

## **Public Notice**

Recruitment of two assistant professors in the subject area of Marketing, at the Department of Marketing, Operations and General Management of ISCTE-IUL

It is hereby made public that, by virtue of my order issued on 2 January 2023, an international documental competition for recruitment is opened, for the time limit of thirty business days counted from the day immediately after that of the publication of this Public Notice in *Diário da República*. This recruitment is for a civil service employment contract of indefinite duration for 2 (two) positions in the category of Assistant Professor, in the subject area of Marketing, at the Department of Marketing, Operations and General Management of Iscte-Instituto Universitário de Lisboa.

The competition is open pursuant to articles 37 to 51 and 62-A of the University Teaching Career Statute, attached to Decree-Law 205/2009 of 31 August, and amended by Law 8/2010 of 13 May, hereinafter referred to as ECDU, and all other applicable legislation, in particular the Regulation for Recruitment, Selection and Hiring of Teaching Staff of Iscte-Instituto Universitário de Lisboa, published in *Diário da República*, 2nd series, number 193, of 4 October 2010, and is closed with the filling of the job vacancies placed under competition.

The trial period is assessed in conformity with the terms of the Regulation for Teaching Staff Affiliation, considering the provisions in the Regulation for Teaching Staff Service and in the Regulation for Teaching Staff Performance Assessment, both of Iscte-Instituto Universitário de Lisboa.

### **I. Recruitment requirements**

1 – Doctoral degree in Management, with specialisation in Marketing, or in Marketing. If the doctorate was awarded by a foreign higher education institution, the applicants must provide evidence of its recognition or academic equivalence.

2 – Good command of the Portuguese and English language, spoken and written, at a level enabling lecturing in these languages.

### **II. Submission of applications**

Applications should be submitted at <https://recrutamento.iscte-iul.pt/>

### **III. Workplace**

ISCTE – Instituto Universitário de Lisboa

Av. das Forças Armadas

1649-026 Lisboa, Portugal

### **IV. Instructions for application**

The application must be supported by the following documents:

1 – Request for admission as an applicant addressed to the Rector of ISCTE, with mandatory completion of the form available at <https://recrutamento.iscte-iul.pt/>

2 – Documentation confirming the entitlement to a doctoral degree. Holders of a doctoral degree obtained abroad must submit in addition to document(s) confirming the obtaining of the degree explicitly mentioning the area of knowledge in which it was awarded, proof of its recognition or equivalence by a Portuguese institution, where any formalities stipulated therein should be complied with by the deadline for applications. For further information, see <https://www.dges.gov.pt/en/pagina/degree-and-diploma-recognition>

3 – Curriculum vitae of the applicant, indicating the output and work produced and published, as well as teaching activity undertaken. Applicants should highlight 3 (three) items of work and/or output that they consider most representative of their activity in the area for which the competition is opened and indicate the articles that they consider meet the recruitment criteria of absolute merit mentioning the respective ISSN. This selection should be accompanied by a brief explanatory description detailing the applicant's contribution to the area of the competition. The applicant's curriculum vitae must be organised in accordance with the assessment criteria presented in point VI of this public notice.

4 – Electronic version of articles published/accepted in scientific journals mentioned in the curriculum, identifying not only their number of citations (Clarivate Web of Science and/or Scopus-Scimago), but also the publicly available classification (quartile) in terms of impact factor of the journal in the year of publication (or in the previous year, if it is no longer available), in accordance with Clarivate Web of Science and/or Scopus-Scimago. Applicants

are requested to indicate their ORCID, Scopus and ResearchID unique identifier, and Google Scholar individual page, where applicable.

5 – Scientific-pedagogical project referred to in point VI.2.E of this public notice.

6 – Any other relevant information illustrating the applicant's aptitude for the position to be filled, namely evidence of the information presented by the applicant in parameters A, B, C, and D of point VI.2 of this public notice.

7 – The documents substantiating the application must be presented in Portuguese or English. Failure to submit the required documents under the terms of this public notice, their submission beyond the stipulated deadline or the submission of false documents shall result in exclusion from the procedure.

#### **V. Assessment criterion of absolute merit**

When the applications are duly substantiated in conformity with the requirements in this public notice, their recruitment based on absolute merit shall depend on their possession of an overall curriculum that the selection panel considers to show scientific and pedagogical merit compatible with the subject area of Marketing, particularly in fields such as tourism marketing, services marketing, communication marketing, cumulatively with the applicant's submission of at least 2 (two) scientific articles published since 2019 (inclusively), or definitely accepted for publication with assigned Digital Object Identifier (DOI) number, in the subject area for which the competition is opened, in indexed scientific journals in the Web of Science or Scopus, classified in Quartile 1 or 2 (of Scopus or Web of Science) in the respective year of publication or acceptance in the case that a volume has not yet been assigned, and not included in journals listed in Predatory Reports/Journals (<https://predatoryjournals.org/home>).

