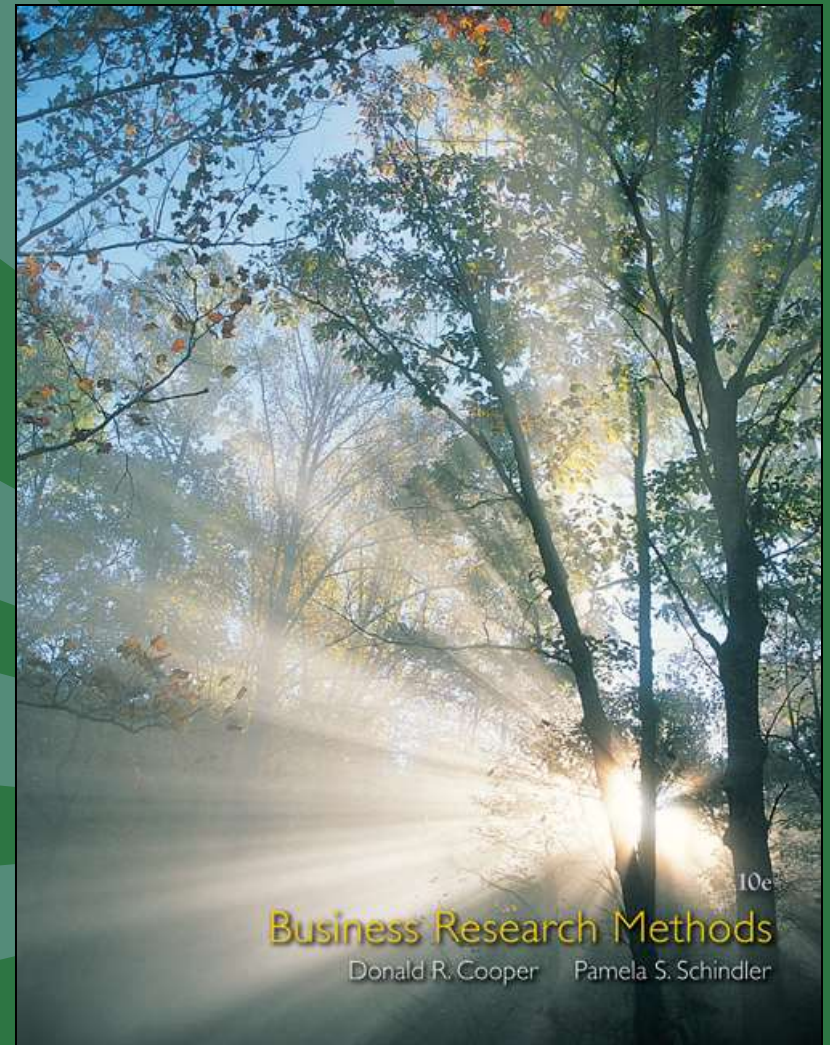


We grow old filled with regrets...
..for things not done.
..for words not said.
..for love not shown

Life is too short.
Rather than regretting tomorrow,
do all what makes you happy today.


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Ethics in Business Research



Learning Objectives

Understand . . .

- What issues are covered in research ethics.
- The goal of “no harm” for all research activities and what constitutes no harm for participant, researcher, and research sponsor.
- Differing ethical dilemmas and responsibilities of researchers, sponsors, and research assistants.
- Role of ethical codes of conduct in professional associations.

PulsePoint: Research Revelation

89

The percent of consumer PCs infected with spyware.



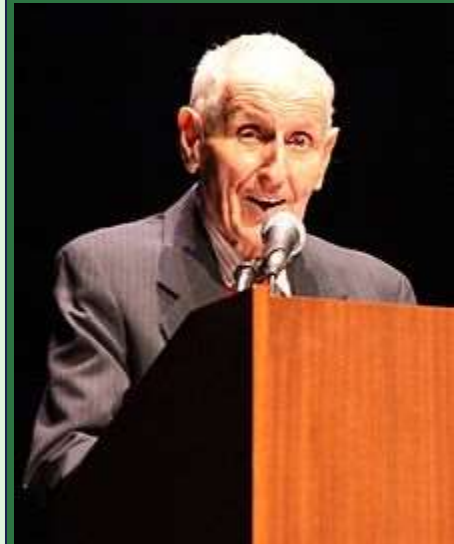
Data Collectors Face Responsibilities

“In the new e-frontier, one set of protagonists—merchants—would like to be cowboys, free to roam the range, and continue to share, rent or sell information they’ve collected about citizens without any fences or conditions.”

