

Research with Integrity: Ethics in Practice

Welcome to Week 6: Research Ethics. This presentation will guide you through the essential ethical considerations for conducting business research with integrity and responsibility.



Why Ethics Matter in Business Research

Ethical research practices are fundamental to:

- Protect participants from potential harm
- Maintain the credibility and validity of your findings
- Uphold the reputation of your institution
- Ensure compliance with legal and regulatory requirements
- Build trust with stakeholders and the wider community

Unethical research can lead to harm, invalidate results, damage reputations, and even result in legal consequences.





Key Ethical Principles



Informed Consent

Participants must voluntarily agree to participate after being fully informed about the research purpose, procedures, risks, and benefits. They must understand their right to withdraw at any time without consequences.



Confidentiality

Researchers must protect all private information collected during the study. This includes secure data storage, limited access to raw data, and proper disposal of sensitive materials.



Anonymity

Participants' identities should be protected through anonymization techniques. No identifying information should be published or shared without explicit permission.

Ethics Form Walkthrough

Key Components of Ethics Applications

- Project overview and research objectives
- Participant recruitment strategy
- Data collection methods and tools
- Potential risks and mitigation strategies
- Data management and security plan
- Informed consent procedures
- Debriefing process



Complete all sections thoroughly and honestly. Seek guidance from your supervisor if you're uncertain about any requirements.



Common Ethical Dilemmas in Student Research

1 Pressure to Produce Significant Results

The temptation to manipulate data or analysis to achieve desired outcomes. Remember that null results are still valuable contributions to knowledge.

2 Dual Relationships

Researching within your workplace or social circles can create conflicts of interest and power imbalances that may compromise voluntary participation.

3 Sensitive Topics

Research on controversial issues or vulnerable populations requires additional safeguards and careful consideration of potential psychological impacts.

4 Time Constraints

Rushing research to meet deadlines can lead to cutting corners on ethical procedures. Plan ahead to allow time for proper ethical review.



Risk Mitigation and Ethical Safeguards

Identify Potential Risks

Conduct a thorough assessment of all possible harms to participants, researchers, and organizations involved in your study.

Implement Preventive Measures

Design your research methodology with built-in safeguards such as anonymization protocols, secure data storage, and clear withdrawal procedures.

Prepare Contingency Plans

Develop strategies for addressing unexpected ethical issues that may arise during your research, including support resources for participants.

Regular Ethical Review

Continuously evaluate your research practices against ethical standards, especially if your methodology evolves during the project.

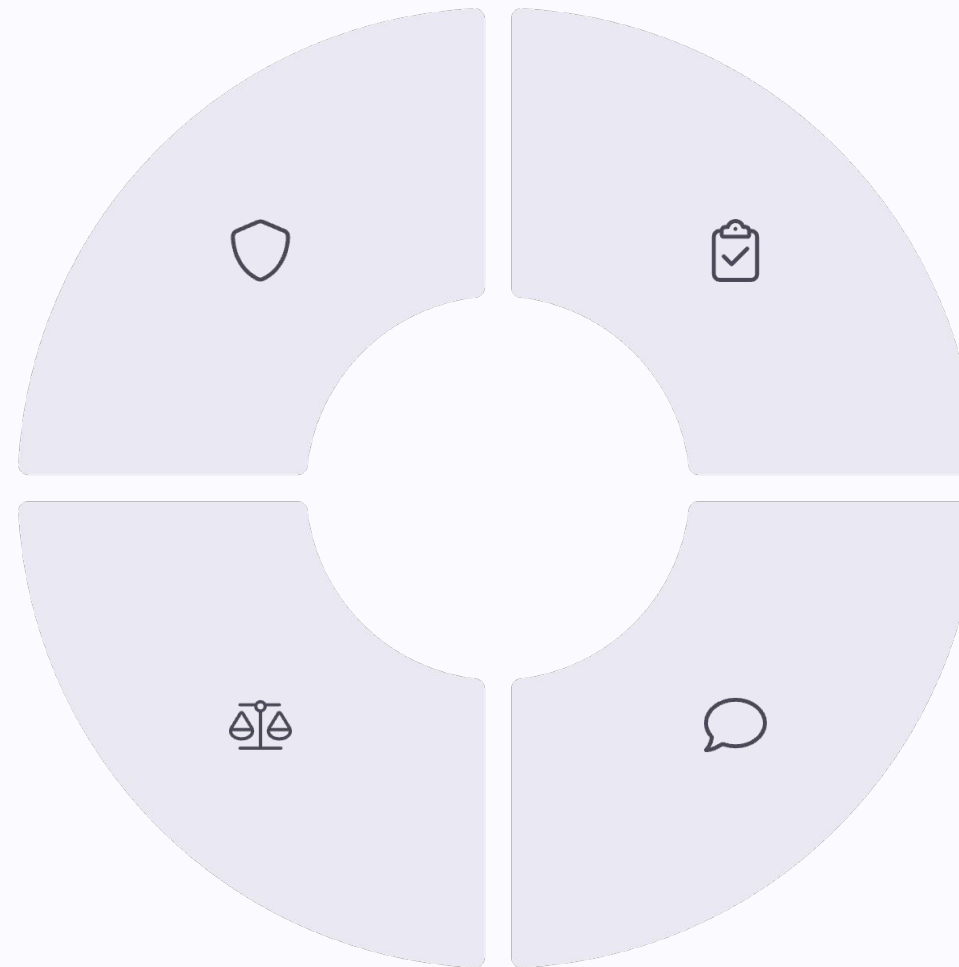
Key Takeaways

Protection First

Always prioritize the wellbeing and rights of your research participants above your research objectives.

Ethical Legacy

Remember that ethical research practices contribute to the integrity of the entire research community.



Early Planning

Integrate ethical considerations into your research design from the beginning, not as an afterthought.

Seek Guidance

Consult with supervisors and ethics committees when facing ethical dilemmas or uncertainty.