#### **VI. Selection method and assessment criteria**

1 - Applicants approved on the basis of absolute merit shall be subject to the curricular assessment selection method, pursuant to the assessment criteria defined in the following point.

2 – Assessment criteria

The ordering of the applicants in the competition shall be based on their pedagogical and scientific merit in the subject area of Marketing, namely in fields such as tourism marketing, services marketing, communication marketing, considering the following parameters and their weights:

A – Scientific merit (40%)

The assessment of scientific merit shall consider the following items:

A-1) Publication in top, prestigious and quality scientific journals in the areas for which the competition is opened (18%). Prestigious journals are defined as journals included in the FT 50 and of level 4\* in the 4 AJG list. Prestigious journals are defined as level 3 journals in the AJG list and quality journals are defined as level 2 journals in the AJG as well as those indexed in Scopus or Web of Science in Quartile 1 or 2 (and not included in journals listed in Predatory Reports/Journals (<https://predatoryjournals.org/home>)). Publications shall be valued according to the number and their level of quality and pertinence to the area in which the competition is opened.

A-2) Other scientific production (15 %) – articles in international scientific journals, indexed in Scopus or Web of Science databases, in Quartiles 3 and 4 (and not included in journals listed in Predatory Reports/Journals (<https://predatoryjournals.org/home>)); other national and international publications not falling under item A-1, including books and book chapters (with a weighting of 2 for those indexed in Scopus or Web of Science); active participation in international reference scientific congresses (conferences, colloquiums, congresses, seminars, days, forums, etc.) (with a weighting of 2 for those indexed in Scopus or Web of Science) in Marketing and related areas; participation in the organisation of national or international scientific events. The assessment of this parameter shall consider the number and pertinence to the area in which the competition is opened.

A-3) Scientific projects (2%) – participation in scientific projects with national or international funding (public or private), as well as projects without funding. The assessment of this parameter shall consider the quantity, degree of incorporation of the project in national or international networks, the competitive nature of the project in terms of funding, its contribution in terms of assets and resources for research structures and the type of involvement of the researcher (coordinator or participant).

A-4) Participation in scientific assessment and recognition (5%) – participation in national or international boards for academic examinations and participation in national or international boards for assessment and scientific consulting of scholarships, projects, researchers or research units, participation in committees of scientific events, active collaboration in editing, evaluation and review of national or international scientific publications. The assessment of this parameter shall consider the number, the role performed and diversity of the activities, the quality of the journals and scientific events, particularly for the area of Marketing. The impact of the research on the scientific community, namely the number of citations by other authors (Scopus), shall also be considered.

#### B – Pedagogical merit (35%)

The assessment of pedagogical merit shall consider the following items:

B-1) Teaching activity (33%) – lecturing of curricular units, pedagogical performance, involvement in the management of curricular units. The assessment of this parameter shall consider the number and diversity of the curricular units lectured, but with mandatory inclusion of bachelor's and master's curricular units whose name explicitly refers to Marketing topics, particularly in fields such as tourism marketing, services marketing, communication marketing, and the assessment of pedagogical performance (with a weighting of 2 for AACSB accredited courses).

B-2) Supervision (2%) – supervision of dissertations and theses, and scientific excellence of the supervised work. The assessment of this parameter shall take into account the number and diversity of the supervision activities, both completed and underway (with a weighting of 2 for AACSB accredited courses).

#### C – University outreach (3%)

The assessment of participation in university outreach tasks shall consider: the provision of services aimed at enhancing the economic and social value of knowledge; programmes of continuous training and exchange of experiences, courses and seminars aimed at the dissemination of knowledge; other relevant activities, namely service to the community in the context of the organisation, interconnection between the university and other institutions, cooperation services and consulting to other institutions.

#### D – Academic management (2%)

The assessment of participation in university bodies shall consider the accomplishment of activities derived from participation in university management bodies and research units with international assessment; including coordination of courses and participation in scientific committees, promotion of the institution, *ad hoc* committees, recruitment of new students and any other activities for the regular functioning of higher education institutions (with a weighting of 2 for AACSB accredited courses and schools).