*Robert E. Litan, director,
AEI-Brookings Joint Center*

What is 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
- Case of Germany
- Dr. Death – Jack Kevorkian



Types of Ethical Violations

Violating disclosure agreements

Breaking confidentiality

Padded invoices

Misrepresenting results

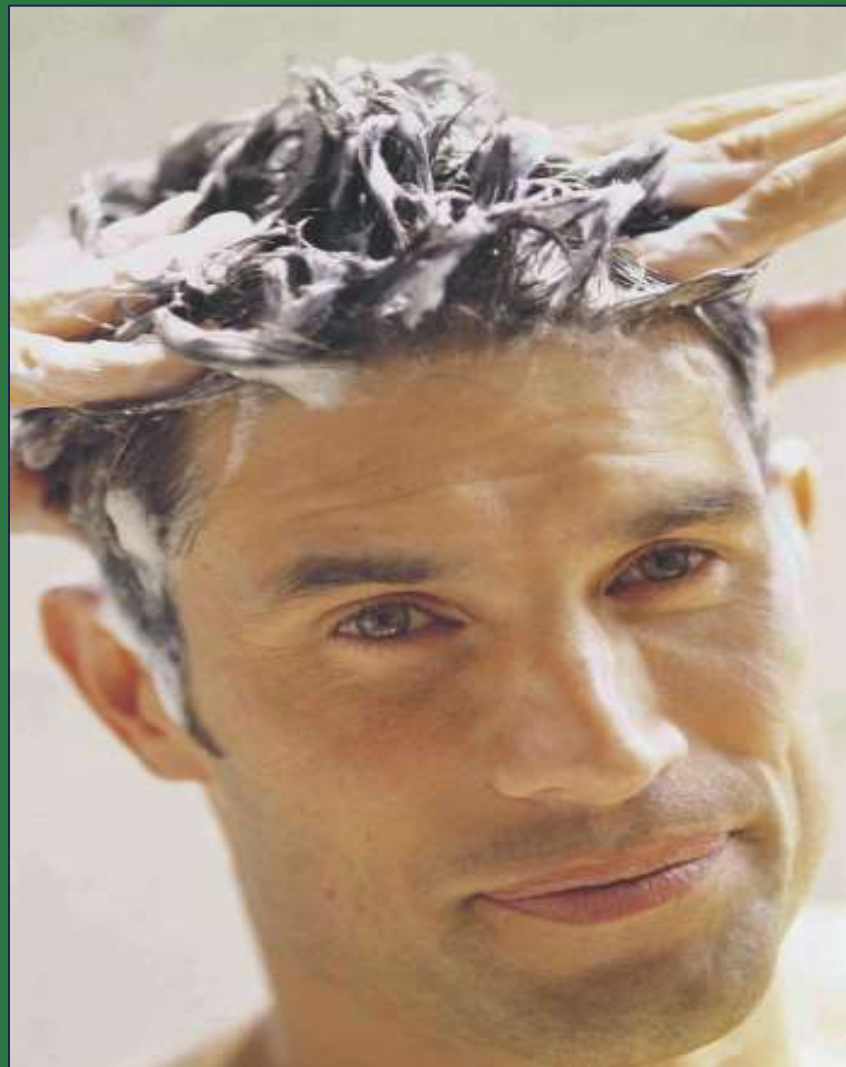
Deceiving participants

Avoiding legal liability

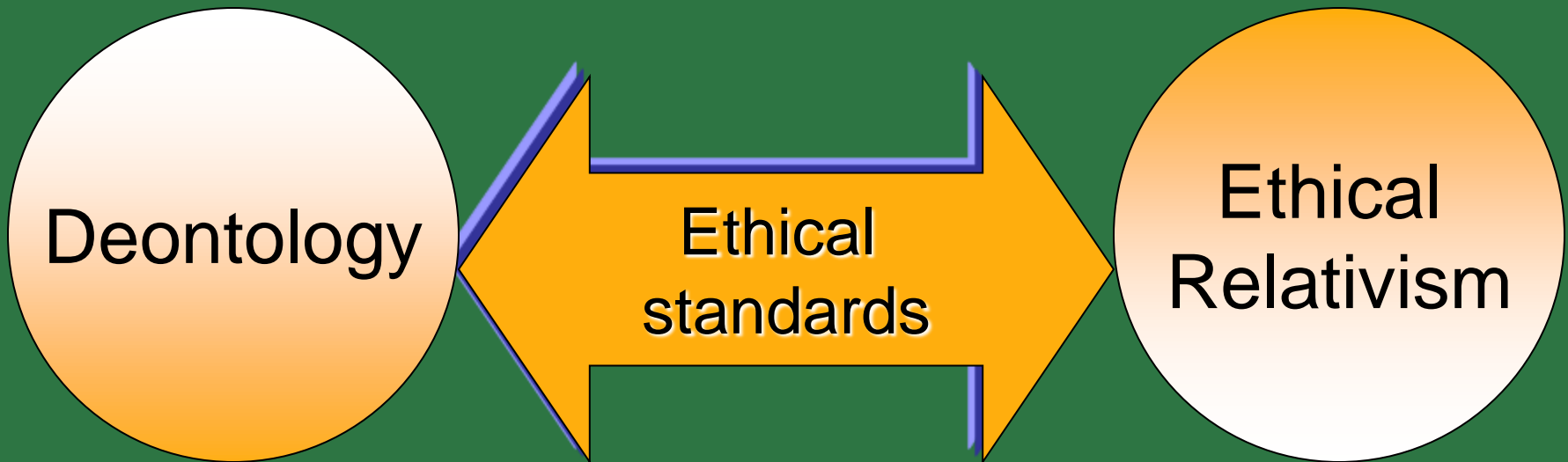


Procter & Gamble

- Admits to competitive intelligence gathering
- Contracted BI firm took documents from Unilever trash receptacles
- Out-of-court settlement rumored (and reported) at \$10m



Ethical Approaches



Ethical Approaches

How would you assess the P&G case using the two ethical approaches?

