ATAF/ATRN RESEARCH METHODS WORKSHOP

Ethical Issues In Research

Presented by: Cyrus Mutuku

June 3 -6, 2019

Kenya School of Monetary Studies (KSMS)
Ethics in Business Research

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

• The goal of ethics in research is to ensure that no one is harmed or suffers adverse consequences from research activities.
Ethical treatment of participants

• Research must be designed in a way such that a responded doesn’t suffer physical harm, discomfort, pain, embarrassment or loss of privacy.
• To safeguard against this, a researcher should ensure the following:
  1. Explain the study benefits/effects – respondents need full information.
  2. Obtain informed consent- disclose full information to respondents concerning the research design and obtain a signed consent to participate.
- When dealing with children, consent should be sought from parents.
- For Business research, oral consent is sufficient.
Ethical treatment of participants...

3. Respect respondents right to privacy
   • The researcher must give a guarantee of confidentiality and protect that confidentiality in several ways which include
     1. Restricting access to respondents identification
     2. Obtaining signed non disclosure document
     3. Revealing respondents information only with written consent
     4. Restricting access to data instruments where the respondent is identified
     5. Non disclosure of data subsets
Ethics and the sponsor

-When dealing with a research client, there are ethical considerations that a researcher must keep in mind

1. Confidentiality - the identity of the sponsor should remain confidential especially where exposure may lead into biased results. The findings should also be confidential unless the sponsor of a research advises otherwise.

2. Right to quality research - when dealing with a client, the researcher must provide a research design appropriate to address a given problem and provide data handling and reporting techniques appropriate for the research question.
Common unethical practices in research

• Violating non-disclosure agreement
• Breaking participants confidentiality
• Mis-representing results
• Exposing people or respondent names
• Plagiarism
• Falsification
Ethical malpractices to avoid in publications

1. Duplicate Submission-submit your article to only one publisher
2. Falsification/fabrication of research data
3. Plagiarism- using other’s work or ideas in your scientific writing without giving them due credit
4. Authorship Conflict-not including other contributors
5. Conflict of interest- the author of the research study may be influenced by personal and/or financial considerations to affect the quality or the end result of the research.
Reading list


Q & A Session