

## **Selected ethical issues in the analysis and reporting of research: survey of Business School Faculty in Malaysia**

### **Abstract**

This study reports the perceptions of business school faculty on ethical behaviors related to data analysis and research reporting as well as the prevalence of such behaviors in their academic environment. Survey data for the study were obtained from a sample of 102 business school faculty from five government-funded universities in Malaysia. Study results showed that a majority of the respondents considered practices such as fabrication, manipulation, and distortion of data to be ethically unacceptable, and these behaviors were reported to be least prevalent. In contrast, the practice of misapplying statistical techniques was considered ethically acceptable and reported to be quite prevalent. On research reporting, although a majority of the respondents agreed that plagiarism and taking undeserved authorship credit were ethically unacceptable, they also reported having observed the frequent occurrence of such behaviors. Finally, practices such as cutting up research data and simultaneous submissions to more than one publication outlet at the same time were less likely to be viewed as unethical and seen to be quite a common practice. In general, the findings of this study indicate that the perceptions of the ethicality and frequency of occurrence of behaviors related to data analysis and research reporting vary among business school faculty.