



Ethical Data Privacy Concern: Challenge and Solution in Academic Research Practice

Abubakar Ibrahim^{1}, Adamu Yusha'u², Musa Muhammed³*

¹Department of Mathematical Science, Faculty of Science, Bauchi State, Gadau, Nigeria.

²Department of Mathematical Science, Faculty of Science, Bauchi State, Gadau, Nigeria.

³Federal University Minna.

¹abubakaribrahim@basug.edu.ng

ABSTRACT:

Ethical Data Privacy Concerns: Academic Research Practices under Pressure – face to face with the challenge and solution. It briefs the ethical dilemmas and solutions in data sharing mode which are caused in academic studies methods. Following closely the booming of digital technologies and also the online storage of the huge amount of sensitive user information are the privacy issues that also become one of the main concerns for academia. This paper demonstrates the raised problems of data privacy safety in learning-oriented institutions, as well as presents some premises to find a mutual remedy for the problem. The article reviews present publications and case studies which show that effective proactive actions like comprehensive data protection regulations, encryption technologies, staff training, and collaborative partnerships would reduce risks of data leakages and protect personal data from being compromised. Moreover, it emphasizes the need for continuing watches over arise of new dangers, adaptation of technologies, and improving the knowledge and skills of the relevant people such as employees or management about data privacy best practices. Furthermore, it explains the changing regime related to data privacy regulations and the obligation of researchers to remain in compliance with all that. By covering significant literature and case studies the paper indicates how unethical practices can harm people and establish ethical standards as a mean to avoid such wrongdoings to achieve integrity in academic research. Ethical and data Privacy concerns as well as academics are crucial concerns at the same thing. Additionally, it helps one to analyze the probabilities that researchers and scholars must be attentive to to detect the unethical problems that might of course occur during a research process. They comprise the groundwork for participants' rights, making sure that they are well-informed and that their data remains private. Data use transparency and compliance with ethical regulations should be the hallmarks of integral and trustee research.

Keywords: Data privacy, Ethical issues, privacy challenge, academic research

INTRODUCTION

In Academic research, the issue of data privacy has become a primary concern since, recently, there has been a rising trend in the use of technology and storing large amount of data. Ethical data privacy presents an intrusive issue for researchers. While they need to learn the techniques of shielding valuable information and also advancing the knowledge in their fields, they need to have to uphold ethical principles. By the researcher elicit different fields, the ethic and data privacy art emerge, subjects, and the possible sensitive communities, which stress the importance of morality conduct. This introductory part will serve as a point from which we will address the ethical issues and data privacy issues of today. (Schmeiser, 1993) One of the main concerns in the growing data privacy in academic research is the fact that data leakage to unauthorized people can happen at any time. The technical advancement of our generation has enabled the researchers to have access to very massive collections of data from different sources e.g personal details, health records and social media data (Prillard et al., 2024). This creates a great ethical dilemma as the scientists have to strike a balance between this need of gathering information and the requirement of protecting the people's data, their privacy and confidential information. Another issue which is a challenge for data privacy in academic research is the informed consent aspect. Researchers should get the informed consent from the patients before they obtain data but this will be challenging when data is collected from publicly available information. Securing that the people not only know how their information will be used, but also protected is the primary condition for establishment of the trust and implementation of the ethical principles. Another way that technology is becoming more important is through the frequent use of data mining and machine learning algorithms as tools for academic research, which heightens the possibility for erroneous biased conclusions. The busy of researchers is in spotting the type of biases in the data they collect and analyze so as to avoid the possibility of unintended consequences.(Alkhalifah & D'Ambra, 2012).

Academic research is an important field which drives the validity of results and the significance of research findings by ensuring ethical and effective practices. On the other hand, although some researchers may overlook the ethical matters with relation to the reporting of findings, this results in authorities' sanctions, or financial liabilities. Ethical considerations as a part of the research process, however, prevent manipulation and falsification of data therefore establishing trust, accountability, and mutually respectful relation. Researchers must follow ethical standards on data sharing, co-authorship,

having copyright guidelines, as well as confidentiality (Prillard and others, 2024). The public expects the researchers to adhere to ethical standards in terms of human rights, animal welfare, law compliance, conflicts of interest, safety, and health regulation. The value of research integrity for informed consent and participant privacy as well as anonymity is a fundamental factor to ensure good practice during research. As technology changes data protection and data breaches are the problems which researchers are going to face during their research. The scholars have to deal with the intricacies of securing confidential data, rules of data protection, and risk elimination. An increase in the amount of digital data leads to issues of consent, anonymization, and unpredicted consequences which might result. Ethical standards provide guidance for concrete actions in different areas of the field, therefore, enforce a high level of confidence in these disciplines. This article examines the multifarious aspects of data privacy issues that are applicable in academics.

