International Journal of Arts, Languages and Business Studies (IJALBS), Vol.6; April, 2021; pg. 288 - 299

ETHICAL CONSIDERATIONS OF RESEARCH IN MANAGEMENT SCIENCES

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Abstract
Ethical issues are becoming a crucial element in management research. It is compulsory for a researcher conducting research involving humans to apply for ethical clearance. The aim of this study was to make clear ethical issues in Management Sciences Research. This paper examined the meaning of ethics, ethical consideration issues of research that need to be embraced in academic writing. Descriptive research was adopted for this study. This paper finds out that ethical consideration is a necessary requirement for management research and also revealed some of the unethical issues that could render research unacceptable. The paper concludes that research conducted without observing ethical standards may lose its reliability, validity and acceptability.

Keywords: *Ethics, Ethical Considerations, Integrity, Informed Consent, Research*

Introduction

In all aspects of academic endeavour, emphasis is laid on conducting research and publication (Social Research Association, 2003). This is the reason why the main objective of research is to contribute towards knowledge by expanding what is already known. But, such knowledge can only make sense if it is shared with other people or scholars (Akaranga & Jude, 2013). This knowledge is disseminated in journal articles, theses, dissertations or books. In all aspects of academic writing, researchers must adhere to right behavior in conducting and disseminating their research findings (Blumberg, Cooper & Schindler, 2005). This calls for the need to conduct the exercise in a sound and moral way basing on laid down ethical principles. According to British Psychological Society (2017), research ethics is about right behavior. It is a codification of ethics of science in practice. In other words, it is based on general ethics of science, just as general ethics is based on common sense morality. Research is often intertwined with other specialist activities. The ethical responsibilities inherent in research are partly associated with standards related to the research process, including relationships between researchers, and partly with respect for the individuals and institutions being studied, including responsibility for the use and dissemination of the research. Many standards must be weighed against other considerations and modified in the light of them when making specific assessments in individual cases. Management sciences research has long been concerned with ethical issues.

Management sciences investigate complex issues which involve cultural, legal, economic, and political phenomena (Freed-Taylor, 1994). This complexity means that management sciences research must concern itself with moral integrity to ensure that research process and findings are trustworthy and valid (Hesse-Biber & Leavy, 2011). Research involving human subjects is required to show respect for ethical issues by obtaining approval from the institution's Human Research Ethics Committee (HREC) prior to commencement. University policies on research ethics state that all research involving human subjects must comply with the 2007 National Statement on Ethical Conduct in Human Research. This policy applies to all researchers. In developing countries, where societies are often pluralistic, cultural background and security become important issues for management science researchers in conducting fieldwork. This state of affairs

can lead to the researchers finding it difficult to get letters of permission from the local authorities, and may lead to delays in conducting research.

Statement of the Problem

As a researcher, the opinion that they are aware of what is right and wrong, that they can never plagiarise or falsify results of their research because of their knowledge and belief that they can uphold the ethical standards of research (Kuyumdzhieva, 2018). However researchers with their inquiring minds are compelled to press on in the development and dissemination of new knowledge. The question becomes not only a matter of whether it is ethical to conduct research, but also whether it is unethical not to engage in inquiry. Are researchers guilty of unethical conduct if they do not engage in systematic inquiry conducted with the safety of participants in mind, and with fully informed consent? While ethical considerations may initially be viewed as roadblocks to beginning a study, they are clearly integral to the process. Attention to the ethics of an investigation requires extra thought and effort, but the payroll for a study that is both methodologically intact and ethically sound is extremely exhilarating (Resnik, 2011). Haggerty (2004) and Shah (2011) concentrate on the skills of researchers and relate such skills to their ethical conducts. Kour (2014) consider ethics from the legal aspect issues while Bell and Bryman (2007), Davidson (1995) consider ethics from philosophical point of view and on voluntary participation but they were not related to the ethical consideration of a researcher. Confidentiality and informed consent were considered to be necessary as ethical basis for conducting a research but not sufficiently connected to a researcher ethical conduct. This study not only considered other aspects that are related to ethical issues in the conduct of a research but as well considered the importance of ethical considerations.

Objective of the Study

The purpose of this study is to make clear the ethical norms, ethical consideration issues and examines the roles of ethics in determining and controlling management research. Also, the ethical theories of relevance to management research that gives depth and clear understanding were looked into.

