline and/or evolving theory. The scholarship record should reflect the process of intellectual growth and maturity within the discipline. This could be demonstrated by publications in progressively higher quality journals or venues for presentations, invited presentations, service as a reviewer or on editorial boards, etc.

**Development of an Expertise:**

Scholarly activities must have sufficient focus so that the candidate develops an expertise in his/her discipline. Expertise can be demonstrated in a manner similar to those discussed above under Maturity.

**Recognition:**

The candidate must demonstrate that their contribution to the discipline has been acknowledged by peers or professional organizations. This can be demonstrated by citations to the candidate's publications or presentations, invitations to serve as a reviewer or on an editorial board, invitations or appointments to professional committees, service as a consultant, etc.

**Consistency:**

It is expected that faculty will be actively involved in scholarly activities on a continuous basis and there should not be periods of inactivity. Faculty should demonstrate scholarship activities every year. Prolonged periods of inactivity must be explained and justified by the candidate. Sufficient time must lapse following periods of inactivity to demonstrate a solid resumption of activity that is highly likely to continue beyond promotion.

Approved by the SOBA Faculty on August 23, 2019