

# The ethics of research

Business



Ethics of Research Ethics in Research Overview of the Article The article discusses the use of graphical data in understanding the trends in market segmentation. The concept market segmentation is critical as it ensures that companies have the potential to target a specific segment of the market as they develop an effective marketing mix. With many managers facing a constant challenge in interpreting data that concerns market segments, the article seeks to offer graphical analysis of the available data to make it an easier task that for managers to grasp the core concepts of marketing segmentation (Dolnicar & Leisch, 2014).

#### Ethical Considerations of the Article

The research in the article followed an ethical context because the two authors gave credit to all the authors of the data that he relied on to construct the graphical analysis presented in the paper (Dolnicar & Leisch, 2014). Moreover, the authors maintained confidentiality by not revealing the names of the managers used to offer their opinion in the paper (Miller, 2012). Maintaining confidentiality is a central aspect in the ethics that govern research in any field. Notably, prior to conducting the research, the participants offered their consent, and the authors obtained permission from the relevant offices (Elliott, Stern, & Institute for the Study of Applied and Professional Ethics 2007).

In my opinion, the authors did their best in observing all the ethical guidelines that have been defined to guide any form of research. It is evident that the authors have given credit to all the authors whose data has been used in the paper (Gregory, 2003). This only indicates that they observed the rigorous research process of research, while abiding by the defined ethical rules. Therefore, they succeeded in this sector (Miller, 2012).

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## References

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