Literature Review

Ethics Defined

Ethics is a branch of philosophy that deals with the conduct of people and guides the norms or standards of behaviour of people and relationships with each other (Kovacs, 1985; Blumberg et al, 2005). It refers to an "ethos" or "way of life", "social norms for conduct that distinguishes between acceptable and unacceptable behavior" (Shah, 2011; Akaranga & Jude, 2013). Many societies have legal rules which dictate behavior, but ethical norms are broader than laws. However, societies apply laws to enforce the moral standards. The study of ethics leads to the creation of social norms which focus on the behavior that a person is expected to uphold in a particular situation. These norms of behavior which guide moral choices can allow for a wide range of ethical positions (Saunders, Lewis & Thornhill , 2012). Moral values are taught progressively in the life of an individual and are also influenced by the way someone interacts in the society. This is the reason why ethical norms are interpreted diversely among individuals (Resnik, 2011). Norms can be learnt beginning from childhood in homes, school and even as the children attend Sunday schools or the Islamic schools.

Theories of Research Ethics

Within the ethics discipline, there are numbers of different approaches for examining ethics and value (Akingbade & Durowoju, 2015). Two philosophical approaches that relate closely to the discussion of management research ethics are deontological and teleological philosophies (Beauchamp & Bowie, 2004). According to Skinner, Ferrell, and Dubinsky (1988), "Deontological philosophies focus on the factors or means used to arrive at an ethical decision. These philosophies emphasize moral obligations or commitments that should be binding or necessary for proper conduct". To put it quite simply, deontological approach means that you should not harm participants in any way, no matter what the potential benefits may be. On the other hand, "teleological philosophies emphasize the moral worth of the behaviour as determined totally

by the consequences of the behaviour". This approach asks you to evaluate whether the benefits of your research would outweigh the cost to participants (or to society more widely); if so, the research would be considered acceptable.

A teleological approach is frequently used in medical research, where the research needs to weight up the potential harm to participants versus the harm from them not participating. For example, when testing a new drug, it is determined that there is a 0.01% chance of some negative side effect occurring (which could include death), but the chances of getting the disease the drug is trying to prevent might be substantially higher, for example 10.0%. Thus, the potential harm from the research is outweighed by the potential benefit of the research, especially if it assists in finding a cure for the illness (Hunt, 2002). It is suggested that a teleological approach is generally inappropriate for students research, because students would be unskilled in weighting up the associated costs and benefits.

Alternative ethical perspective has also been out forward in the ethics literature. For example, Kantian ethics suggest that "person should be treated as ends and never purely as means" (Beauchamp & Bowie, 2004). Thus, any practices you might want to undertake that does not consider how the situation affects the individual would be unethical. This is a more stringent perspective than a deontological approach, as an individual would not necessarily have to be harmed for a breach of the Kantian perspective to occur.

Research Ethics

Researchers are professionals hence, research ethics as a branch of applied ethics has well established rules and guidelines that defines their conduct. Research ethics is important in our daily life research endeavours and requires that researchers should protect the dignity of their subjects and publish well the information that is researched (Fouka & Mantzorou, 2011). There are two dominant philosophical approaches with regard to research ethics: teleology and deontology (Blumberg et al, 2005). The teleological view holds that the ends served by the research justify the means. This implies that the benefits of the research findings could be weighed against the costs of acting unethically. But, this depends on the comparison made about the relative good over the evil produced (Frankena, 2001). While the deontological theories which are the opposite of teleological theories state that the ends served by the research can never justify the use of research which is unethical. They assert that there are considerations which make an action or rule right besides the goodness or badness of its consequences (Kour, 2014; Frankena, 2001). An action can be morally right even if it does not promote the greatest balance of good over evil. Hence, one cannot use deception to ensure validity and reliability of data.

Ethical issues in research

Norms enhance the purpose of research which includes the dissemination of knowledge, reporting or saying the truth and finally the need to counteract errors (Gans, 1982). Various steps that are vital in research begin with research proposal writing and approval leading to the actual research study. A researcher must select the appropriate methodology to employ, relevant ways of collecting data, present the research findings and interpret them accordingly leading to presentation of information in a logical sequence (Oyeniyi, Abiodun, Obamiro, Moses & Osibanjo, 2016). The data is then analyzed and reported well in form of an article, project report, thesis or a book. It is vital that a researcher must observe appropriate values at all these stages while conducting research. If this is not observed, it could result into research misconduct. It is within this framework that ethical issues related to research emphasizing on those related to the research itself, research subjects and the research process.