ACADEMIC RESEARCH PRACTICE

Academic research is the process of undertaking systematic studies of phenomena, theories, or questions, and this process is usually aimed at expanding knowledge, addressing society challenges, and contributing to intellectual discourse. It is an all-inclusive, detailed and formidable process, inherently done by researchers, scholars and students from academic institutions or research organizations (Ryen, 2004). Research, otherwise, is a well-organized and planned process of finding out the truth and reality regarding some problems through observation and data collection (using suitable tools), analysis of data (using quantitative or qualitative techniques), data presentation and interpretation, and decision making (through inference or deduction). Thus, to be referred to as research in education or any other setting, it must be characterized by capability to reveal underlying truths that cannot be seen through intuition, it must also develop new techniques of doing things here and now, it must also provide verifiable evidence to support the truth exposed, and it must also be utilised addressing the issues that have puzzled a lot of people in a given setting. Therefore Academic research can take various forms, including:

- **Applied Research:** There is a rising number of people who want to consider studying which will be looking to provide solutions to current existing problems via application of the skills and knowledge they acquire. The fundamental purpose of the applied research project is to outline the area where some methods, technology, or solutions can be implemented to achieve the objectives in such issue as new discovery, healthcare improvement, education excellence, and social policies. On other hand, the involved process of research includes two stages which they are the discovery and the collection of information respectively (Resnik, 2020). The first step of this process is referred to as 'Phase I' and is encompassed by formulating the cognizant research that is conducted by the researcher as a way of discovering the anomaly within the society that needs to be solved. We have purposed to ensure that all the stakeholders will negotiate and find coping with the issues towards a time, resources and context that the study questions can be handled to a point of satisfaction. And also the researcher is going to the second stage (Step II) which includes creating research design and a plan that will be based on the research questions that were developed. Another crucial period—one where choices and evaluations have to be made. These choices may involve selecting didactic materials to technique of information gathering.
- **Review Research:** Research that synthesizes and evaluates existing literature, theories, or empirical studies to provide comprehensive overviews, critiques, or analyses of a particular topic or research area. Review research includes systematic reviews, meta-analyses, and literature review is a critical evaluation of existing studies, providing an overview of current thinking on a topic, without presenting new experimental results.
- **Qualitative Research:** Research that explores meanings, experiences, and interpretations through in-depth analysis of textual or visual data. Qualitative research methods include interviews, focus groups, ethnography, and content analysis, aiming to uncover rich insights and perspectives (Resnik, 2020). However, for over twenty years, the international peer-reviewed journal Qualitative Research has been a driving force in the creation and discussion of qualitative approaches across a wide range of academic fields.
- **Quantitative Research:** Quantitative research involves numerical data and statistical analysis to investigate relationships, patterns, or trends. It often uses experiments, surveys, or observational studies with large sample sizes to generalize findings data. In this type of research, the author compiles, reviews and evaluates the work of other scholars, and textbooks which offer an overall review, critique or analysis of a particular issue or research topic (Resnik, 2020). Review research consists of systematic reviews, meta-analyses, and literature review which demonstrates critical appraisal of existing studies, summarizes general thought on the topic without new experimental results reporting.
- **Experimental Research:** The work entails holding all the elements with integral parts together and varying them separately to observe their effects present under controlled conditions to establish the cause-effect relationship. Research experiment is widely used in the natural sciences, psychology, and social sciences. Consequently, experimental research is also a very strong tool, which can be used to demonstrate theories, make models, design for the development of new goods, and generally increase our understanding of the world around us. Nevertheless, it should be underlined that conducting experiments is a time-consuming and costly process. Similarly, experimental research should consider the moral dimensions of its findings.