Deontology



Ethical
Relativism

Ethical Codes of Conduct



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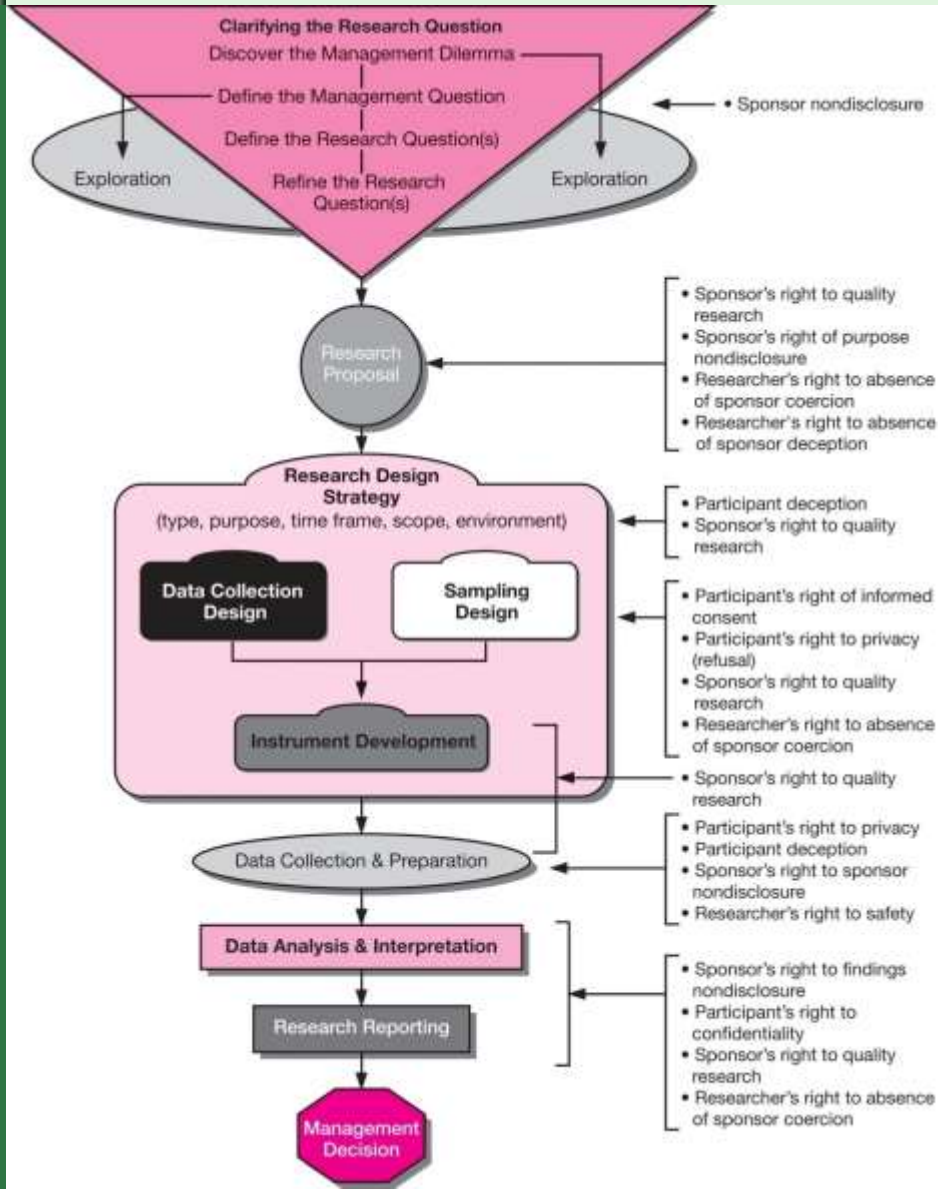
MRA

PulsePoint: Research Revelation

76

The percent of employees who say that during the past year they have observed illegal or unethical behaviors at their companies.