Ethical issues related to research

A researcher must be cautious in revealing his or her research findings if they may impede the good working relations of his or her sponsor (Burns & Grove, 2005). This is evident if the information focuses on the policies of the organization and could reveal sensitive matters of the people or organization. This calls for the need to collaborate well with other researchers and yet uphold the intellectual rights of the researchers. If this is not well adhered to, it could lead to rebellion or even protests.

Fabrication and Falsification or fraud

Fabrication involves creating, inventing or faking data or results which are then recorded or reported while, falsification or fraud is the manipulation of materials, equipment, processes, by changing results or omitting some data or findings so that the research does not seem to have been well represented or recorded (Mugenda, 2003; Kour, 2014). Any researcher who is involved in such a practice violates the primary objective of research ethics which renders him or her untrustworthy and could mislead other scholars, while at the same time undermining their own academic authority. This is prevalent if the researcher or researchers misuse their privilege and abuse the power bestowed upon them for their benefit at the expense of the vulnerable subjects (Mugenda, 2003).

Financial issues and sponsorship

Research is a delicate but rigorous endeavour which calls upon thorough presentation and analysis of information (Haggerty, 2004). Hence, researchers should be held accountable to the public and must seek for financial support and sponsorship because a research study should be thoroughly undertaken. But, in some cases, the research findings could be compromised by the funding organization which does not fully support the research financially and instead strives to save money thus impacting on the quality of the study. This definitely leads to hurried research and distorted findings (Mugenda, 2003). Such studies could be a waste of money or is of no value or impact on the consumers. Some research studies are even conducted under the guidance of a sponsor/s who specifies their needs or demands. In one way, this could lead to non compliance or non conformity.

Plagiarism

The issue of plagiarism is an important topic in academic institutions of higher learning. This is the practice where an author or researcher has to ensure that any work which is written should be original and be devoid of some texts, results or even expressions which are borrowed, manipulated or used such as ideas, processes, results or even words of the author or publication without acknowledging where the information has been obtained from (Mugenda , 2003; Kour,2014).This malpractice has been necessitated by the advancement of Information Communication Technology (ICT) in the contemporary society (Saunders et al. 2012).

The most common aspects of plagiarism occur in the introductory pages such as in the introduction and in literature review (Arminger, 1997). This could be attributed to laziness, ignorance or diversity of cultures hence affecting the integrity of the researcher. It is the responsibility of the writer to quote, or cite the original material appropriately. The two forms of plagiarism include "self plagiarism" or "multiple duplication" which is also known as "salamis". This is a situation where identical material is noted in two or more publications. The other form of plagiarism is "redundant publication" which occurs if a researcher re-uses his earlier work in another research without making appropriate references to the earlier work or when some information which has been already published is re published but with some additional new data. Perhaps the intention of the researcher is to overemphasize on the findings that were already made. But, this definitely interferes with research analysis and violates the copyrights law. Some of the tools that are used to test plagiarism include; the iparadigms "ithenticate" – http:/lithenticate.com and the turnitin – http://lturnitin.com. The two software providers have partnered with crossref-http://www.crossref.org to verify the originality of documents that are submitted for publishing.

Common Ethical Consideration Issues in Management Sciences Research

1. *Anonymity*

Anonymity refers to a situation whereby the researcher cannot link the information that a participant gave to that precise research participants (Israel, 2015). Research subjects are even more likely to be frank or afford accurate data if they presumed that no one will pin-point them or link them to their answers. Anonymity can be superlatively accomplished by telling the research participants to not divulge their names in the first place for instance, many surveys are conducted anonymously and sometimes research participants are precisely indoctrinated not to sign or put anything which identifies them on the questionnaires for instance names.

In some cases however, the researcher may want to make sure that there is anonymity but, could uphold access to their participants for a prolonged time so as to ask them the same questions and see if there are any changes after a couple of months or even years. This can be attained by apportioning them with code-named or personal ID numbers and inculcating them to make use of these aliases whenever the survey is being conducted (Walton, 2013). When conducting research, information obtained anonymously helps to make sure the privacy of the participants is safeguarded. Researchers sometimes pledge anonymity of the participants in the cover letters or by a word of mouth. It is often necessary for participants to be recognised for instance, when follow-ups or reminders have to be sent to participants who have not responded or who will be needed in the second round of the study. The ethical matters become pertinent when participants are assumed of their privacy while the investigator is aware that this will not be the case (Blumberg et al., 2005). Numerous kinds of research, such as observations or surveys ought to be carried under the supposition that the researcher may divulge findings without identifying or name the participants. However, some interviews are not conducted under the situation of anonymity, hence there is need for the researcher to tell the subjects that the study findings will be unidentified or not (Hesse-Biber & Nagy, 2011).