ETHICS IN ACADEMICS PRACTICE AND CHALLENGES

Ethics in academic research practice form the basis of building credibility and sanctity of the world of academia in its entirety. Researchers' ethical conduct is examined just as passionately, not only to safeguard the rights and welfare of research participants, but likewise to guarantee the legitimacy

and reliability of research findings (Busher, 2019). The ethical considerations in academic research involve the set of principles and regulations that must be followed in order to maintain a high standard and protect the rights and interests of research subjects. Informed consent, which is one of the primary considerations in the field of academic research, is an ethical and crucial step to be taken before involving participants of the study (Jha & Bose, 2013). Informed consent entails fully acquainting the participants with the main and particular information of the research study, parts and procedures of the research, anticipated risks and the possible benefits, and their ability to stop at any phase of the research. Scientists should completely avail participants of the cognizance of what is being sought for from them and then ensure that they give their consent to be part of the study willfully without any misrepresentation or deception. Hence, present times point at ethical concerns and issues of data privacy which they have (the collection and use of data) in the digital arena as a topic of huge concern. As the technology is keep on developing in the market, companies and organizations are now able to collect large amount of data for each individual they are working or managing. In this connection, there are more leaders expressing concerns about correct application and security of this type of data.

One of the significant ethical concerns when it comes to research work in academia is such. Researchers should safeguard the confidentiality of the personal information of participants as well as give due privacy to the people who take part in the research (Jha & Bose, 2013). This could be achieved through assigning pseudonyms to the subjects or anonymizing all data, while ensuring that the research data is stored and disposed of in a secure fashion, so as to prevent unauthorized access (Ryen 2004). In addition, this, experts have to admit ethical aspects in the research process which may cause discomfort or benefit to participants and their associated communities too. However, researchers must be able to make decisions about the potential disadvantages and advantages of the study and also implement measures to reduce any risks that may affect participants (Busher, 2019). Besides, scientific professionals need to set out the involved limitations of their research and disclose any conflicts of interest that might affect the integrity of their study results. Alongside with the issue of protection, respectful conduct of research and adequate care for the research participants (Ryen, 2004) falls under the wider ethical duties in academic research. This involves correct reporting of research findings, scandal to plagiarism and other academic related misconduct and intentionally disclosure of anything that might have influenced one's research process which is include the data security risk that deal with malware, hacking attack and compromise of integrity sensitive data info. And also compliance with regulation of the various data privacy laws, with GDPR known as General Data Protection Regulation and FERPA Family Academic Right and Privacy Act that require to strict data protection standard and practice.

RESOLVING ETHICAL ISSUES, DATA PRIVACY CONCERNS, AND SUGGESTIONS

Data privacy researchers should have a number of different regulatory responses in order to address these ethical data privacy concerns in the course of academic research practice. The one certain way to stop the data leakages is a setting up and implementing data security measures, for example, encryption, restrictions, accountability, transparency, training and data anonymization, in order to secure the data safely (Prillard et al., 2024). Aside from that, researchers should mainly pay attention to obtaining the informed permission of participants, along with the detail information of the data used purpose and protection. In addition to this, the researchers should consider the role of ethic review committees and seek advice from the ethic committees or try to understand the best practice in an effort to ensure data privacy in academic studies (Liao et al., 2022). Work with a team of professional data protection and ethics is an effective way for researchers to solve the complex moral dilemmas and to make their research compliant with the ethical standards. Data privacy is one of the thorny issues, which is vastly considered in academic articles that are related to ethical dilemmas come up. This case specifically deals with data collection for research and development, but it also involves duly assessing the benefits and drawbacks that can affect the privacy and independence of individuals. The researchers as well take into their focus the legal and regulatory frameworks used to ensure data protection, the reason why there have to be accountability and transparency for the processes on data collection, storage and sharing.

Otherwise, these academic analyses reveal the view of how the misapplication of users' data becomes a cause of anxiety, such as, data breaches, cyber-attacks, and unauthorized breach of personal information. This shows us how severe the data leakages can be, and that is why we must brace for strong data protection procedures. Institutes of education have to confine their data privacy, deal with these risks and be security guarders of sensitive information (Jha & Bose, 2013). Credibility of education in the academic institutions depends strongly on the integrity of data. So safeguarding the privacy of data is a matter of ethical standards, trust-building, and fulfilling the ultimate goal of knowledge advancement under safe and responsible environment.

