

UAB-LE-402

EVALUATION CRITERIA

1. Research merits

- A. Quality of research work and dissemination of its results
 - A.1. Indexed scientific publications
 - A.2. Other scientific publications
 - A.3. Books and chapters in books
 - A.4. Creative artistic work
- B. Time spent at research centres
- C. Participation in research projects and research contracts
- D. Quality of the transfer of results
 - D.1. Patents and products with registered intellectual property rights
 - D.2. Transfer of knowledge to the productive sector
- E. Distinguished participation in conferences
- F. Lectures and seminars given at internationally renowned research centres

2. Teaching merits

- G. Involvement in education
 - G.1. University courses taught (first and second cycle, degree and post-graduate)
 - G.2. Supervision of doctoral theses
 - G.3. Supervision of first degree and master's final projects
- H. Quality of teaching work
 - H.1. Positive assessments of the candidate's work
 - H.2. Original teaching material and publications
 - H.3. Innovative teaching projects
- I. Quality of pedagogical training
 - I.1. Presentations at conferences related to university education
 - I.2. Attendance at conferences related to university education

3. Other aspects

- J. Awards
- K. University management posts held
- L. Other merits

General remarks

Our proposal would like to get away from quantitative assessments and to analyse strengths and weaknesses of every candidate according to these criteria.

As a complementary criteria but not least:

-an adequacy of the merits to the profile, "Advertising and Public Relations"