2. *Confidentiality*

According to Welpfel (1995) as cited in Kuyumdzhieva (2018) the researcher has the obligation to "protect the anonymity of the research participants and the secrecy of their disclosures unless they consent to the release of personal information". Confidentiality can be threatened when third parties are involved in the study for instance, if there is someone who is sponsoring the study or court seeking to identify research participants. In some cases there might be interference by a sponsor but this is comparatively less difficult to avert than court cases. Nevertheless, when beginning a research consensus with sponsoring organisation or agency, the researcher have made it known in the agreement that no individual identities will not be exposed under any situations, if the sponsor objects then researchers should reject the consent before carrying out the study, (British Sociology Association, 2017). The researcher promise the participants that he/she is going to handle all the information in a confidential manner and will respect privacy of data sources by not revealing or divulging the information without permission from the participants. When reporting the findings, it is the duty of the researcher to make sure that information about any of your participants is not linked to their identities under any circumstance. Here are some of the ways the researcher can use to maintain confidentiality according to Haggerty (2004):

1. All the information should be obtained and recorded anonymously.
2. Electronic data encryption should be employed.
3. Reporting individual data or statistics should be abstained.
4. Group data only should be used.
5. Names of all participants should be substituted if ever they supplied their names.
6.When recording data, codes should be used which are free of personal identification information.

There are several steps which researchers needs to follow when dealing with the issue of confidentiality of participants and here are some of the steps: deliberate on the parameters of confidentiality by giving research subjects information in what way their data will be utilised, what will be done with event resources, pictures, audio and video footages and protect their consent. Researchers gathering or uploading There are several steps which researchers needs to follow when dealing the issue of confidentiality of participants and below are some of the steps: deliberate on the parameters of confidentiality by giving research subjects information in what way their data will be utilised, what will be done with event resources, pictures, audio and video footages and protect their consent. Researchers gathering or uploading research data gathered online have to be very cautious in terms of how they assured confidentiality, mainly if the data gathered may be harmful, (Information Resources Management Association 2015).

Researchers must take concrete security measures by ensuring that confidential documents are kept in a protected place with restricted admission and contemplate removing of all the information which may lead to personal identification (Sanjari, Bahramnezhad, Fomani, Shoghi & Cheraghi, 2014). More so, the

researcher needs to be conscious of circumstances where privacy could unintentionally be broken. All researchers should make an effort to safeguard that all research data are treated with suitable discretion and secrecy, (Stevens 2013:19). Researchers should think about sharing of data with other researchers before research begins especially on sensitive issues.

3. *Avoiding bias*

It is unethical for the researcher to be biased in any form. There is a difference between biasness and subjectivity, but very often people confuse the two. Subjectivity is derived from the researcher's competence, training and educational background in research as well as philosophical perspective. Conversely, biasness is a deliberate effort by the researcher to either highlight something disproportionately to its true reality or hide what the researcher has found in the study. According to Kumar (2011), if the researcher cannot control his or her biasness, it's better to stay away from conducting research. The researcher should try by all means to avoid biasness and must report all the findings in a complete and honesty fashion, without misrepresenting or fabricating any findings in their research process.

4. *Informed consent*

When we talk about informed consent we are not merely talking about a form that is being signed by research participants, but we are talking about a process in which the participants have a comprehension of the research and its consequences on them and or their societies. Hesse- Biber (2016) states that informed consent involves implementing a range of procedures when using humans as subjects. The word informed consent explicitly emphasises that the subjects of the research must have adequate knowledge (Akingbade & Durowoju, 2015: Israel, 2015), meaning that it is the responsibility of the researcher to ensure that they give adequate information to their subjects, about the research project. The informed consent is a cornerstone of ethical standards which must be observed all the time, when dealing with human subjects.

