

Business research week 3

[Business](#)



Business Research Week 3: Ethical Considerations affiliation: Ethics in business research refer to the accepted of conduct or behavior that guides research within the corporate environment. In order for Samsung to conduct research, different the company would aim at investigating varying variables within the business environment. However, regardless of how wide or narrow the research scope would be, Samsung is bound by research ethics that demand the consideration to protect the identities of information sources and not to use personal information against the will of a participant. Samsung should consider that research is affected by the amount of information required to align its business model with changing competitive environment. However, the means of acquiring the desired information in this case involves various stakeholders. Among these stakeholders are business shareholders who expect their investments to be deployed strategically to create improve value, research team which has to understand the purpose and commitment required, and participants to provide feedback regarding their perception of Samsung products. When conducting business research, shareholders expect research and development budgets to bear positive results. In consideration of ethics, Samsung is to ensure that budget allocated for specific research tasks is utilized within those jurisdictions. By observing ethical use of resources, Samsung is to strategically allocate these resources to service the need. On the other hand, when conducting business research, Samsung is to employ open communication in which members from the research and development department are well-informed of their duties and obligations. Lastly, the participants in the research will provide the required information regarding Samsung products. However, the provision of the information regarding

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customer perceptions on Samsung products demands the active participation of a research sample. In order to ensure ethical considerations when dealing with the sample, the research purpose should be explicitly stated, consent acquired, and the protection of personal information guaranteed (Sauser, 2005).

References

Sauser, W. (2005). Ethics in Business: Answering the Call. *Journal of Business Ethics*, Vol. 58, No. 4; pp. 345-357