The Professors’ opinion about their job at university

Sonia San-Martín, Nadia Jiménez and Estefanía Jerónimo
University of Burgos, Spain

The purpose of this manuscript is to know the Professors’ opinion about their job at university. To achieve this objective, information from 137 professors from 3 different universities (2 public universities and 1 private university) was gathered through a questionnaire. This research deals with the Professors’ personal and professional characteristics, evaluation system, tutoring and TIC employment to teaching at university. The preliminary results show that most of the Professors are motivated by teaching at university, they feel less recognized by their university than by their students and workmates and they consider that research enriches their job as teachers. In addition, the Professors pointed out that transparency is a key element in students’ evaluation and that teachers at the university have to be clear in their explanations.

Biography

Sonia San Martín holds a PhD degree. She is a Lecturer and Researcher in Marketing at the University of Burgos, Spain. Her current research areas mainly include relationship marketing, consumer behaviour, electronic commerce and mobile commerce. She has written a book, several book chapters and has published in national and international journals such as Psychology & Marketing, Journal of Services Marketing, Journal of Service Research, Electronic Commerce Research and Applications, Online Information Review, International Business Review, Cyberpsychology and Behaviour, Industrial Management and Data Systems.

Sanmargu@ubu.es

Notes: