

Research Plan

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(RPC001)

Lecture 01-Part A



The concept and ethics of
scientific research

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Lecture Outline

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- The concept of scientific research
- Fields of scientific research in administrative sciences
- Research types
- Scientific research goals
- Characteristics of scientific research
- The importance of scientific research in the field of administrative sciences
- Problems and difficulties of scientific research in administrative sciences
- Characteristics and skills of a distinguished researcher
- Ethics of scientific research in the field of administrative sciences

Learning objectives and skills

By the end of this chapter, you will be able to understand the following knowledge:

- The concept of scientific research and its most essential fields in administrative sciences.
- Recognize the different divisions of research.
- The ability to understand and compare the different objectives of scientific research.
- Different characteristics of scientific research.
- The importance of scientific research in the field of administrative sciences.
- The most important problems and difficulties of research in administrative sciences.
- The most important features and skills that an outstanding researcher should possess.
- Ethics of scientific research in the field of administrative sciences.

Learning objectives and skills

By the end of this chapter, you will possess the following Skills:

- The ability to recognize and distinguish areas of scientific research in administrative sciences.
- The ability to differentiate and distinguish between different types of research, their requirements, and their purpose.
- The ability to define the objectives and importance of the research.
- The ability to recognize and acquire the most important skills and distinguishing features of a successful researcher.
- The ability to develop an ethical framework for the scientific research process.

Definition and Purposes of Research

1. Is scientific research just gathering information without a clear goal?
2. Is scientific research gathering and recording information about a particular phenomenon without interpreting this information?

Definition and Purposes of Research

- “A systematic and organized effort to investigate a specific problem that needs to be solved. Hence, the scientific research process is a set of methodological steps that are designed and followed with a clear goal, which is to reach answers to some questions about topics of interest to us” Sekaran and Bougie (2010)

- "جهد منهجي ومنظم للتحقيق في مشكلة معينة تحتاج إلى حل. ومن هنا فإن عملية البحث العلمي عبارة عن مجموعة من الخطوات المنهجية التي يتم تصميمها واتباعها بهدف واضح وهو الوصول إلى إجابات لبعض الأسئلة حول الموضوعات التي تهمنا" سيكاران وبوجي (2010)
- « عمل فكري منظم يقوم به شخص مدرب وهو الباحث من أجل جمع الحقائق وتنظيمها وتفسيرها وربطها بالنظريات والحقائق بهدف التوصل إلى حل مشكلة أو للإضافة إلى المعرفة في حقل من حقول المعرفة » حافظ (2012)

Definition and Purposes of Research

Finally, the scientific research must include:

- A clear objective of scientific research.
- Scientific data collection.
- Scientific analysis and interpretation of data.
- Handling a specific problem.

Definition and Purposes of Research

Fields of scientific research in administrative sciences:

1. It can be said that the general concept of scientific research in administrative sciences does not depart from the general context of the concept of scientific research, but the fields of scientific research and its methods, and curricula differ from one science to another because the nature of phenomena is different.
2. The field of research interest in the field of management and business is focused on collecting accurate data that helps in the decision-making process and reduces its risks.

Definition and Purposes of Research

3. According to Saunders, the concept of research in the field of management sciences is «organized investigation to discover the truth of things related to management and business.»
4. The concept of research in the administrative sciences, according to Sekaran and Bougie, is «sequentially regular steps based on data collected about a specific problem and subjected to examination and scrutiny to solve this problem».

Definition and Purposes of Research

5. The production, financing, marketing, and management operations of organizations aiming to profit or reduce costs.
6. Non-profit organizations that seek to satisfy a general need and, therefore, need management skills to produce and provide services that meet the needs of the people.

Research in administrative sciences focuses on the applied aspect and the solution of administrative problems in addition to the cognitive element of administrative phenomena.