Ethical Issues at all Stages of the Research Process




Ethical Treatment of Participants



Explain study benefits

Explain participant rights and protections

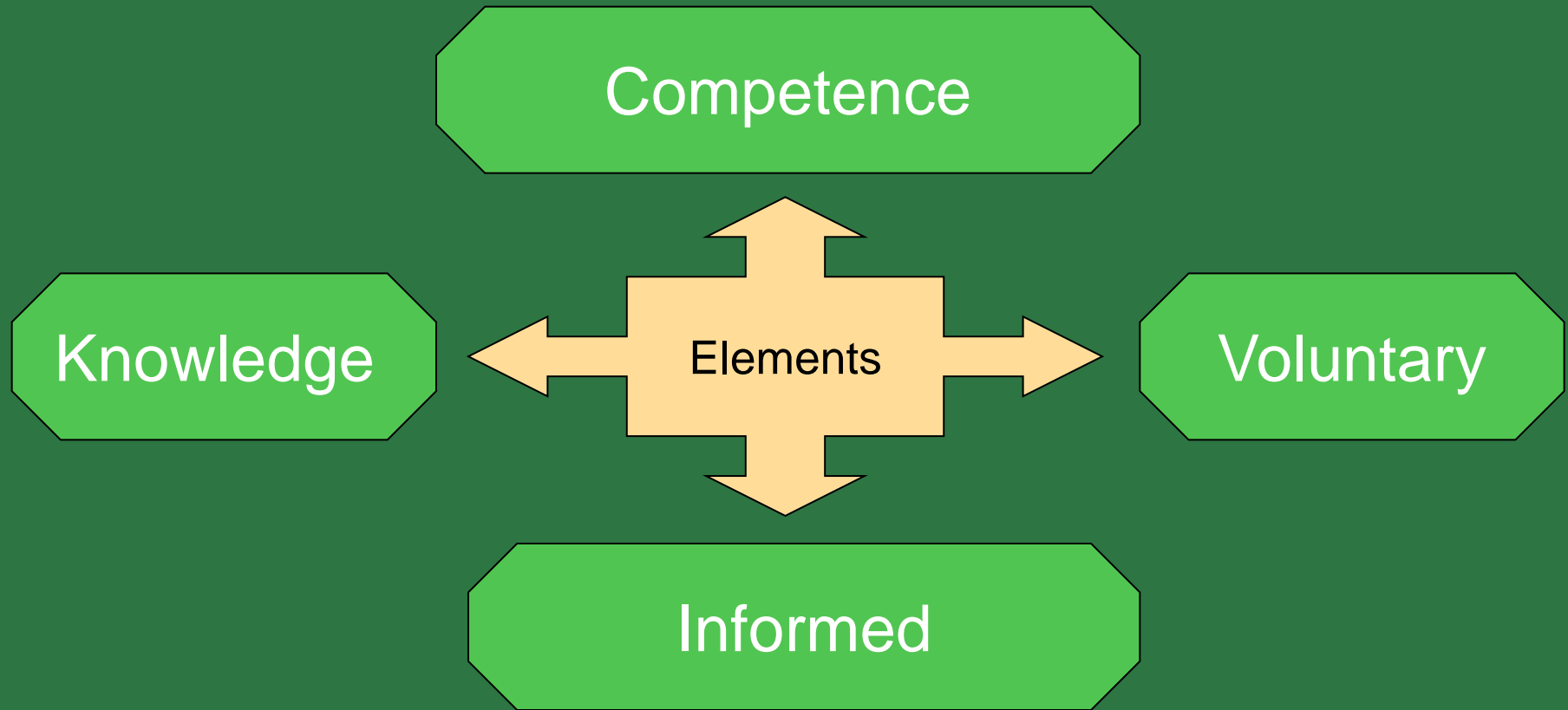
Obtain informed consent



Components of Informed Consent

- Identify researchers
 - Describe survey topic
 - Describe target sample
 - Identify sponsor
 - Describe purpose of research
 - Promise anonymity and confidentiality
- Give “good-faith” estimate of required time commitment
 - State participation is voluntary
 - State item-non response is acceptable
 - Ask for permission to begin

