

ETHICS IN BUSINESS RESEARCH

Chapret:4

LEARNING GOALS:

1. Understand how ethical issues arise in business research at every stage
2. Identify the main ethical criteria used in Higher Education business research studies
3. Propose strategies to ensure ethical issues in business research are addressed appropriately
4. Evaluate the ethical properties of existing research
5. Understand ethical principles when planning a research endeavor

WHAT ARE RESEARCH ETHICS?



Ethics in business research refers to a code of conduct of behavior while conducting research.

Ethical conduct applies to the organization and the members that sponsor the research, the researchers who undertake the research, and the respondents who provide them with the necessary data

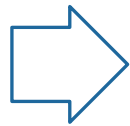
WHAT ARE BUSINESS ETHICS?

Ethics are norms or standards of behavior that guide moral choices about our behavior and our relationships with others.

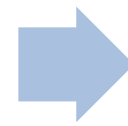
The goal is to ensure that no one is harmed or suffers adverse consequences from research activities

WHAT DO WE MEAN BY ETHICS?

How and when
to meet people
for interview?

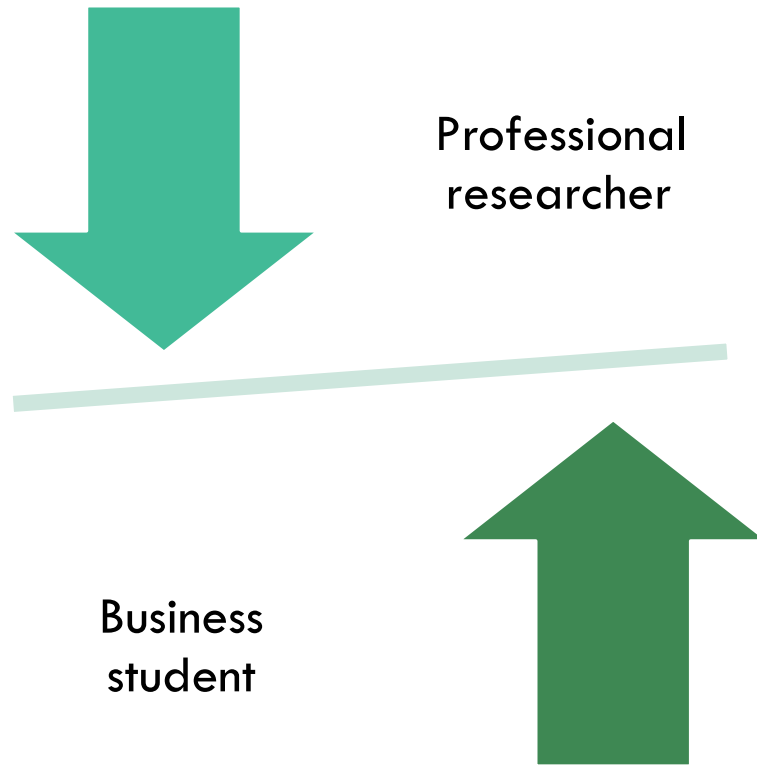


Which data to
sample?

