

# Instructing corporate researchers and leadership on ethics and research integrity

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Increasingly, research is conducted in public-private partnerships, and by companies themselves. In doing so, business researchers and leadership need to stay up to speed with the evolving research landscape, as well as the evolving rules and regulations regarding research integrity and ethics.

However, business researchers are usually not part of an active research community and thus may not be aware of the latest developments regarding research integrity and ethics. How can they be informed and instructed adequately on these developments in research integrity and ethics and adjacent queries? We aimed to address this matter in our handbook on the Essentials of Business Research Methods, in three systematic ways.

## ETHICS AND RESEARCH INTEGRITY

1

Each chapter of the book concludes with a moral dilemma. These realistic dilemmas pertain to the subject matter of the chapter, apply the learnings to a real-life case, and put the ethical dilemma forward clearly. These dilemmas may, for instance, pertain to the trade-offs that one may have to make in a for-profit environment when it comes to the good research practices or research participant (customers or employees) needs.

2

We addressed issues regarding ethics at each relevant stage of the research process in a separate chapter on Ethics in Business Research.

3

Our continuous effort was to attend to the interests and capabilities of (aspiring) business researchers and their management while introducing them to the highest standards of good research practices. We balance thorough instructions regarding research with human subjects with research needs in a business setting. For instance, by introducing them to the notion of Institutional Review Boards without going into details about how to set such a board up.

### Essentials of Business Research Methods

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Fifth Edition

ROUTLEDGE



Our handbook is widely used and cited in both the academic and business settings, and the feedback we receive is very positive, particularly for its ethics component. Our poster presentation is intended to explain why and how we address ethics and research integrity. We wish to share and further develop best practices others might consider including in their textbooks or teaching material and learn from their feedback.