Characteristics of Informed Consent



Deception



Disguising
non-research
activities

Camouflaging
true research
objectives

Debriefing



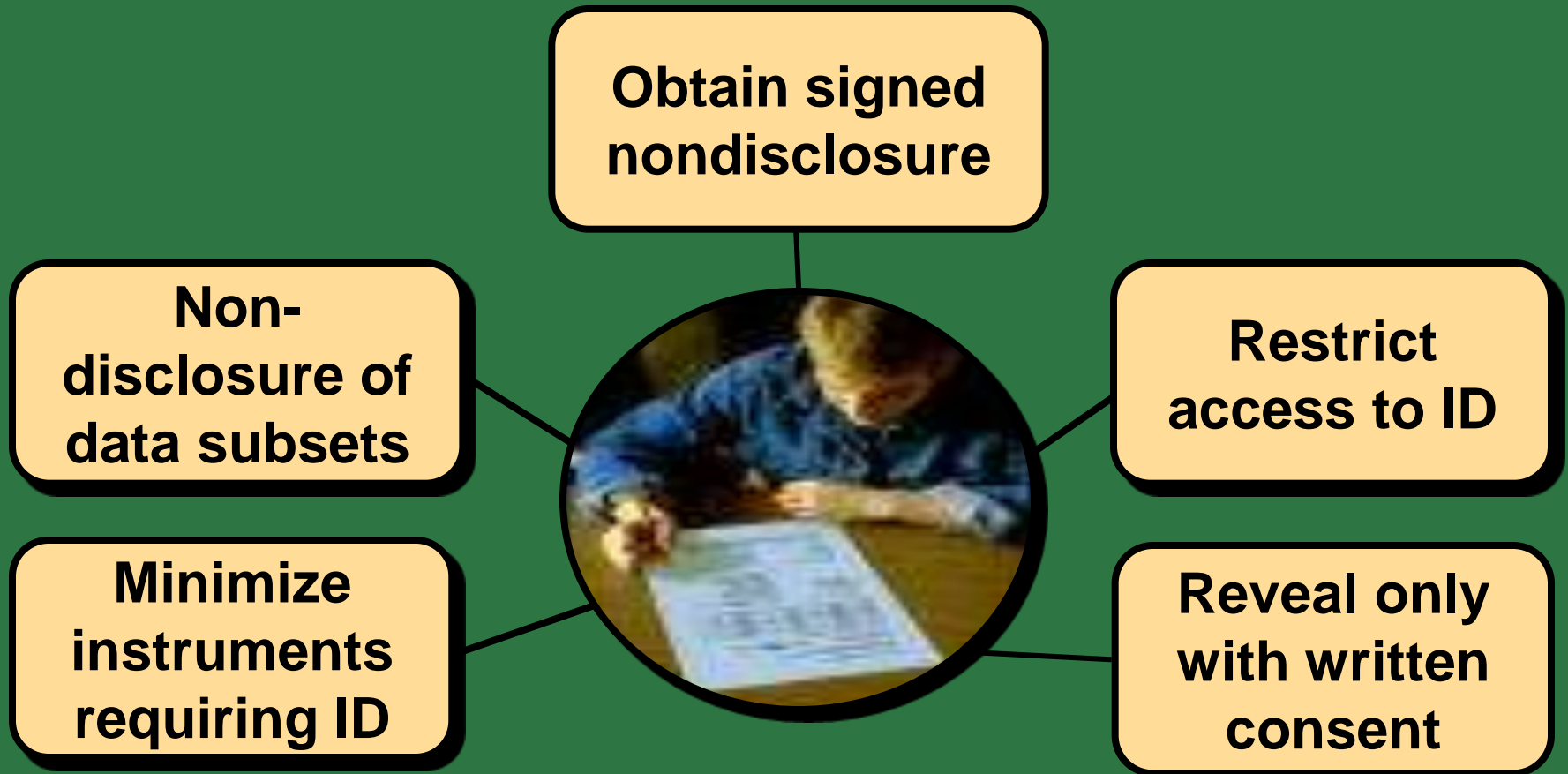
Explain any deception

Describe purpose

Share results

Provide follow-up

Participant Confidentiality



Right to Privacy

Right to refuse

Prior permission to
interview

Limit time required



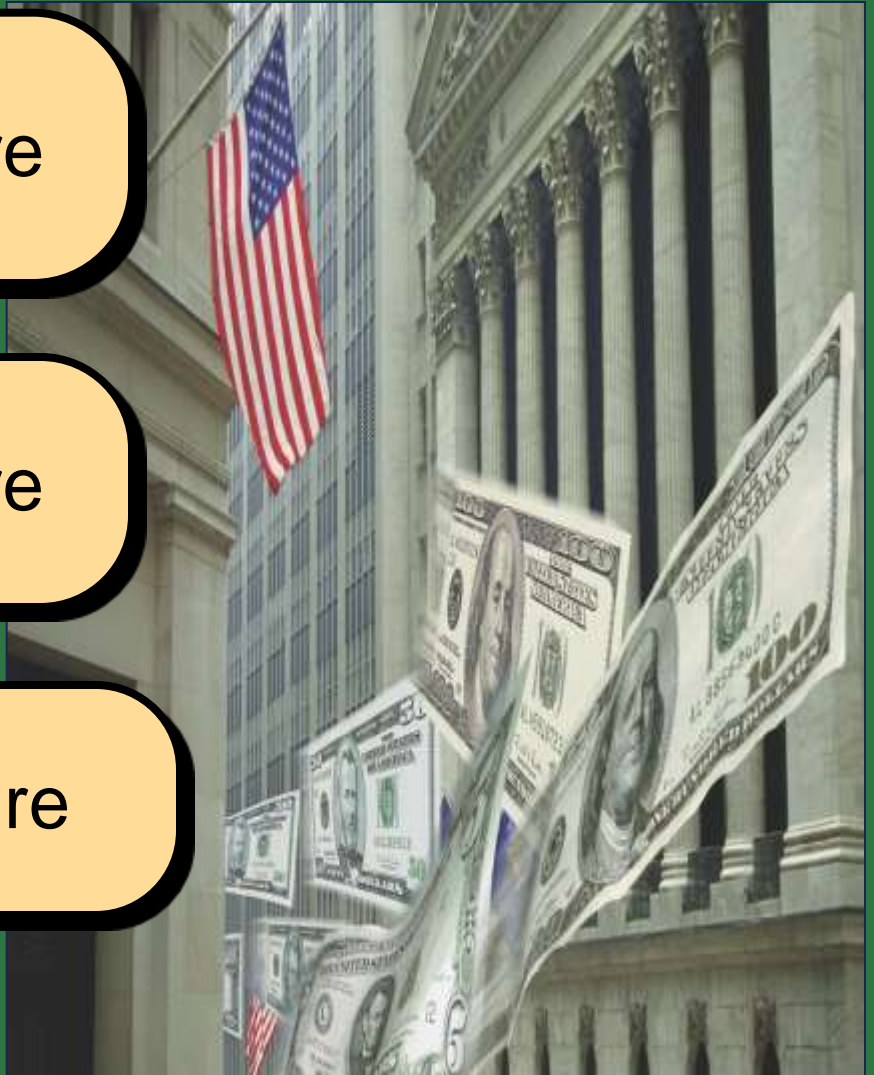
Ethics and Sponsors

Confidentiality

Sponsor Nondisclosure

Purpose Nondisclosure

Findings Nondisclosure



Sponsor-Researcher relationship

- Knowledge gap
- Job status and internal coalitions
- Unneeded or Inappropriate research
- Rights to quality research
 - Appropriate research design for the research question
 - Maximizing the sponsor's value for the resources expended
 - Provide data-handling and reporting techniques appropriate for the data handled

Sponsors Unethical Conduct

- Violating participant Confidentiality
- Changing data or creating false data to meet a desired objective
- Changing data presentations or interpretations
- Interpreting data from a biased perspective
- Omitting sections of data analysis and conclusions
- Making recommendations beyond the scope of the data collected