In some cases people mistakenly think that informed consent is the same as authorisation. Authorisation is a transcribed approval from an individual letting the exposure and or use of his/her data for research purposes only. While informed consent is the individual's permission to participate in the research, (Supino & Borer, 2012). Informed consent is a deliberate agreement and arrangement to partake in an inquiry, (Mollet, 2013). Participants must be able to understand that they are agreeing to participate in research and what it entails. Consent involves a mindful selection of decision or give the right to do something, in this case it means agreeing with an understanding to take part in the research study without any duress, (Stevens 2013). Very often people blur these two concepts authorisation and informed consent.

In management science research, it is an ethical principle for the searcher to attempt to make sure that those who form part of the participants in research not only approve and consent to partaking in the research without being pressured or prejudiced, but that they are completely aware of what are the details of what they are agreeing to do, (Davies 2013). For one to be considered as an informed participant, he/she must be given vividly articulated information detailing the purpose of the study, benefits, risks, methods and changes to the study. This information should be given in a neutral way such that the participants are not under any pressure and should be adapted to the participants' language and cultural background for ease of communication and better understanding. Resnik (2012) states that informed consent should make it clear to the participant what their participation entails, that is, the potential benefits as well as the risks. Participants should have enough information to weigh the benefits and the risks against each other.

5. *Reduction of harm*

When conducting management science research, researchers should not deliberately disenchant or hurt the research subjects, irrespective of whether they volunteered to take part in the study or not, (University of South Africa (UNISA) 2007). Feasibly the unequivocal instance pertaining harm to participants is on revealing of sensitive information which can embarrass or jeopardise them directly or indirectly in relation to their friendship, homes, jobs, and so on. The researcher must look for direct or indirect threats and guard against them during the study as this may harm participants psychologically in the course of the study. In regular cases, research participants are asked to disclose attitudes they feel are unpopular or demanding

personal traits for instance welfare receipts payments, low income and so on as divulging such information usually make them feel threatened or uncomfortable, (Kumar 2011). Researchers should try by all means to make sure that research participants are secure from unjustifiable interference, anguish, disgrace, physical anxiety, personal humiliation, emotional and any other form of harm, (Stevens 2013). The researcher should try all means to leave participants feeling as they were before taking part in the study.

6. ***Voluntary participation***

In research there is voluntary participation which denotes that, participants are free to exercise their will in determining whether to participate or not to participate in a research action, (Akingbade & Durowoju, 2015; Akpabio & Esikot, 2014). This right to participate is also safeguarded by the international, national law and codes of conduct of scientific communities. There are so many things that influence people to participate in a research, chief among other things are: ability to resist pressure such as financial inducements, a lot of people are tempted to participate because of financial benefits attached to it, peer pressure from colleagues and individual willingness or eagerness to learn new things. Participation in any research should be done with full understanding of why the person participating and none should push or pull them to do so.

7. ***Non-publication of data***

Non-published data is sometimes termed cooked data. This is data which are not included in the results because they do not support the desired outcome. Such data may be considered as bad data, but bad data ought to be recognised during gathering process or during analysis. Outlier which is misleading score, is a score that remains outside of the normal scores and should not be clipped from your primary research outcomes because doing so is a violation of research ethics, (Bell & Bryman, 2007). Researchers should not mistakenly think that these results are irrelevant and therefore it must be removed from their data selections (Schaller-Demers, 2016). In numerous cases, these apparently trivial results afford essential information that might prove more valuable than major results.

8. ***Falsification and fabrication of data***

Fabrication of data is when the researcher makes up either data or results then records or reports them, whereas falsification is when the researcher manipulates materials, process, equipment or changes or omits data such that the research is not represented accurately (Akarange & Jude, 2013). These two translate to research misconduct and should be averted at all cost, the truthful reporting of data should be enforced as demanded by research ethics. The data alteration or what some researchers call making up is strictly prohibited as it breaches the research ethics, so try by all means to use truthful or accurate data. It is for this reason that researchers should not manufacture data for imaginary participants in the event that they run short of a few of them (British Sociology Association (BSA), 2017). Similarly, if outcomes are not as estimated, it is highly unethical to misrepresent the data to echo one's anticipations.

9. ***Rewards and benefits***

There is need for the justification of benefits to the participants, their community and or the broader society at large. It is at times problematic to foresee the risks or harm when crafting a proposition particularly in qualitative research. Thus, as suggested by Beauchamp and Childress, (2001) as cited in Fouka and Mantzorou (2011), the principle of beneficence includes the professional mandate to do effective and significant research so as to better serve and promote the welfare of our constituents. All participants must be told of what they are going to benefit in taking part in the research if there are any potential benefits associated with that research before partaking. The risk to participants should be lower where there are no potential benefits compared to where there are potential benefits which would be ethically acceptable (BSA, 2017).