- **Continuous Improvement of Accountability and Transparency:** Develop continuous improvement mechanisms for the data privacy practices. Carry out routine assessments of privacy policy and practice regulations, listen to what your stakeholders are saying and formulate strategies intended at countering emerging threats and evolving regulatory policies (Liao, 2022). Regular enhancement makes sure that data privacy measures are still efficient and reactive to the changing circumstances. In addition, data handling practices should be both transparent and accountable. Regulate periodically the handling of data, conduct reviews, and publish reports to stakeholders about the acts related to data privacy. Transparency, trust and faith in data privacy activities may be achieved this way.
- **Comprehensive Data Protection Policies and Staff Training Awareness:** Academic institutions should put in place well-thought-out data protection policies that outline the prescriptions to be followed in data collection, storage, and access and sharing concerning the data used. These policies should be reviewed and updated once in a while to accommodate technology and regulatory changes and to provide training and awareness programs on data privacy techniques, security measures, and their roles in maintaining data integrity. Constant training of the staff alongside keeping everyone updated regarding the in deniability of data privacy and security can really help with this task.
- **Ethical Review Processes and Collaborative Partnerships:** Be the communicator by reaching out to regulatory bodies, businesses, and tech workers to exchange hows and share information on new and advanced threats and develop the tools to defend data privacy in the virtual world.

Partnerships that empower collaboration can be a notably significant moment of revelation or introduction of new perspectives/ideas for implementing more rigorous data privacy practices. Also, put in place strict ethical review procedures that will ensure that research projects, involving human subjects, are well observed. Get the consent, done properly and comply with the principle of Double Effect, make sure the data confidentiality is secure. Ethics review boards need to be multivariate or multi-vocality and distribute the knowledge in the faculties so that the ethical dimensions of research projects can be properly scrutinized.

- **Encryption and Access Controls:** Utilize encryption technologies and access controls to safeguard sensitive data and prevent unauthorized access. Implement multi-factor authentication and role-based access controls to ensure that only authorized personnel can access sensitive information.

ETHICS IN ACADEMIC RESEARCH PRACTICE

As earlier stated, ethics are just rules which must be followed in doing a thing in an acceptable manner, or in a manner considered right. Therefore, ethics in academic research are those ideals, rights, wrongs, and guidelines which scholars conducting academic researchers are expected to follow in order to avoid problems in the research process, and to produce research findings that may be used to address the academic concerns of the society (Worrall, 2008). These ethics are not there to threaten researchers, but to serve as blueprint guiding what should be done, and what shouldn't be done. It is, therefore, expedient that researchers acquaint themselves with ethical issues governing the conduct of research in education and beyond (Yao-Huai, 2005). This chapter thus, provide such ethical issues and how they can be checked effectively.

Ethical issues in academic research and practice

Ethical issues in academic research and practice refers to those problems resulting from the breaching of prescribed ethics that ought to be followed when conducting academic research, or when managing the academic research process and activities. Below are some ethical issues in academic research and practice.