Example 1

Minimum Salary



1960: \$1.00



1970: \$1.60

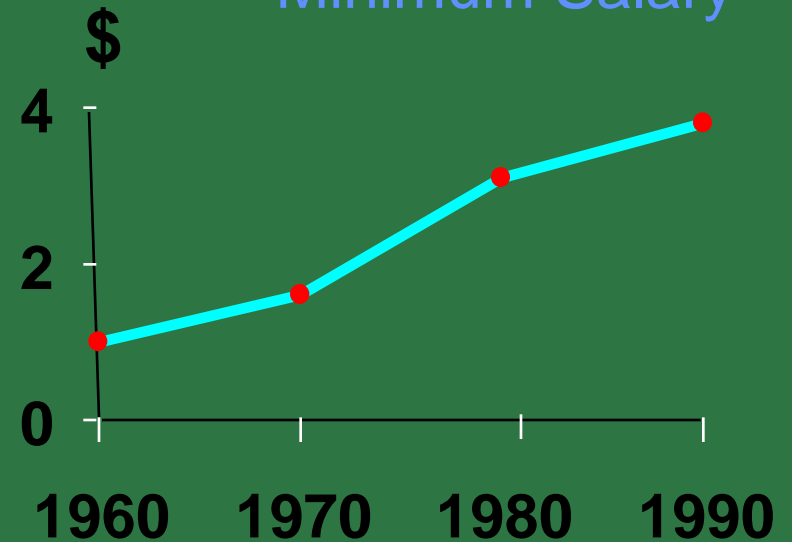


1980: \$3.10



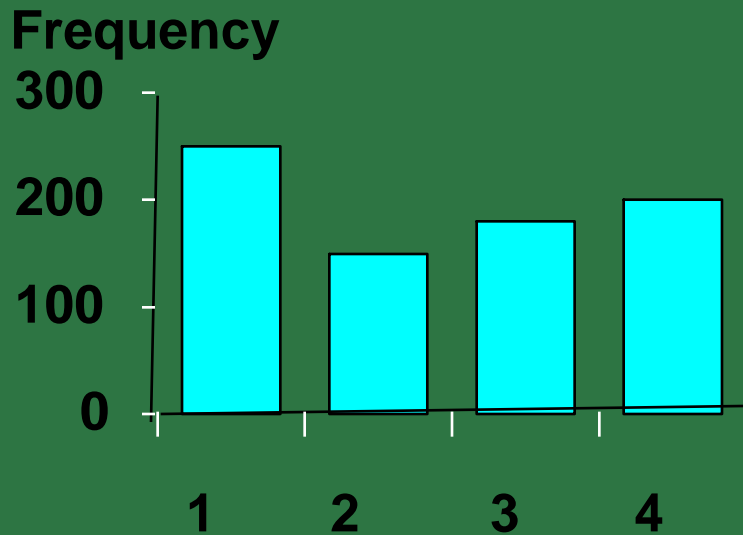
1990: \$3.80

Minimum Salary

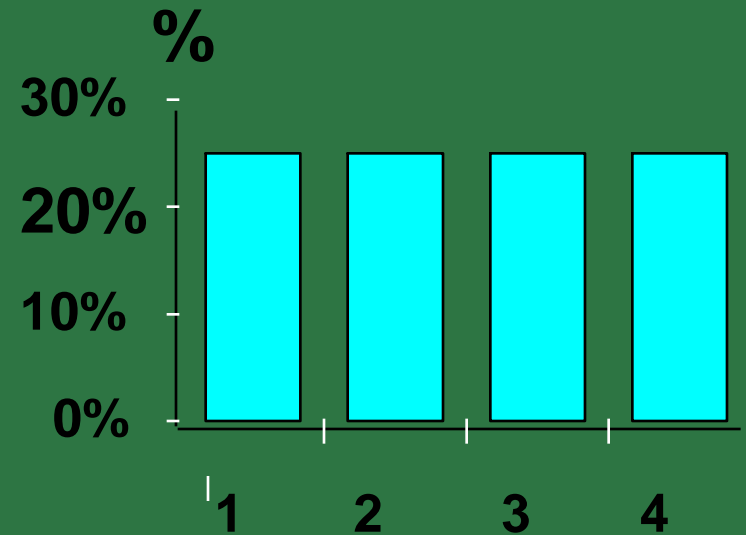


Example 2