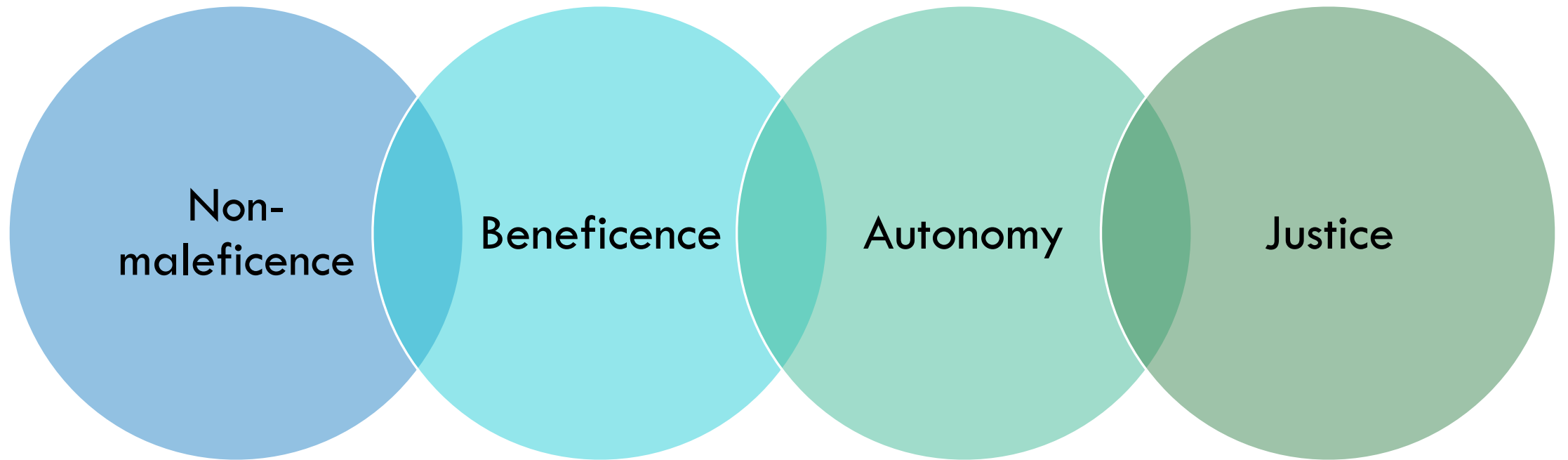


How to deal with
someone changing their
mind about being part
of a study, coming
across information which
you aren't really
supposed to have?

WHAT DO WE MEAN BY ETHICS?



KEY STANDARDS OF GOOD ETHICAL PRACTICE



HOW ETHICAL ISSUES CAN ARISE RIGHT THROUGH THE RESEARCH PROCESS?



Access



Participant acceptance/access



Time



Your identity as researcher



Re-phrasing research questions on basis of feasibility (not wrong)

HOW ETHICAL ISSUES CAN ARISE RIGHT THROUGH THE RESEARCH PROCESS?

 Convenience sampling

 Data recording

 Interviewing

 Your role in the data

 Transcripts

HOW ETHICAL ISSUES CAN ARISE RIGHT THROUGH THE RESEARCH PROCESS?



Cheating in analysis when results don't fit



Confidentiality in the report of your research



Anonymity in the report



Use of research data for new purposes

“HOW TO LIE WITH STATISTICS” ACTIVITY?

Politician Benjamin Disraeli is noted for the famous quote “...there are three kinds of lies: lies, damned lies and statistics.” Disraeli’s quote prompted the book “How to lie with Statistics” (Huff, D. 1954)



THE IMPORTANCE OF RESEARCH ETHICS

- ✓ They promote the aims of research, such as expanding knowledge.
- ✓ They support the values required for collaborative work, such as mutual respect and fairness. This is essential because scientific research depends on collaboration between researchers and groups.
- ✓ They mean that researchers can be held accountable for their actions. Many researchers are supported by public money, and regulations on conflicts of interest, misconduct, and research involving humans or animals are necessary to ensure that money is spent appropriately.
- ✓ They ensure that the public can trust research. For people to support and fund research, they have to be confident in it.
- ✓ They support important social and moral values, such as the principle of doing no harm to others.