- **Copyright infringement issues:** copyright is the exclusive right to literature or science work of prose or poetry, essays and scientific dissertations. It gives exclusive opportunities to them to use, publish or sell their creation exclusively. To use it, the author or the copyright holder must first grant permission (Prillard et al., 2024). In the case of copyright violation it is when one shares files that are protected for personal use or commercial gain without first getting the owner's permission. This gravity one is legally provided to slew. Academically researching might lead to the situation where the researchers use third party copyrighted materials without getting permission and it does not matter how big or small the materials are. Make certain that to implement this you must identify copyright and manage to obtain it properly.
- **Fabrication issues:** Fabrication is the process of making up fake data or outcomes in an academic research for example tables displaying demographic information or public presentation figures. One of the frequent methods is in data collection, citation, literature review, and data analysis. Researchers frequently pre-cook data inside and refer authors who didn't make statements and bring empirical works in literature review for the discussion ground. This may be achieved by a hand of experienced researchers who try to make them look real. Falsification issues comprise the practice of twisting research ideas, data, and citations to serve the given research setting. Researchers may date the old studies, change data, add their own comments, or even run someone's research topic (Prillard et al., 2024). These unethical practices are far too often studied in academic research and therefore, should be shunned in favor of effective problem-solving. Facilities such as data collection, citations, literature review, and data analysis can be found in the following locations. Studies may be generated in the lab, authors who did not mean their statements may be cited, and empirical projects which do not truly exist may be developed. Usually, this is by skilled researchers that make these projects look like real things.
- **Plagiarism:** Plagiarism is defined as the process of unauthorized use of another person's ideas, methods, results, or words without giving credit or citation. It can have many different shapes which may range from deliberately copying an utterance as it is with ignoring citation to inadvertent paraphrasing and discontinuity without proper citation. Plagiarism is pervasive in the different areas of research, literature reviews, data use, and submitting the paper with "different" authorship. (Resnik, 2020) defines plagiarism as not recognizing student's or others' writings as theirs, using quotes and paraphrasing without giving credit to the corresponding sources, and using phrases of other people's writing or illustrations without permission. To keep plagiarism at bay all information, data and ideas must be cited, proper quotation marks must be used, and credits to sources given when borrowing other people ideas, results, information, research products or presentations in writing, oral and other medium formats.
- **Citations/Referencing issues:** Citations and referencing are the significant protector of integrity and authenticity of work. Citation refers to the process of acknowledging the sources of materials utilized in a work regardless of whether being scientific ideas, quotations, tables, figures, or comments (Jenn, 2006). Referencing occurs in acknowledging the authors or sources of the literature with the aim of helping the other researchers to locate them when they feel the need to do so. Nevertheless, among the researchers who investigates the citation and referencing process, the discovery of the works referenced in the list of references without being cited in the main work is rather weird.
- **Publication issues:** Publication issues refer as unethical reporting of scholarly work, examples include the submission of the same paper to different journals for publication without informing the editors, bypassing the peer-review process, and publishing research without peer review. Another negative technique used by such publishers is asking money from the authors for publishing their work without doing so (Resnik, 2020). They also pretend to publish certain works in different aspects such as months and volumes when in real sense they are not. Besides, this happens when authors are charged for vetting without reviews and works are uploaded online or on print without giving authors hard copies upon request. The research in

the academic field requires dispersal of some issues, especially redundant publication and will happen if two or more papers doing the same hypothesis, data, discussion points, or conclusions.

- **Authorship issues:** Authorship is the process of making individuals enunciate that they are indeed the researchers, innovators, and owners of a research project. It include participating in advanced cognitive processes such as conceptual formulation, research design, getting of data, accomplish data analysis, and interpretation. It is the obligation of the author(s) to demonstrate that their work has not been found elsewhere, is satisfactory and shows quality research. They have to be part of various stages of article composition like in creating co-authored or revised manuscripts and review of submitted manuscript for publication (Resnik, 2020). The ethical inconsistencies in writing a paper include not releasing relevant information of potential patent to a colleague, benefit to each other exchange of author ship in order to favor them, acquire funding, data collection, laboratory management or supervision of the group members. It is critical that players should not be given a chance to do these unethical acts and only ethical behaviors and responsible conducts that are practiced. Full responsibility of the contribution of all co-authors should be indicated on every article by deciding the names in the line of their involvement such that the first person named will be the one who has contributed the most to the research.
- **Confidentiality issues:** Data privacy is an essential aspect of the research because, ensuring that personal information of the participants, authors, and reviewers are not accessible to the public. Under this fact, data melts and transmit only the relevant information to the others. At the review stage, it is highly important for the editor to hide all the personal and identifiable information of the article writers prior to sending out the copies to the reviewers. The participants of the research have the right to confidentiality, as an example, outcomes of the study may be revealed after the conducted research. Information which lies within the research team should not be disclosed to any other person outside without having attained authorization firstly. (Resnik, 2020). Researchers may use an identification system by calling the participant with a code name or number so that later researchers won't know the person's identity. As well as the prohibition of data dissemination that may lead to the identification of a study participant is considered by the research ethics as a violation. Researchers must ensure that they judiciously enter into agreements with the participants that encompass the amount of anonymity and likewise provide secure communication protocols, for instance, papers, grants, personnel records, trade secrets, and patient records.
- **Peer review and Research supervision issues:** The journal editor selects an expert among the scientists of the same discipline such as computer science to review the referenced paper. This process consists of several communications between an editor, reviewers, and the author to finalize the article that will be ready for publication (Prillard et al., 2024). The main concepts of ethical matters in the peer review process is confidentiality and protection of intellectual property. Editor and reviewers along with any other staff of the journal should maintain security of confidentiality to provide the process as clear, beneficial for both parties and anonymous. Research supervision is an unequivocal part of both scholarly activities and research process and it is imperative the supervisors provide training and competences for everyone who is involved. Disagreement between reviewers and an editor may emerge from the vested interests, personal relationships or political agenda (Jenn, 2006). The editors can find it hard to guarantee that the assessment through peer review process is conflictive-free as the reviewer should be experts and should be equipped with unique knowledge about the subject area.
- **Discrimination and Informed consent issues:** Research begins with a basic principle – participation of the communities while valuing and respecting the differences within. An unjust protagonist selection and avatar treatment due to group bias e.g. implementation of sex, race, or tribe quotas can be the possible discrimination consequences. The legitimate informed consent is key when it comes to research participants, guardians, and parents, and it should involve knowing the purpose of the research, the data collection and processing method and data analysis (Jenn, 2006). Contrary to ethical rules, absence of written consent neither from participants nor from their guardian veers to violation of codes of ethics. People of the study should provide them with all the required information about possible risks, remuneration, resolution, and data and technology usage in advance.
- **Conflicts of interest and Grant issues:** Researchers mostly encounter conflicts of interest among the categories of personal, business, political, academic and financial interest that can jeopardize integrity of sent out journal articles. Grants are financial assistances given to researchers to solve specific problems; however, dilemmas of grant allocation and usage are in sight (Prillard et al., 2024). Funds can also be used for research paper writing service social, economic, political, and religious reasons, or researchers can abuse funds in order to use them for their own financial or personal purposes, or to private investment, which result in falsification and fabrication of data. In order not to face these problems, frankness in grant allocation and use of the grant are of great importance for researchers to carry properly the research.