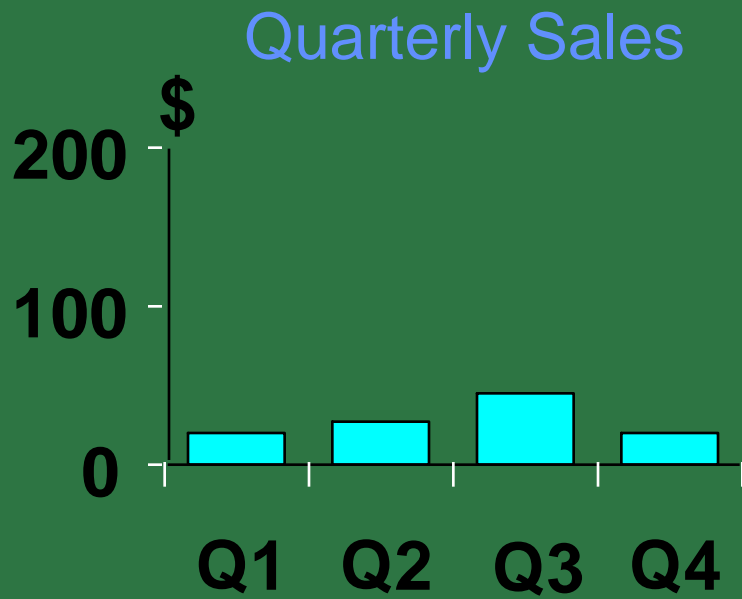
A Grade by Year



A Grade by Year

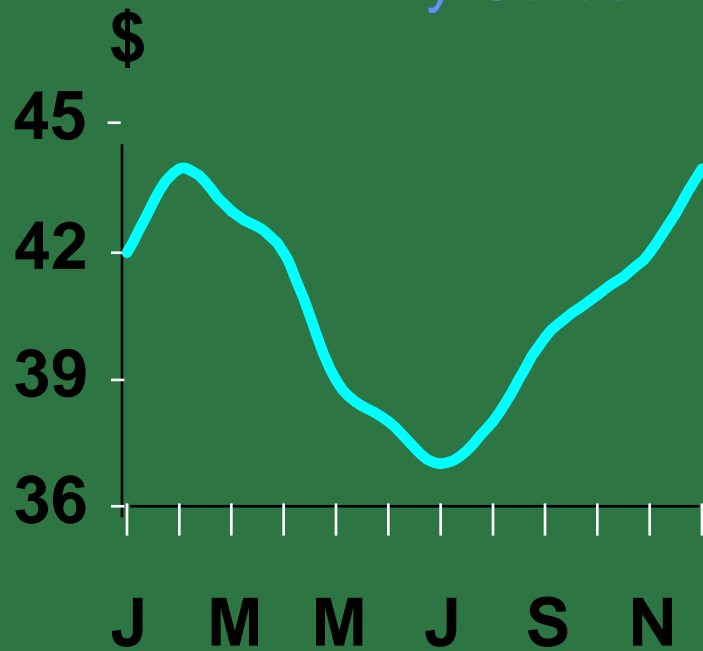


Example 3

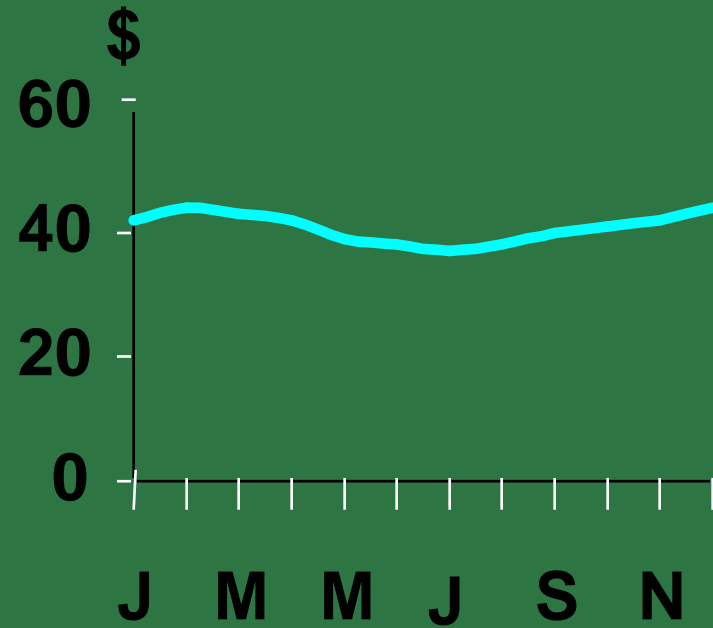


Example 4

Marketing
Monthly Sales



Production
Monthly Sales



What To Do If Coerced?