Other benefits such as rewards should be realistic and given as a token of appreciation rather than as a motivator for participants to take part in the study as this may lead to false data being provided for the sake of pleasing the researcher or getting more rewards and benefits. More so, such benefits and rewards should not cause conflicts or disharmony among the participants and the community as a whole. If this happen, then

the whole purpose of the research is defeated. Research which involve children as research subjects their rewards can be in the form of toys, pencils or a book and if there are adult participants their rewards may be a small gift which can be given after the research not before the research commence.

10. *Third-Party Consent*

Numerous authors have been asking the legal prerequisite about third-part informed consent for children and teenage involvement in research and they have been arguing that children who are above ten years are completely able to make decisions concerning this issue, (British Psychological Society (BPS), 2017). The degree to which this necessity hampers survey studies in this era has not been wholly described or documented. However, this can be linked to the section above which discussed about rewards and benefits as well as the next subtopic on vulnerable groups of people.

11. *Vulnerable groups of people*

In this day and age, there is an escalation of worries around defenceless individuals and whether it is ethical or unethical to use them as research participants. Fisher (1993) as cited in Kuyumdzhiera (2018) classifies one vulnerability feature of group as people who are incapable of protecting their personal welfare and rights. As such vulnerable individuals comprise of enslaved people for instance detainees, mentally handicapped folks, elderly persons and teenagers, seriously ill or dying underprivileged, disabled, numb or insentient people and even women in some instance as was brought forward by the feminist approach, (Berkeley, 2015). The diverse views around the involvement of vulnerable people in research can be ascribed to their incapability to offer an informed consent as well as their need for additional safety and sympathy from the researcher as they are in a more danger of being misled, susceptible, exploited and coerced to take part in the research, (BSA, 2017). The use of vulnerable people as research subjects is a matter of great controversy as scholars differ on whether to use such people in research or not. Vulnerability intensifies the need for justification for the inclusion of such participants in research (Walton, 2013).

Importance of Ethical Consideration

Just like our everyday lives, there are dilemmas when it comes to ethics on what we agree as bad or good due to diverse views and perceptions we have about certain things in our societies. Israel (2015) alludes that one of the reasons that ethics are important in research is that there have been abuse of people's rights in the name of social research. The primary goal of research is upholding ethical principles by averting the manufacturing or misrepresenting of data and thus, encourage the pursuit of acquaintance and truth about what is really happening around us and finding real solutions to real problems as paraphrased in Code of Ethics for Research in the social and behavioural sciences (2018). Having a consideration for ethics, firstly, promotes and upholds these aims of research. Ethics will ensure that the research produces knowledge by ensuring that research is not being repetitive. Every research must produce some new knowledge, promote truth and minimise error. Research ethics create some prohibitions to behaviours such as falsifying data, incorrect reporting and misrepresentation of data.

Ethical behaviour is similarly essential for cooperative work since it inspires an atmosphere of trust, answerability and reciprocal admiration amongst researchers, (Hesse-Biber, 2016; Resnik, 2016). This is important particularly when bearing in mind matters linked to data allotment, joint-authorship, exclusive rights, guiding principle, confidentiality, privacy, reduction of harm, benefits and rewards, vulnerable groups and so on. Many institutions and organisations have developed an Institutional Review Board (IRB) to make sure that human participants are safe and their rights are not infringed by researchers. This also helps to safeguard the researchers and their institutions against any possible legal repercussions from any behaviour that may be considered unscrupulous such as harm to human subjects (Resnik, 2016; Israel, 2015)

Research is an activity that relies on the support of the society, the public; hence it is very vital for researchers to obey ethical principles so as to win the heart and minds of the public backup and having faith in the research (BSA, 2017). The public needs to be able to trust research, its methods and results, hold it in high

esteem for the potential that it will bring to improvement of science so as to be able to make use of its products (Kour, 2014; Israel, 2015). Homan (1991) purports that ethical principles are not only important because human subjects must be informed but because the research community would suffer great blow to cooperative relationship with the community if it is noised that social researchers are "lurking in disguises" and doing other unethical things. People who are around researchers need to be certain that the researcher employed suitable guiding principle for research on matters pertaining to human rights, animal well-being, and obeying the rules, avoiding conflict of interest, protection, health principles and other things because once this trust is destroyed it is not easy to gain back (Fouka & Mantzorou, 2011). The manner in which these ethical matters are being handled critically influence the truthfulness of the study and might have an effect on whether or not the project under study gets financial backing, (Mollet, 2011; Blumberg *et al.*, 2005).