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Scientific research can be divided in terms of the field into three main types:

1. Exploratory Research
2. Basic or Fundamental Research
3. Applied Research

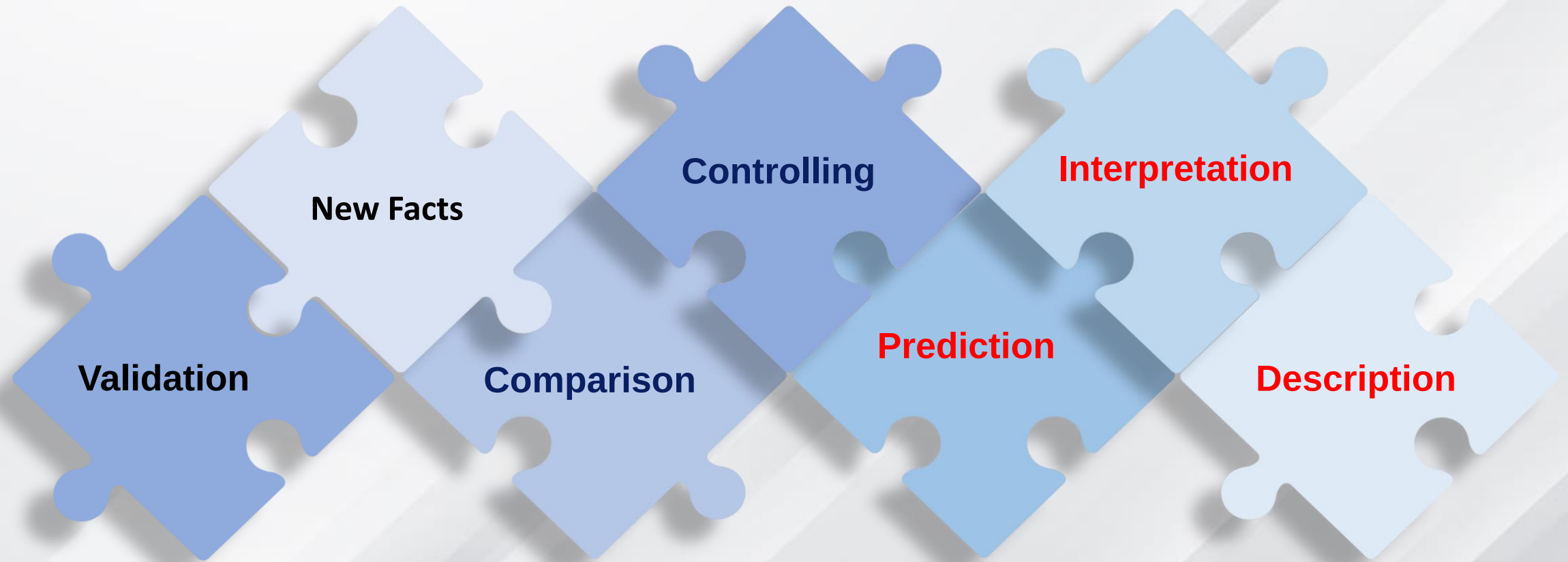
Scientific research can be divided in terms of use into:

1. Classroom Research
2. Graduation Research
3. Master Thesis
4. Ph.D. Dissertation
5. Applied Research

Scientific research can be divided in terms of the method used:

1. Descriptive
2. Historical
3. Applied

Scientific Research



Description

1. Description represents efforts exerted to give a pictorial account of the phenomenon being studied. It is the first step in research since it provides the basis for further exploration of the phenomenon under consideration.
2. In the description, the researcher attempts to find answers to the questions “what,” “who,” and “where?”

Interpretation

1. In interpretation, the researcher is interested in exploring the reasons or causes of certain behavior or event occurrence.
2. It involves understanding the cause-and-effect relationship between phenomena. Attempts have been made to answer the question “why?”

Prediction

1. In research, generalization is made to explain the past and predict what will happen in the future.
2. A widely based conceptual framework or theory will be used to predict the variable of interest.

Validation

- Validation means that the researcher conducts his study on a topic previously studied by another researcher with a difference in the sample, application environment, method used, or period.