CONCLUSION

The data privacy concern presents significant challenges for academic institutions, requiring proactive measures and collaborative efforts to address effectively. Academic institutions are entrusted with vast amounts of sensitive information, ranging from personal data of students and staff to research data involving human subjects. However, the increasing digitization of academic processes and the proliferation of data-driven technologies have raised concerns about the security and privacy of this information. Throughout this paper, we have explored the challenges posed by data privacy issues in academic settings, including data security risks, compliance with regulations, balancing privacy with research needs, and data sharing and collaboration. These challenges underscore the need for robust data protection policies, encryption technologies, staff training, and ethical review processes to safeguard personal data and uphold the trust of stakeholders. Moreover, the solutions proposed in this paper emphasize the importance of collaboration between academic institutions, regulatory bodies, and technology experts to develop comprehensive strategies for protecting data privacy in academic research

and operations. By implementing proactive measures and fostering a culture of data privacy awareness, academic institutions can mitigate risks, prevent data breaches, and safeguard the confidentiality and integrity of sensitive information. Moving forward, continued efforts to monitor emerging threats, adapt to evolving technologies, and educate stakeholders about data privacy best practices will be essential for ensuring the security and privacy of data in academic institutions. Ultimately, by addressing data privacy concerns effectively, academic institutions can uphold their ethical responsibilities, maintain the trust of their communities, and continue to advance knowledge and innovation in a secure and responsible manner.

RECOMMENDATIONS

The subsequent suggestions align with the preceding discussion in this chapter: Public and private organizations should allocate funding to researchers to support comprehensive research initiatives aimed at addressing various academic challenges. The allocated grants ought to be utilized exclusively for their designated purposes by scholars, without any deviation or misuse. Researchers and scholars must uphold strict ethical standards, refraining from any misconduct such as data manipulation, fabrication, or plagiarism.

Also may include the use of robust data management and data protection protocols, the development of clear and transparent data sharing and dissemination policies, and the establishment of effective oversight and monitoring mechanisms to ensure compliance with relevant regulatory and ethical frameworks. Ultimately, the effective management of ethical data privacy concerns in academic research practices requires a concerted effort on the part of all stakeholders, including researchers, institutions, and regulatory bodies, to ensure that the highest standards of data privacy and ethical conduct are upheld at all times.