Educate
on
purpose



Explain
problems

Emphasize
fact-finding
role

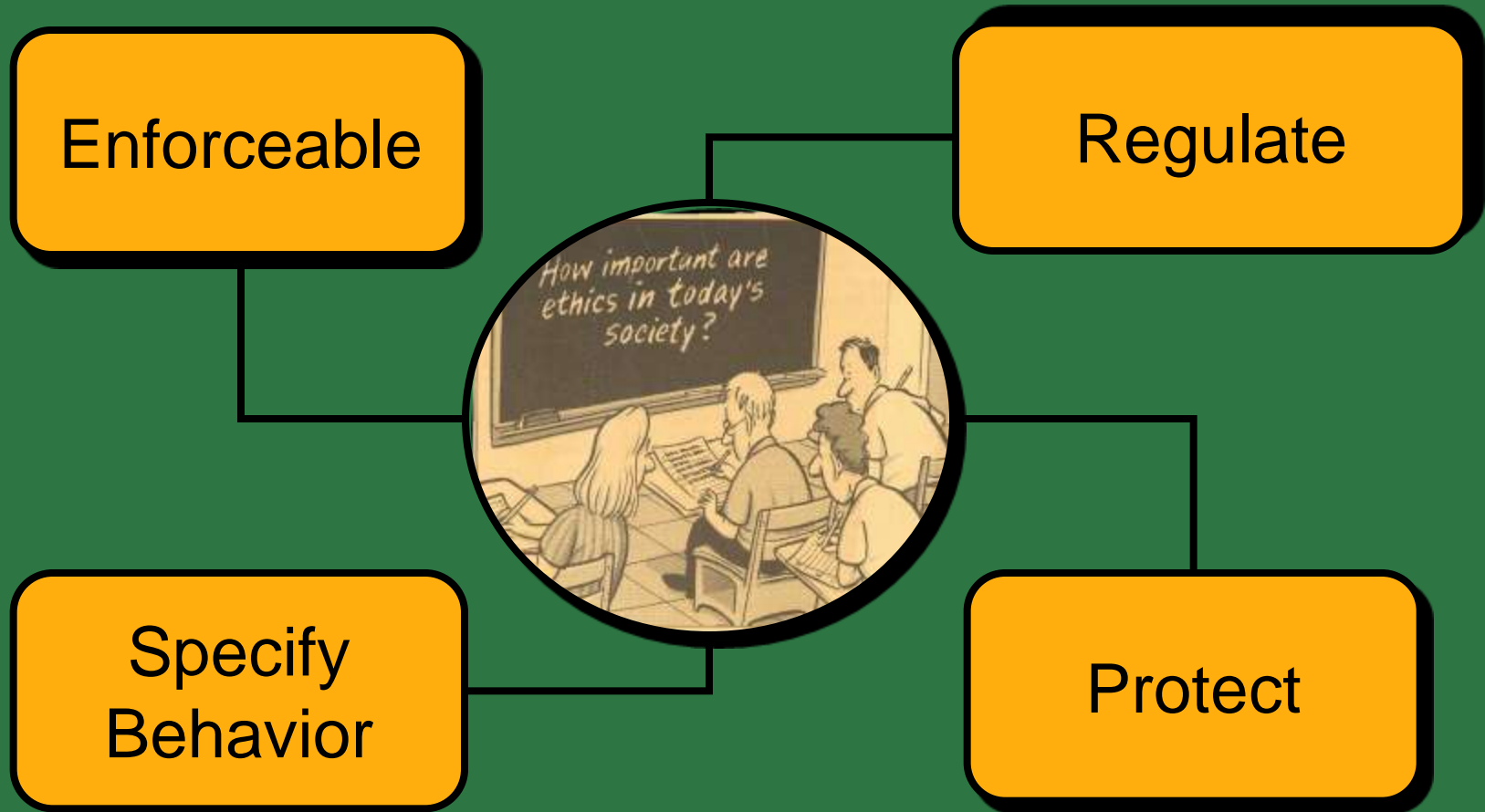
Terminate
relationship



Researchers and Team Members

- Safety
- Ethical behavior of assistants
- Protection of anonymity

Effective Codes of Ethics



What is Important in this Chapter?

- Definition of ethics
- Types of Ethical Violations Debriefing
- Ethical Treatment of Participants
- Components and Characteristics of Informed Consent
- Participant Confidentiality
- Researcher-Sponsor-Team Member Relationship