ETHICAL CRITERIA USED IN HIGHER EDUCATION BUSINESS RESEARCH STUDIES

1. Honesty and avoidance of deception (covert studies will rarely be sanctioned with HE and would always require ethical committee approval)

2. Following ethical codes of any professional body involved or associated with this kind of research

3. Full information about the purpose of the study and the researcher's status and role

4. Not to cause harm (including embarrassment, stress, discomfort, pain) by any action or omission of the research study

ETHICAL CRITERIA USED IN HIGHER EDUCATION BUSINESS RESEARCH STUDIES

5. Gaining informed consent to participate in the research study unless this would both invalidate the research and its absence could be approved by a research Ethics committee

6. Respecting participants' right to refuse to take part (at any stage)

7. Respecting participants' wish or need for anonymity and confidentiality

8. Clarifying to participants and gatekeepers potential limits on anonymity and confidentiality

ETHICAL CRITERIA USED IN HIGHER EDUCATION BUSINESS RESEARCH STUDIES

9. Respecting assurances given to participants and gatekeepers concerning anonymity, confidentiality and use of data

10. Maintaining objectivity during data collection, analysis and report stages

11. Justifying and offer an audit trail for data collection and analysis

12. Where any possible question arises from the above, seeking the advice of the university or college ethical committee (though this may be a requirement of all research).

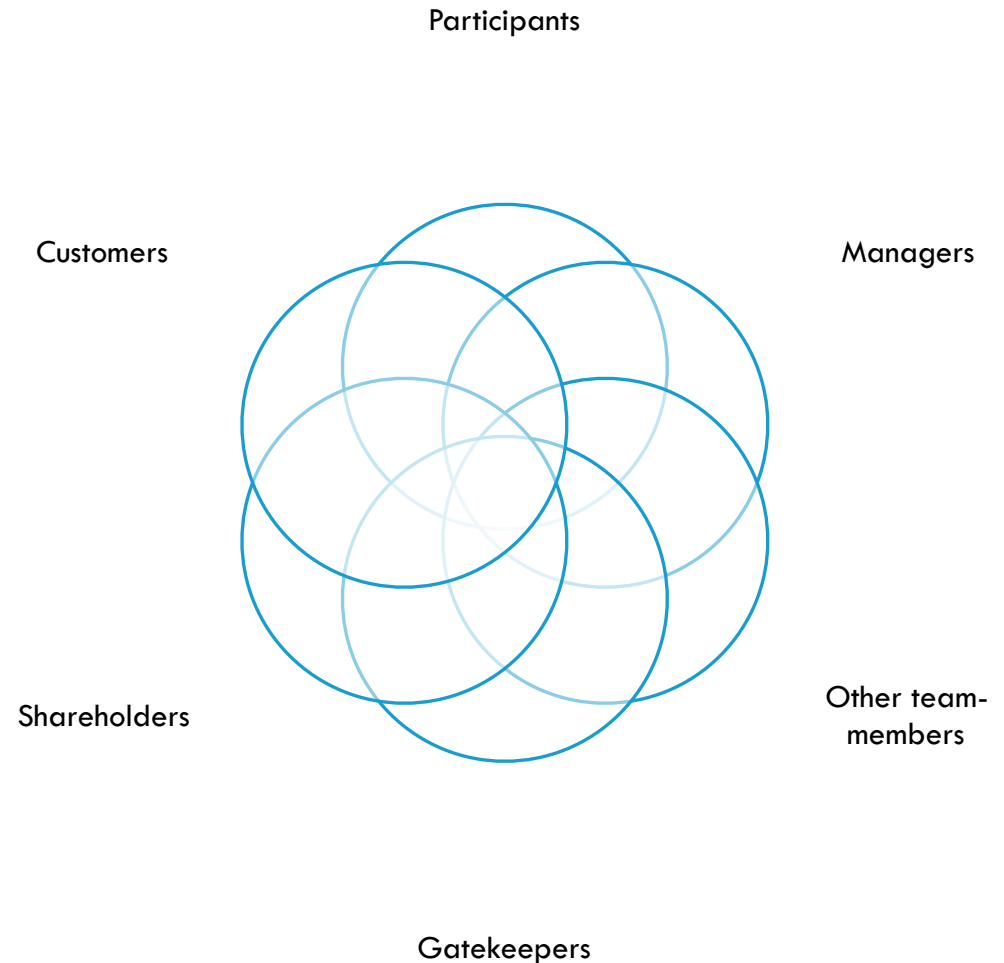


STRATEGIES TO ENSURE ETHICAL ISSUES
IN BUSINESS RESEARCH ARE ADDRESSED
APPROPRIATELY

STAKEHOLDER ANALYSIS



The aim of stakeholder analysis process is to develop a strategic view of the human and institutional landscape, and the relationships between the different stakeholders and the issues they care about most.



