



**ACADEMIC INTEGRITY IN BUSINESS
RESEARCH (CASE OF GEORGIA)**

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David Nizharadze

International Black Sea University,
Doctor of Business Administration
Affiliated Associate Professor
Email: dnizharadze@ibsu.edu.ge

RESUME

At the present stage, the Georgian higher education system has faced several challenges. Academic Integrity is one of the deeply rooted problems and has a long history in many countries and communities and Georgia is no exception. Generally, the business research results help companies determine which products or service is most profitable for them. When we speak about business research it means asking some research questions to know where the money can be spent to increase profits, assets, or market share. So, Business research is a very important issue in making effective decisions.

Academic Integrity is a type of intellectual theft, and it can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgment. Consequently, whenever you use the words or ideas of another person in your work, you must acknowledge where they came from.

Therefore, the successful implementation of well-crafted anti-plagiarism policies can have a positive impact on the quality of business research and at the same time improves the academic reputation of business researchers.

The present paper aims to explore attitudes towards and aware-

ness of academic Integrity in business research in Georgian's higher education institutions.

Keywords: Academic Integrity, Business research, Anti-plagiarism policies, Copyright, Review.

MAIN TEXT

Academic Integrity involves the act of using others' work (Research) and trying to pass it off as your own original work [9]. Essentially, Plagiarism may take place in any scientific journal despite currently employed anti-plagiarism tools and along with fabrication and falsification, it is classed as research misconduct [10].

The quality and integrity of the scientific, including in business research have recently become the subject of heated debate among scientists. Due to an apparent increase in cases of plagiarism (scientific fraud) and irreproducible research, some have claimed science to be in a state of crisis [4]. In this sense, program "Turnitin" solutions promote academic integrity, streamline grading, deter plagiarism, and improve student and researcher outcomes [8].

There are several studies about plagiarism. Some studies indicate that the concept of academic integrity is culturally different and has been in a way problematic in post-Soviet countries, including Georgia. The understanding of academic integrity in the Post-Soviet academic community often does not correspond to its contemporary counterparts. In terms of combating plagiarism, in Georgia existing rules and practices often do not match each other. When it comes to the definition and detection of plagiarism or sanctions for plagiarism, the Authors of scientific papers usually act according to their own, often subjective common sense [7, 4,16].

Although plagiarism detection programs have been used in Georgia in recent years, including of the business-management field, the protection of intellectual property in the field of scientific research is facing challenges and several related issues need to be refined.

Regarding the plagiarism, the Protection of intellectual property rights is a very important issue worldwide and in Georgia. Geor-

gia must undertake more actions through the current European integration process, to bring the national legislation and practice to international standards and low [5, 7]. The DCFTA (The Deep and Comprehensive Free Trade Areas) requires Georgia to modernize its intellectual property rights system. These reforms will contribute to a stable legal environment in Georgia for the protection of intellectual property rights. The DCFTA lays down rules on copyrights and parties must comply with several international conventions and agreements in the mentioned direction and issues [3, 98-99].

The main legislative act regulating copyright relations in Georgia is the “Law of Georgia on Copyright and Related Rights (1999)”. In Georgia intellectual Property applies to works of science, literature, and art, regardless of their quality, genre, volume, form, and means of expression [6].

The quality and integrity of scientific literature have recently become the subject of heated debate. Due to an apparent increase in cases of scientific fraud and irreproducible research, some have claimed science to be in a state of crisis.

Due to the problems with plagiarism and copyright issues In terms of business research, it’s important to adhere to the standards of scientific research review. The quality of scientific research must be critically reviewed before publication. The research should be justifiable for publication, meaning sufficiently important and free from flaws, including plagiarism [2, 6-7].

The present research aims to explore attitudes towards and awareness of plagiarism in business research in Georgia. In the research, both quantitative and qualitative data analysis methods were used, and the target groups of the research were business students of universities accredited in Georgia. Overall, 157 respondents (Students from Tbilisi State University (TSU) and International Black Sea University (IBSU)) participated in the survey (See charts I, II).