E – Scientific and pedagogical project (20%) – this project should demonstrate the applicants' research areas of interest and current publications, as well as their research plans for the next 5 years and how they expect to connect their current and future research with the scientific-pedagogical development of the subject area of Marketing at the Department of Marketing, Operations and General Management of ISCTE.

This project cannot exceed 5000 words.

The assessment of the scientific-pedagogical project shall consider the following items:

E-1) Alignment with the subject area of Marketing, at the Department of Marketing, Operations and General Management of ISCTE (10%).

E-2) The project's innovative nature and feasibility (3%).

E-3) Clarity and formal quality of the presentation (7%).

### 3 – Voting order and method

The decision is taken by absolute majority, i.e., by half plus one of the votes of the selection panel members attending the meeting. To this end, each member of the selection panel shall present a written document, which should be included in the minutes, proposing the order of the applicants. This order must be duly substantiated on the assessment criteria indicated in number 2, with the applicants being classified on a scale of whole numbers from 0 to 100 for each assessment indicator. In the various voting rounds, each member of the selection panel shall respect the ordering that she/he presented, with abstentions not being permitted. The first round of voting aims to determine the applicant positioned in first place. If an applicant receives more than half the votes of the selection panel members attending the meeting, she/he shall be immediately ranked in first place. If this does not occur, the voting shall be repeated after removal of the applicant who received the least votes in the first round. If, in the different rounds, there is a tie between two or more applicants in the least voted position, then a vote shall be taken to break this tie. For this voting, the selection panel members shall vote for the applicant ranked highest in their sequencing, and the applicant with the least votes is eliminated. If, even so, the tie still persists, the selection panel's chairperson shall break the tie, by requesting each selection

panel member to vote on them using an ordering based only on the “scientific merit” criterion (for each tied applicant, the classification obtained in the “scientific merit” criterion arises from the calculation of the average scores assigned in that criterion by each selection panel member).

#### 4 – Public Hearings

4.1. The selection panel shall decide on the need to conduct public hearings of the short-listed applicants based on absolute merit, which, should they take place, shall follow the rules established in Articles 8(2) and 20 of the Regulation for Recruitment, Selection and Hiring of Teaching Staff of ISCTE-IUL.

4.2. Should it be held, the public hearing shall take place prior to the selection panel meeting for ordering the short-listed applicants based on absolute merit, to obtain clarifications or further explanation of information contained in their application case files.

4.3. The public hearing of each applicant shall be of a maximum duration of 20 (twenty) minutes. The Chairperson of the selection panel shall conduct the hearing, without prejudice, on the Chairperson’s own decision, to the possible interaction of all the other selection panel members with the applicant.

4.4. The hearing shall be conducted in Portuguese and English.

4.5. The public hearing shall be held in person and/or by teleconference.

4.6. The applicants shall be informed of the date and place of the public hearing by e-mail to the address provided during the application process, at least 5 (five) business days in advance.

4.7. Failure to attend the public hearing at the previously established time and place constitutes grounds for exclusion from the competition.

#### **VII. Composition of the Selection Panel**

The selection panel shall be chaired, by delegation of the Rector, by Professor Dr Sandra Maria Correia Loureiro, Full Professor at Iscte-Instituto Universitário de Lisboa, and composed of the following professors:

Dr Helena Maria Batista Alves, Full Professor, Universidade da Beira Interior;

Dr Carlos Henrique Figueiredo e Melo de Brito, Associate Professor with aggregation at the Faculty of Economics, Universidade do Porto;

Dr Arnaldo Fernandes de Matos Coelho, Associate Professor of the Faculty of Economics, Universidade de Coimbra;

Dr José Carlos Martins Rodrigues Pinho, Associate Professor, Universidade do Minho;

Dr Ana Filipa da Rocha de Castro e Côrte-Real, Associate Professor, Universidade Católica do Porto.

#### **VIII – Communication and queries**

The persons concerned shall be informed by notification sent to their e-mail address of the list of selected and excluded applicants as well as the list of final classification and ordering of all the applicants. The competition procedure can be consulted by the applicants at the Human Resources Unit, under the terms indicated in the notification referred to in the previous point.

#### **IX – Equal opportunities**

In compliance with Article 9(h) of the Constitution, ISCTE, as an employer entity, promotes a policy of equal opportunities in access to employment and career progression, scrupulously taking measures to prevent all and any form of discrimination.

Iscte-Instituto Universitário de Lisboa, 05 August 2024. – The Rector, Maria de Lurdes Rodrigues.