STAKEHOLDER ANALYSIS

Identify the
type of risk
from your
research



STAKEHOLDER ANALYSIS

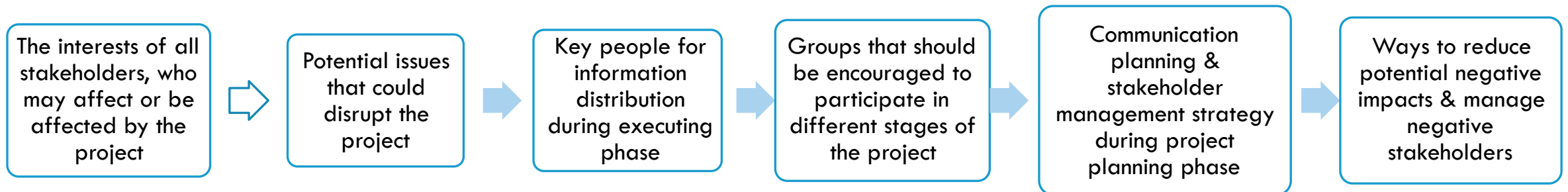
What does participant anonymity involve?

Can you refer to their title, role, function, department, site etc.?

Is it appropriate to record the participant's names on questionnaires?

Why do you need to know someone's age or gender or ethnic group?

WHAT ARE THE BENEFITS OF STAKEHOLDER ANALYSIS?



OBJECTIVITY

Design

Data analysis

Peer review

Interpretation



OBJECTIVITY



Video recorder?



Digital voice recorder?



Tape recorder?



Notepad and pen?



Pro-forma with main questions and spaces to record answers?



OBJECTIVITY

Could any of these systems fail?



If so, what would you do?



How could you ensure continuing objectivity?



ETHICAL TREATMENT AND PARTICIPANTS

1. Explain study benefits.
2. Explain participant rights and protections.
3. Obtain informed consent.



BENEFITS

- ✓ In direct contact with the participant, the researcher should discuss the study's benefits after his/her introduction;
- ✓ Neither overstate nor understate the benefits;
- ✓ Sometimes, the actual purpose and benefits of the study must be concealed from the participants to avoid introducing bias;
- ✓ But concealing the objectives of the research leads directly to the problem of deception.

DECEPTION

Deception occurs when the participants are told only part of the truth or when the truth is fully compromised. Two reasons suggested for deception are:

- ✓ To prevent biasing the participants before the survey or experiment; and
- ✓ To protect the confidentiality of a third party (e.g., the sponsor)

ETHICS AND THE SPONSOR: CONFIDENTIALITY

Some sponsors wish to undertake research without revealing themselves. They have a right to several types of confidentiality including

- Sponsor non-disclosure
- Purpose non-disclosure
- Findings non-disclosure

RIGHT TO QUALITY RESEARCH

An important ethical consideration for the researcher and the sponsor is the sponsor's right to quality research. This right entails:

- ✓ Providing a research design appropriate for the question.
- ✓ Maximising the sponsor's value for the resources expended.
- ✓ Providing data handling and reporting techniques appropriate for the data collected.

ETHICS RELATED TO SPONSOR

Sometimes researchers will be asked by sponsors to participate in unethical behavior.

