

عنوان التقرير

Research Ethics: A Theoretical and Applied Study

**The Effectiveness of Project Management in Achieving Organizational Success for
Entertainment Events: A Case Study of Sela Company**

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1. Introduction

One of the reliable methods available to man to provide solutions to social, financial, administrative, and technological challenges is scientific research. Scientific research is also the fundamental basis of universities and research centers for generating innovations and making informed decisions. However, the true worth of a study is not determined by the research topic novelty or the study methodology rigor. It is largely determined by the researcher's commitment to the research process ethics from the stage of selecting the study topic and formulating the research problem to the collection and analysis of research data, and the presentation, packaging, and publication of the research findings. Therefore, research ethics is one of the leading criteria for evaluation of the credibility of scientific research. Research participants' rights are violated when integrity and transparency are lacking in the research process and reliable research findings cannot be achieved (Resnik, 2020).

There has been an increasing focus on the importance of research ethics because of the rapid growth of research in the last few decades and an increase in research activity that has a direct impact on individuals and organizations. These have led to a number of research-related ethical concerns including protecting the privacy of participants, and ensuring confidentiality of the data, informed consent, plagiarism, and conflict of interest. This has resulted the formation of ethics codes and policies by universities, research institutions, and professional organizations to regulate research and protect the rights of research participants (American Psychological Association [APA], 2020).

Research ethics encompasses values and standards that shape researchers' actions during the scientific research process. These principles safeguard individual rights, protect the integrity of the science, and assure objectivity, justice, and the avoidance of potential harm to research participants and the findings. According to Creswell and Creswell (2023), research ethics expands beyond the law and regulatory compliance to illustrate a researcher's responsibility to the scientific and social community through professional and ethical dedication. The primary focus of research should be the improvement of knowledge for the public good and to decrease harm and the potential for exploitation of the research participants.

Contemporary literature supports the idea that behaving ethically in research strengthens the relationship between the researcher and the research participant, as well as the usefulness and the credibility of the research in making informed decisions for the development of public policies. When research participants are assured that their participation is voluntary, their rights are respected, and that their data will remain confidential, they are more likely to provide the researcher with the cooperation, the completeness, and the truthfulness necessary for high quality data. When research participants feel that their rights have been violated, it undermines the findings of the research, the researcher and the academic institution, and may result in legal and ethical consequences (Saunders, Lewis, & Thornhill, 2023).

The significance of research ethics spans beyond medical or experimental research. Within administrative, economic, and social research, ethics is significant as research in these domains usually requires data

collection from employees, managers, customers, or the general public. Consequently, ethics requires researchers to observe guidelines when designing research tools, selecting a sample, and collecting, analyzing, and reporting research findings. This would respect the participants' dignity and protect them from the potential harms that may be caused to them (Bryman, 2021).

Given the nature of the current study which assesses the value of project management in the achievement of organizational success for entertainment events: A case study of Sila Company, research ethics are especially important. This is due to the fact that the study involves the collection of primary data from employees of the company, and the use of a questionnaire. This entails the application of research ethics which include, but are not limited to, obtaining the participants' consent, informing the participants of the purpose of the study, and keeping the information confidential and using it for research in the science only, as well as protecting the identity of the participants. Ethics also requires that objective and honest analysis of the data is undertaken, and presentation of the findings is done in an accurate and honest manner, devoid of any distortion, or omission, and selective reporting of the researchers' findings to support the researcher's claim or expectation. This fits neatly with the quantitative methodology proposed for the field study of Sila Company.

This document intends to provide a comprehensive scientific analysis of the concept of research ethics, and examines its significance for the enhancement of the quality and the credibility of research. The report examines the core principles that define the appropriate behavior and conduct of a researcher, identifies principal ethical dilemmas a researcher may face when undertaking scientific inquiry, and highlights pertinent ethical rules and research regulations. A contextual example of the application of these principles is provided for the research area of project management at Sila Company. This report also intends to portray that following ethics is not only a formality and an obligation that needs to be fulfilled in a modern research, but is, in fact, a crucial factor for the success of scientific research and the creation of credible knowledge which may be instrumental for the evolution of the state and for the fulfillment of constructive and rational objectives within the domain of sustainable development.