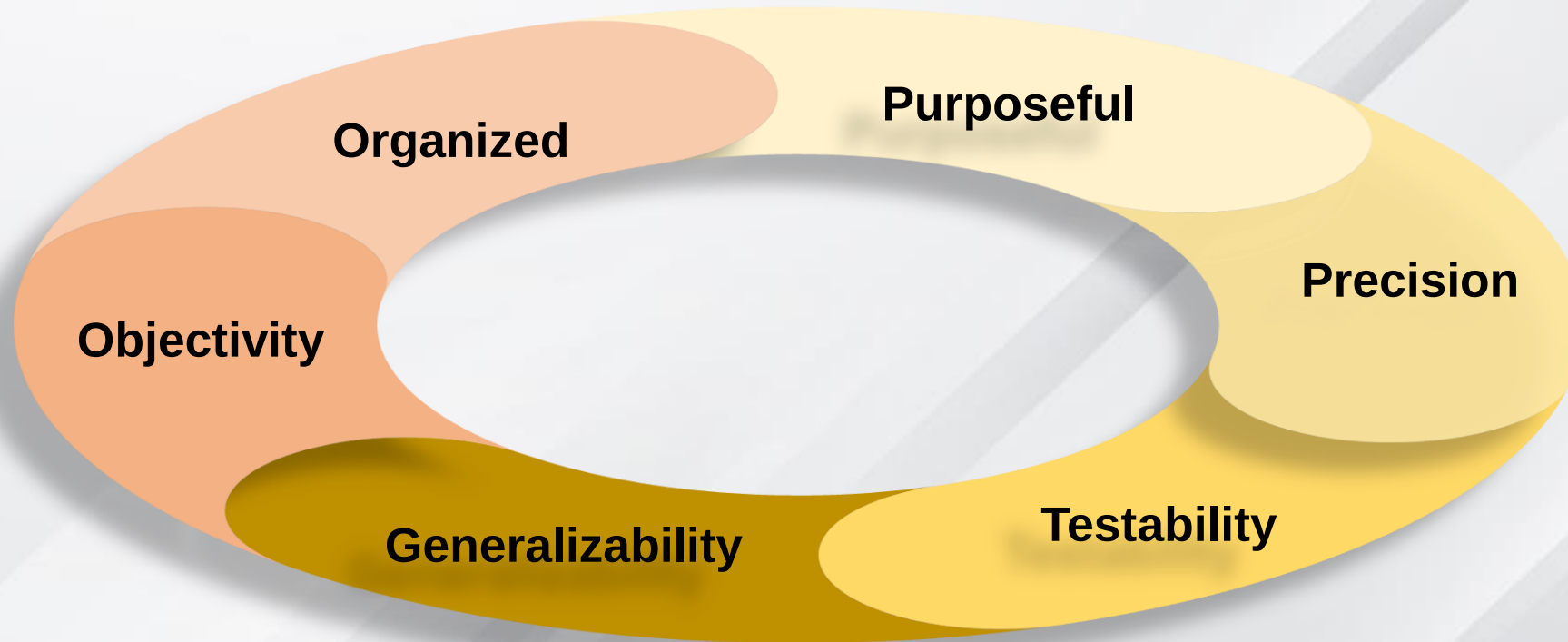
Control

1. Researchers are also interested in influencing or changing a particular event or condition for different purposes. Therefore, the description, interpretation, and prediction of events resulting from any research undertaking are not casual or without aim.
2. It is to explore and allow control possibilities – to intervene and observe an expected result.
3. Prediction of events resulting

New Facts

One of the goals of scientific research is to add to the knowledge in a specific field.

Characteristics of the Scientific Research



Goals of Scientific Research

The importance of scientific research in the fields of administrative sciences stems from several elements that can be summarized as follows:

- 1- Assisting decision-makers in administrative institutions
- 2- Strengthening the competitive capabilities of business organizations

- 3- Keeping track of the rapid developments in production methods
- 4- Analyze problems and identify their causes
- 5- Predicting the course of events in the future
- 6- Reaching the optimum production mix

Scientific Research Difficulties

Scientific research in administrative sciences faces multiple problems and difficulties that may affect results. The most critical problems and challenges facing researchers in the field of administrative sciences can be explained in the following points:

Scientific Research Difficulties

1. Administrative phenomena are characterized by complexity due to their relationship to human behavior, tendencies, and emotions, which makes obtaining high-resolution data difficult in many cases and affects the accuracy of the results obtained.
2. It may not be accessible in some cases to choose a well-representative sample of the study population that reflects all the characteristics of the study population, which affects the generalizability of the study results.