To avoid coercion by sponsor the researcher should:

- ❖ Educate sponsor to the purpose of research
- ❖ Explain researcher's role
- ❖ Explain how distortion of the truth leads to future problems
- ❖ If necessary, terminate relationship with sponsor

PRACTITIONER RESEARCHER OR INTERNAL RESEARCHER

Practitioner researcher

1. Solving a specific problem, such as how to reduce crime on a particular housing estate.
2. Contributing to the learning of a discipline such as education or social work.
3. Influencing government policy, e.g. welfare or health policy.

Internal researcher

1. The internal researchers have better chance of being readily accepted by the employees.
2. The team would require much less time to understand the structure, the philosophy and climate and work system of the organization.
3. They would be available for implementing their recommendations after the research findings are accepted.
4. The internal team might cost considerable less than the external team.

PLAGIARISM

"Plagiarism - in an academic exercise, adopting, reproducing, or representing the ideas of statements of another as one's own, without proper acknowledgement."

- from the Benedictine University Academic Honesty Policy

PLAGIARISM

Plagiarism is an
ethical issue.

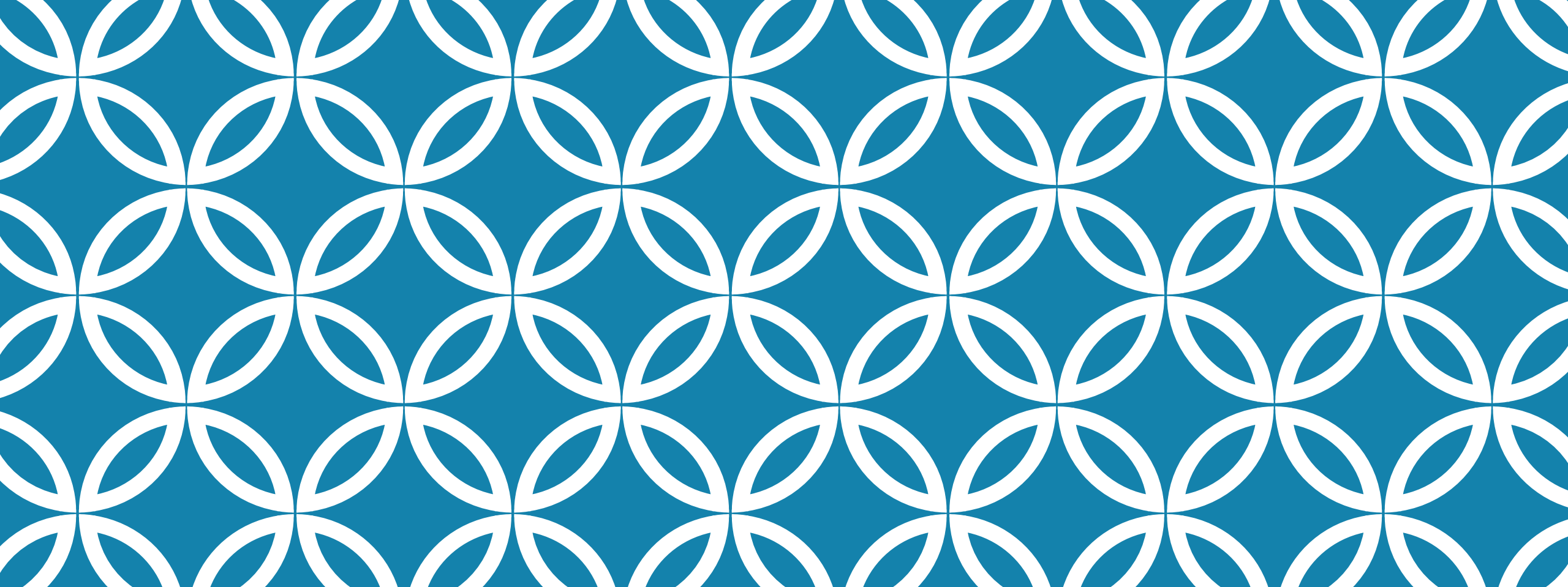


INTERNET EXERCISES

Google

YAHOO!

Business
research



**THANKS FOR YOUR
ATTENTION** |