2. The Importance of Research Ethics

Research ethics is a cornerstone of the research process. Reliable scientific results and valuable knowledge cannot be achieved without adhering to ethical principles that govern researcher conduct at all stages of the research process. Scientific research is not limited to the correct use of scientific methods and tools; it also requires adherence to a set of values that ensure respect for participants' rights, maintain data integrity, and present results objectively and transparently. Therefore, research ethics has become a fundamental criterion for judging the quality of scientific studies and the reliability of their findings in advancing knowledge and making decisions (Resnik, 2020).

One of the most important functions of research ethics is to enhance the credibility of scientific research. A researcher's commitment to scientific integrity, accurate source documentation, and the presentation of results without distortion or selectivity builds trust between the researcher, the reader, and the scientific community.

When researchers adhere to these principles, study results become more verifiable and retestable, which is one of the most important characteristics of rigorous scientific research. However, if ethical principles are violated, such as concealing results, falsifying data, or committing plagiarism, the research loses its scientific value and negatively impacts the reputation of the researcher and the academic institution to which they belong (American Psychological Association [APA], 2020).

Research ethics also contribute to protecting the rights of participants in scientific studies, especially in research that relies on collecting data from individuals. Participants have the right to know the study's objectives, the nature of their participation, and how their data will be used. They also have the right to withdraw from the study at any time without being subjected to any harm or pressure. Researchers are obligated to maintain the confidentiality of personal information and not use it except for the scientific purposes to which participants have consented. The Belmont Report affirms that respect for individuals, benevolence, and fairness are the fundamental principles that should govern all studies involving human participants (National Commission for the Protection of Human Subjects, 1979).

Another important aspect is that research ethics promotes the researcher's objectivity and independence. Researchers may be subject to pressure during the study process from funding bodies, institutions, or even their own personal expectations, which could lead them to interpret results in a way that supports their hypotheses. However, ethical commitment requires researchers to analyze data impartially and disclose results, whether they support or contradict the study's hypotheses, because the primary goal of scientific research is to arrive at scientific truth, not to prove a preconceived opinion. Therefore, Creswell and Creswell (2023) indicate that integrity and objectivity are the cornerstones of building scientific knowledge that can be accumulated and utilized in the future.

The importance of research ethics is also evident in enhancing public trust in academic and research institutions. When universities and research centers adhere to ethical standards in conducting studies and publishing their results, this strengthens their credibility with the public and decision-makers, and encourages individuals and institutions to participate in future studies. Conversely, discovering cases of falsification, plagiarism, or exploitation of participants can lead to a loss of trust in the research institution and reduce individuals' willingness to cooperate with researchers in the future, negatively impacting the development of scientific research (Bryman, 2021).

Research ethics also plays a crucial role in protecting society from the negative consequences of unethical research. Studies based on inaccurate data or misleading results can lead to flawed decisions in economic, health, or administrative fields, potentially causing significant financial or social losses. Therefore, adherence to ethical principles not only protects participants but also safeguards institutions, decision-makers, and society as a whole from the repercussions of inaccurate or misleading information. Consequently, many scientific journals and universities now require approval from research ethics committees before conducting

studies involving human participants to ensure compliance with international ethical standards (Saunders, Lewis, & Thornhill, 2023).

The importance of research ethics is clearly evident in management research, including the current study examining the effectiveness of project management in achieving organizational success for entertainment events: a case study of Sila Company. This study relies on collecting data from company employees through a questionnaire, which necessitates adherence to a set of ethical principles. These include obtaining participants' consent before completing the questionnaire, informing them that their participation is voluntary, ensuring their anonymity and that their data is not used for any purpose outside the scope of scientific research, and analyzing the results objectively, free from any bias or personal influence. Adherence to these principles not only guarantees the protection of participants' rights but also contributes to obtaining more accurate and realistic data. This enhances the quality of the results and increases their potential for application in developing project management practices within Sila Company and the entertainment events sector in general.