All documents, ideas, files, and figures adapted from external sources other than the author(s) ideas, opinions and observation, should be appropriately cited and listed in the references. In academic research, the current format of American Psychological Association (APA) should be studied and used as guidelines for citing and referencing another person's work. Issues pertaining to confidentiality, conflict of interest and authorship, should be avoided by authors, scholars, reviewers and editors. This will help ensure that private information of the respondents, authors and reviewers are kept away from the public and will make research in education more effectively managed than it is currently practiced. All research supervisors should always conduct themselves in a manner that follows ethical procedures and understanding, in order to ensure that only best and acceptable practices are maintained. Research students, at all levels, and should also study ethical guidelines in research to keep them informed with the rules in the conduct of research. Researchers should also check properly for documents that are copyrighted and seek due permission from the copyright owners before using them.

It is essential for all documents, ideas, files, and figures sourced from external materials other than the author's own ideas, opinions, and observations to be properly cited and referenced. In academic research, it is recommended to adhere to the guidelines outlined in the American Psychological Association (APA) style when citing and referencing another individual's work. To uphold ethical standards, authors, scholars, reviewers, and editors should steer clear of issues related to confidentiality, conflict of interest, and authorship. By following these guidelines, the privacy of respondents, authors, and reviewers can be safeguarded, ultimately leading to more effectively managed educational research practices. It is imperative for research supervisors to consistently uphold ethical procedures to ensure that only the most reputable and acceptable practices are maintained. Research students at all levels should familiarize themselves with ethical guidelines to remain knowledgeable about the rules for performing research.

REFERENCE.

- Busher, H. (2019). Ethical research practice in educational institutions. *Implementing Ethics in Educational Ethnography*, 64–76. <https://doi.org/10.4324/9780429507489-5>
- Jha, A. K., & Bose, I. (2013). A framework for addressing data privacy issues in E-governance projects. *Journal of Information Privacy and Security*, 9(3), 18–33. <https://doi.org/10.1080/15536548.2013.10845683>
- Liao, J., Liao, Y., Huang, C., & Zhaxi, Q. (2022). The influence of privacy concern on advertising persuasion effect under Intelligent Recommendation. *Proceedings of the International Conference on Big Data Economy and Digital Management*. <https://doi.org/10.5220/0011189300003440>
- Prillard, O., Boletsis, C., & Tokas, S. (2024). Ethical design for data privacy and user privacy awareness in the metaverse. *Proceedings of the 10th International Conference on Information Systems Security and Privacy*. <https://doi.org/10.5220/0012296500003648>
- Resnik, D. B. (2020, December 22). *What is ethics in research and why is it important?*. National Institute of Environmental Health Sciences. <https://www.niehs.nih.gov/research/resources/bioethics/whatis>
- Rohan, D. (2023). Social Licence and ethical practice. *Research in Ethical Issues in Organizations*. <https://doi.org/10.1108/s1529-2096202327>
- Ryen, A. (2004). Ethical issues. *Qualitative Research Practice*, 218–235. <https://doi.org/10.4135/9781848608191.d20>
- Schmeiser, C. B. (1992). Ethical codes in the Professions. *Educational Measurement: Issues and Practice*, 11(3), 5–11. <https://doi.org/10.1111/j.1745-3992.1992.tb00243.x>
- Smith, M., Szongott, C., Henne, B., & von Voigt, G. (2012). Big Data Privacy Issues in public social media. *2012 6th IEEE International Conference on Digital Ecosystems and Technologies (DEST)*. <https://doi.org/10.1109/dest.2012.6227909>

Williams, R. W. (2007, November 1). *Solutions to ethical problems in schools*. Solutions to Ethical Problems in Schools - American School Counselor Association (ASCA). <https://www.schoolcounselor.org/Magazines/November-December-2007/Solutions-to-Ethical-Problems-in-Schools>

Worrall, L. (2008). Management Research and Management Practice: Is the relevance gap closing? *International Journal of Management Concepts and Philosophy*, 3(1), 1. <https://doi.org/10.1504/ijmcp.2008.018523>

Yao-Huai, L. (2005). Privacy and data privacy issues in contemporary China. *Ethics and Information Technology*, 7(1), 7–15. <https://doi.org/10.1007/s10676-005-0456-y>

Jenn, N. C. (2006). Common ethical issues in research and publication. *Malaysian Family Physician: The Official Journal of the Academy of Family Physicians of Malaysia*, 1(2-3), 74 – 76.