3. In the case of research that is concerned with the attitudes of individuals and customers, the personal attitudes of the respondents may affect their answers to the questions raised, which may lead to the emergence of a problem of bias in the data and thus negatively affect the results of the study.
4. Some managers intervene in the research process
5. Weak financial resources and resources for research
6. Absence or deficiencies of databases

7. It is difficult to isolate the external variables from the phenomenon in question (experimental research)
8. The difficulty of replicating the experience in the field of empirical research in administrative sciences
9. Many administrative phenomena are not subject to a general theory

Scientific Researchers' Skills

1. Professional Skill
2. Communication Skills
3. Conceptual Skills
4. Verbal Skills
5. Technical Skills

There are a set of considerations that must be taken into account by all parties involved in scientific research in the field of administrative sciences with regard to the ethics of scientific research, which are related to the different stages of the research process, which can be summarized as follows:

1. Honesty when collecting and recording data
2. Intellectual property rights

3. Adhere to the rules agreed upon with the sponsor
4. Do not exaggerate the results
5. Objectivity
6. Confidentiality of the source of your data (identity of respondents in questionnaires and interviews, for example)
7. Ethical aspect falls on the respondents.

8. The traditions of the members of the community
9. Ensure the safety of all parties involved in the research process
10. Data collection team morality
11. Research social responsibility.
12. Research supervisor's recommendations and close supervision
13. Arbitrators Committee for Research (objectivity)

المبادئ الأخلاقية المصاحبة لممارسة البحث العلمي

مرحلة اختيار البحث

- **المنفعة**
موضوع بحثي نافع ومفيد
- **تجنب الضرر**
هدف نبيل لا يضر الآخرين
- **الإمكانية**
توفر إمكانية في الباحث والموارد
- **الأمانة**
لا تكون فكرة البحث مسروقة

المبادئ الأخلاقية المصاحبة لممارسة البحث العلمي

مرحلة التخطيط للبحث

- صياغة مشكلة البحث بعبارة دقيقة وواضحة
- يجب ألا يكون المخطط البحثي نسخة عن أبحاث سابقة وهذا لا يمنع اجراء المقارنات معها
- التأكد من خلو البحث من أي ضرر قد يصيب الآخرين
- هدف نبيل لا يضر الآخرين
- توفير تمويل غير مشروط للبحث وألا يكون للجهة الممولة أي تدخل في المضمون البحثي
- يجب التعامل مع الحقائق العلمية بشكل منفصل عن المصالح

المبادئ الأخلاقية المصاحبة لممارسة البحث العلمي

مرحلة التعامل مع البيانات

يجب على الباحث أن يسلك السبل الرسمية للحصول على البيانات وألا يحاول الحصول عليها بطرق غير شرعية

- عدم إجراء تعديل على البيانات ومعالجتها كما هي
- يجب على الباحث أن يكون موضوعياً وصادقاً مع نتائج البحث في نقد فرضية البحث لو جاءت نتائجه مخالفة لتوقعات البحث
- اختيار أسلوب احصائي مبنياً على أسس علمية مدروسة

المبادئ الأخلاقية المصاحبة لممارسة البحث العلمي

إيقاف البحث العلمي

يجب على الباحث أن يسلك السبل الرسمية للحصول على البيانات وألا يحاول الحصول عليها بطرق غير شرعية

- أهداف البحث لا تتحقق
- صعوبات التي تواجه البحث تفوق الفوائد
- إجراء البحث يعرض خصوصية و سرية البيانات ، وانتهاك الحقوق

المخاطر المرافقة للبحث العلمي

مخاطر شائعة

- ❖ تكوين نتائج غير مثبتة
- ❖ تجاهل الأدلة المضادة
- ❖ التفكير المغلق
- ❖ عدم الحصول على جميع الحقائق متعلقة بالمشكلة
- ❖ عدم الدقة في الملاحظة
- ❖ الخطأ في المطابقة أو توفيق علامات السبب والآخر
- ❖ الافتقار إلى الموضوعية

المخاطر المرافقة للبحث العلمي

انتهاك الأمانة العلمية

- ❖ امثلة على الانتهاك المقصود للأمانة العلمية
 - ❖ تحريف نتائج دراسات المصادر
 - ❖ تقديم النتائج بصورة انتقائية
 - ❖ تقديم بيانات وهمية في اعقاب مشاهدة او تجربة
 - ❖ تطبيق أساليب إحصائية بشكل خاطئ عن قصد
 - ❖ التفسير غير الدقيق او التحريف المقصود لنتائج البحث
 - ❖ انتحال نتائج او نشرات صدرت عن اخرين
 - ❖ حذف اسماء المؤلفين المساعدين الذين قدموا مساهمة ملموسة في البحث



Thank You