In light of the above, it is clear that research ethics is not merely a set of formal procedures that researchers follow to fulfill study requirements. Rather, it represents a comprehensive framework that ensures the integrity of the research process, protects participants' rights, enhances the quality of scientific knowledge, and increases public confidence in research findings. Therefore, adherence to these ethics is a fundamental requirement for producing sound scientific research that can be relied upon to serve society and support sustainable development.

3. Fundamental Principles of Research Ethics

Research ethics is based on a set of fundamental principles that govern the researcher's conduct throughout all stages of the study, from defining the research problem to publishing the results. These principles represent an ethical framework that ensures respect for participants, maintains data integrity, and fosters confidence in the results of scientific research. Resnik (2020) emphasizes that adhering to these principles is not a personal choice for the researcher, but rather a scientific and professional responsibility imposed by academic and international standards. Among the most prominent of these principles are scientific honesty, integrity, objectivity, confidentiality, and informed consent.

1. Scientific Honesty

Scientific honesty is the cornerstone of all academic research. It means the researcher's commitment to conveying information and results accurately, without distortion or exaggeration, while properly documenting all sources and ideas used. It also includes avoiding plagiarism or using the work of others without attribution, as well as refraining from fabricating or modifying data to support research hypotheses. The American Psychological Association (2020) argues that scientific integrity contributes to protecting intellectual property rights and fosters trust between researchers and academic institutions.

Practical example: If a researcher uses a theory or model previously published in a prior study, the original source must be cited according to established documentation standards, and the idea should not be presented

as the researcher's own original work. Furthermore, all findings must be presented, even if they do not support the study's hypotheses.

2. Integrity

Integrity refers to the researcher's commitment to conducting all stages of the research honestly and transparently, avoiding any practices that could compromise the credibility of the study or its results. This principle requires maintaining consistency between the research objectives, procedures, and results, and not concealing any information or findings that may be of scientific importance. Integrity also includes disclosing any potential conflicts of interest that could affect the researcher's impartiality or interpretation of the results (Creswell & Creswell, 2023).

Practical Example: If a study is funded by an entity with a direct interest in the research results, the researcher must clearly disclose this, emphasizing that the funding did not influence the study design, data analysis, or interpretation of the results.

3. Objectivity

Objectivity means that the researcher relies on actual evidence and data when analyzing phenomena and interpreting results, without allowing personal opinions, beliefs, or expectations to influence the research process. This principle requires the use of appropriate measurement tools, the application of scientific analytical methods, and the presentation of results as the data shows, whether or not they support the study's hypotheses. Saunders, Lewis, and Thornhill (2023) emphasize that objectivity is one of the most important factors in the quality of scientific research because it reduces the likelihood of bias and enhances the reliability of the results.

Practical Example: If the survey results show that one dimension of project management does not affect organizational success, the researcher should not ignore or modify this result to conform to their expectations. Instead, it must be presented and discussed scientifically.

4. Confidentiality

Confidentiality means the researcher's commitment to protecting all information obtained from participants and not disclosing their identities or personal data except with their explicit consent or if required by law. This includes storing questionnaires and electronic files in secure locations and making data available only to authorized personnel. Confidentiality is a fundamental principle that encourages individuals to participate in studies with confidence and peace of mind, especially in research dealing with professional or personal topics (Bryman, 2021).

Practical Example: In the current study concerning Sila Company, employees' names should not be recorded in the questionnaires. Instead, numerical codes should be used to ensure that participants cannot be identified or their responses linked to their job positions.

5. Informed Consent

Informed consent is one of the most important ethical principles in research involving human participants. It means that an individual agrees to participate in a study after receiving sufficient and clear information about the research objectives, the nature of their participation, the expected duration, and any potential benefits or risks. It also includes their full right to withdraw from the study at any time without any penalties or negative consequences. The Belmont Report emphasizes that respecting individual autonomy requires granting individuals complete freedom to decide to participate based on clear and complete information (National Commission for the Protection of Human Rights, 1979).