Ethics in research also play an important role in promoting valuable practices for cooperative work. It promotes a good working relationship between funding institution and researchers as well as amongst researchers themselves (Resnik, 2016). Every institution wants to fund research that is trustworthy and has social responsibility while researchers need acknowledgement and credit for whatever work they collaborate in. Hence by observing ethical guidelines and following the legal tenets of research ethics science is made to live another day.

Ethics in research ensure compliance with the law and that researchers are held accountable by the public, and, it maintains public support for research (Code of Ethics, 2018). Since researchers face federal laws on harm to animals and people, intellectual property laws and copyright, it ensures that researchers abide by ethical guidelines. If researchers are aware that their conduct can be tracked and may be deemed unethical they can face consequences and the public can enjoy transparency and protection from these guidelines.

The researcher needs to have the permission of the people who are involved in the study, the reason being that the researcher does not want to cause any emotional or physical harm to the participants by leaving them at least as they were before partaking in the study. So to achieve this researcher has to be very careful on how to get sensitive information and avoid mind-burgling questions which are difficult and make the participants feel uncomfortable, (Shah, 2011).

Whenever researchers are conducting research, they must make sure that they "are not taking advantage of easy-to-access groups of people for instance children at a day-care simply because they are easy to access", but rather they must select the participants grounded on who have the data which will help to come up with a robust research. Some of the researches conducted in institutions of higher education need Institutional Board Approval, among such institutions is Lagos State University where the Faculty Research Committee representing the institution which gives approval in the form of ethical clearance to students who want to conduct research. This simply means that it is essential for your research to must be permitted by an ethics review committee to ensure that no researcher is being disrespectful to ethical consideration issues.

It is vital for the researcher to report findings accurately so as to present what the researcher observed or was told during data collection and avert taking responses out of context as well as discussing small parts of data without putting it into suitable context, (Oyeniyi *et al*., 2016). Even funders need to know how the researcher is going to tackle issues of ethical consideration and the researcher is less likely to be funded if they say no ethical considerations apply in their primary research. According to Code of Ethics for Research in the Social and Behavioural Sciences involving Human Participants (2018), when researchers are writing their research proposal there are six key principles of ethical considerations which they must explain on how:

- You are guaranteeing excellence and truthfulness of your research.
- You will try to find informed consent.
- You will respect the confidentiality and anonymity of your research subjects
- You will make sure that all your participants will voluntarily participate in your study.
- You will avert harm to your participants.
- You will deal with vulnerable groups in your study.
- You can show that your research is independent and impartial.

Research demands that researchers must have integrity and in so doing they must follow principles that will ensure that they do not conduct themselves in a manner that compromises the integrity of research. They must always ensure the highest ethical standards from the start to the publication of their work. Misconduct is not only a concern because of harm that it can bring to human subjects but it can also damage reputations, of laboratories, research institutions, companies and of researchers themselves (Akpabio & Esikot, 2014). It can even cause havoc and damage to relationships between researchers.

Ethical considerations can also play a role in ensuring that participants feel free to give their honest opinion and answers. Once they know that they are protected by the confidentiality and anonymity clause there is no need to try and create a good impression they can now be able to divulge what they would otherwise have been hesitant to divulge. (Homan, 1991).

Conclusion

The inescapable conclusion is that, each and every time when human participants are involved in a primary research, the researcher must take ethical considerations into account that is, all matters of the welfare and moralities of research participants, anonymity, confidentiality, avoid biasness, informed consent, reduction of harm, voluntary participation, privacy and so on. It is very vital for researchers to familiarise themselves with the basic ethical principles and up-to-date knowledge on policies around ethics and research to ensure that the research participants' safety is guaranteed and to avert finding themselves on the wrong side of the law and ethical guidelines

Conducting a research is on a right and it entirely depends on the society, i.e. people who are willing to participate in the research. Hence the behaviour of researchers must always be such so that people will continue to feel at ease in availing themselves. If researchers act honestly and honourably, people may rely on them to recognize their needs and sensitivities and consequently may be more willing to contribute openly and fully to the work they undertake (Israel, 2015).

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