Practical Example: Before distributing the questionnaire to employees of Sila Company, each participant should be provided with a consent form that includes a brief explanation of the study's objective, confirms that participation is voluntary, and assures them that all data will be used solely for scientific research purposes while maintaining strict confidentiality. In light of the above, it is clear that these five principles represent the foundation of research ethics, and that adhering to them is not merely about complying with regulations, but rather reflects the researcher's commitment to scientific and professional responsibility. Applying these principles also contributes to enhancing the quality of research, protecting the rights of participants, and increasing the credibility of results, thus ensuring that scientific research plays its true role in serving knowledge and society.

4. Issues of Ethics in Scientific Research

While conducting research, various ethical concerns arise that can negatively impact the research and the trustworthiness of the findings if the concerns are not handled in line with the scientific process. Knowing these concerns helps researchers avoid untrustworthy practices, and serves to strengthen the certainty the researchers have regarding their findings. The most common concerns include, but are not limited to, plagiarism, fabrication and falsification of data, bias, invasions of privacy, and conflict of interests (Resnik, 2020).

Plagiarism is among the highest ranking ethical violations. Plagiarism occurs when the researcher cites neither the texts of other researchers nor their ideas and findings. This behavior is in violation of the rights of the intellectual property of others, and can result in rejection of the research and the researcher of an academic sanction. For example, if a researcher copies a portion of a previous study of project management and does not cite the source, even if the copying is not verbatim, this is a case of plagiarism (American Psychological Association [APA], 2020).

Fabrication and falsification of data are when the researcher creates a data set that does not exist, or alters data sets to meet a hypothesis of the research and/or to arrive at a conclusion of the research. This behavior is among the highest ranking ethical violations in research because this leads to the dissemination of false knowledge that can impact future research, and such knowledge can influence the decisions of a researcher.

Examples of this are researchers making up fictitious data to research and to fill out a survey, or a researcher of a study choosing to eliminate data that does not meet their expectations.

Various ethical concerns are also present in bias which is when the researcher, through their own fault or otherwise, compromises the objectivity of the study by interpreting the information, data, or choosing the sample in a particular way, or through selective reporting of the results.

Bias can be a result of many things including pressure from institutions or the need to support a certain hypothesis through research. It is critical for researchers to use measurement tools that are up to the task and analyze research through the lens of objective scientific thought to safeguard the results (Creswell & Creswell, 2023).

Privacy violations are also of major concern. This happens when researchers disclose personal information about the research subjects or use their information to further research not authorized by them. Researchers have a duty to safeguard the privacy of the research subjects and avoid disclosing information about the subjects of research, especially those conducted in institutions or workplaces.

Finally, interest conflicts are also substantial issues that complicate a researcher's ethical framework. These arise when the researcher has a personal interest or stake in the outcome of the research, as does the research funding body. All interest conflicts that could be a threat to the research objectivity have to be revealed. This will be useful in improving the objectivity of the research as it also increases the stake of the science community to the results of the research (Saunders, Lewis, & Thornhill, 2023).

Focusing on these issues and applying various frameworks of ethics enables scientific research to be of higher integrity, further the body of scientifically proven knowledge, and safeguard the civil liberties of the research subjects.

5. Rules and Regulations Governing Research Ethics

Research ethics is governed by a set of rules and regulations designed to ensure the protection of participants, promote the integrity of the research process, and maintain the quality and reliability of the results. Universities, research institutions, and international organizations have established these rules to ensure that researchers adhere to standardized criteria that govern all stages of research, from study design to publication. Compliance with these regulations is a prerequisite for the acceptance of many research papers in scientific journals and universities, especially those involving the collection of data from individuals (Resnik, 2020).

Among the most important bodies responsible for implementing these standards are Institutional Review Boards (IRBs). These are independent committees established within universities and research institutions to review research proposals before implementation. Their role is to ensure that the study does not expose participants to any undue risks and that it adheres to the principles of fairness, respect for individuals, obtaining informed consent, and maintaining data confidentiality. These committees also assess the extent to which data

collection tools comply with ethical standards and ensure that the expected benefits of the research outweigh any potential risks (Creswell & Creswell, 2023).

Furthermore, the American Psychological Association (APA) Publication Manual, 7th Edition, is one of the most important international references regulating research ethics. It defines standards related to scientific integrity, source documentation, avoiding plagiarism, disclosing conflicts of interest, and ethical guidelines for preparing and publishing research. Adherence to these standards helps promote transparency, respect intellectual property rights, and improve the quality of scientific output (American Psychological Association, 2020).

Regarding the current study on the effectiveness of project management in achieving organizational success for entertainment events at Sila Company, adherence to these rules requires obtaining participants' consent before distributing the questionnaire, maintaining the confidentiality of their data, using the information solely for scientific research purposes, and adhering to proper scientific documentation and objectively disclosing the results without distortion. Adherence to these regulations contributes to enhancing the credibility of the study, protecting the rights of participants, and ensuring the academic acceptance of its results and their use in developing knowledge and administrative practices.

6 .Practical Application of the Research Topic (Case Study of Sila Company)

Positive ethical practices and procedures have been applied to this study concerning the effectiveness of project management in improving the success of the company's entertainment events. This includes a case study of the Sila Company. The research involved the collection of primary data through the use of questionnaires to the employees of the company. It was, therefore, important for the researcher to incorporate the ethical practices and procedures focused on the well-being of the participants and the integrity of the results. The researcher was to obtain the informed consent of the participants by providing a description of the purpose of the research, the description of the data to be collected, and the proposed use of the data. The researcher was also to provide assurance to the potential research participants that the participants' employment would not be affected by their decision to participate or withdraw from the research and that the participants had the right to withdraw from the research at any time and for any reason (Creswell & Creswell, 2023).

The researcher was to avoid the use of real names or any other identifying information. In place of real names, numbers would be used. The electronic and physical copies of the questionnaires would be kept in a safe place. The researcher would have sole access to the data. The data would not be used for any purpose other than research, and the data would not be given to any third party. This practice would help build trust and improve the quality of results by encouraging participants to be as honest and as accurate as possible (American Psychological Association, 2020).

The integrity of the researcher was to be maintained by objectivity during the data analysis and in the presentation of the results. The researcher will carry out a proper statistical analysis on all obtained responses,

ensuring that no data is deleted or manipulated in a way that may provide evidence in support of the study's hypotheses. The outputs will be presented as they are, with no alteration to the statistical outputs that will either provide or lack support for the research hypotheses. The researcher will provide all references in the APA format, and will make every effort to avoid plagiarism and preserve the integrity of the patron. This approach will allow the researcher to carry out the study in a way that provides the researcher with the highest ethical standards. This approach will preserve the participants, and will provide a level of confidence to the results and allow the researcher to apply the results. The results will extend and improve project management and event planning in the entertainment sector in the company of Sila and in the country of Saudi Arabia.

7. Conclusion

Research ethics are a fundamental pillar that ensures the quality and credibility of research. They guide researchers toward adhering to scientific integrity, impartiality, objectivity, respect for participants' rights, and the protection of their personal data. This report addressed the concept of research ethics and its importance in enhancing the reliability of results. It also reviewed basic ethical principles, discussed the most prominent ethical issues researchers may face, and clarified the role of international rules and regulations in organizing research practices.

Furthermore, the report demonstrated how these principles are practically applied to a study on the effectiveness of project management in achieving organizational success for entertainment events: a case study of Sila Company. This application involved adhering to informed consent, ensuring data confidentiality, objectively analyzing results, and maintaining proper scientific documentation. This underscores that adherence to research ethics is not merely an academic requirement but a scientific and professional responsibility that contributes to producing reliable knowledge that can be used to develop institutions and support decision-making. Therefore, establishing a culture of research ethics among researchers is a crucial step toward improving the quality of scientific research and achieving sustainable development.

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