Chart I -Target By universities (2021) / TSU -IBSU

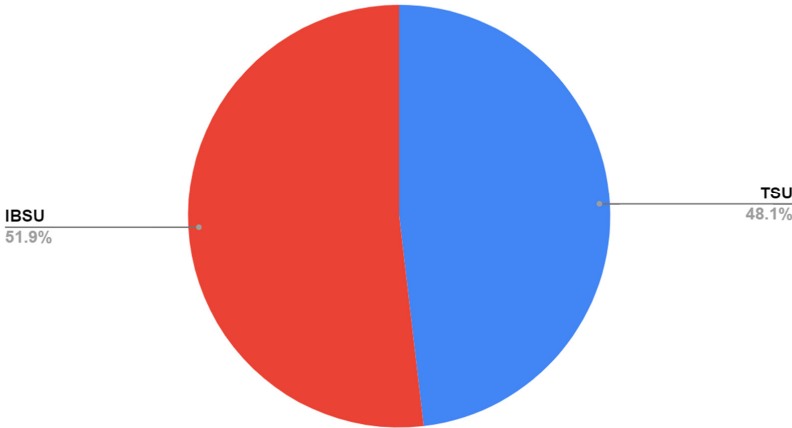
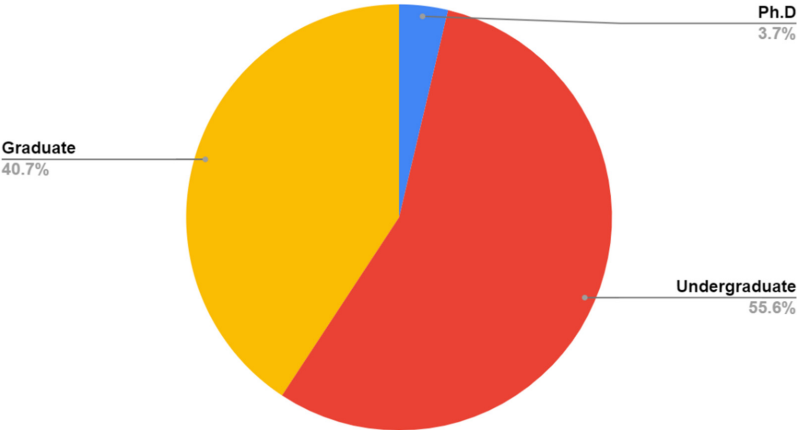


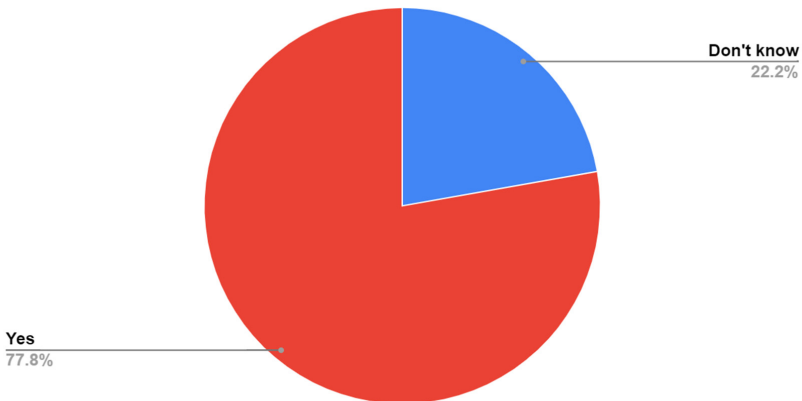
Chart II -Distribution of Participants by Study Level (2021)



CONCLUSION AND KEY FINDINGS

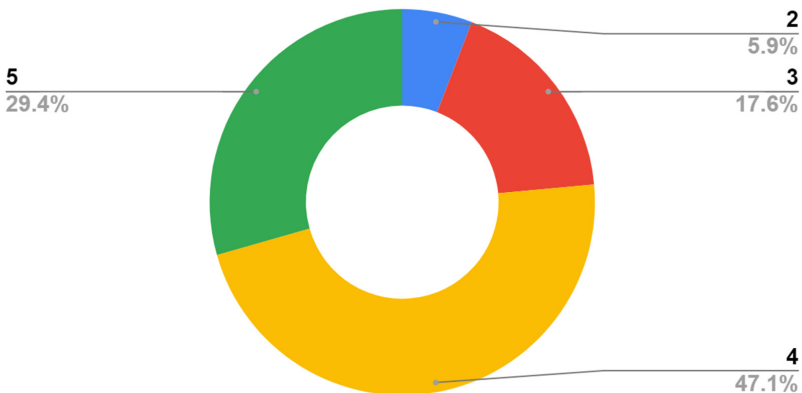
1. Results of the student survey show that 77.8% of the student respondents are aware of whether their universities have anti-plagiarism policies (See chart III).

Chart III - Does your university have a policy/document to combat plagiarism? (2021)



2. By plagiarism awareness on a five-point scale you are varying among students (See chart IV).

Chart IV - Histogram of How would you rate plagiarism awareness of the following groups on a five point scale (5 - means very high) (2021)



3. It is noteworthy that the regulations in the university are not students' source of information about plagiarism. For 44.4% of the respondents, the main source of information is the professor [11].

Different types of peer review formats will be preferred in business research, depending on which of these expectations take precedence, as not all of these expectations can be easily combined [4].

The results of our paper indicate that the problems of academic integrity are a critically important component in business research, which requires appropriate measures, even in the form of implementation of an effective anti-plagiarism policy.

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აკადემიური კეთილსინდისიერების საკითხი ბიზნესის კვლევაში (საქართველოს მაგალითზე)

დავით ნიჟარაძე

შავი ზღვის საერთაშორისო უნივერსიტეტი,
ბიზნესის ადმინისტრირების დოქტორი
ავთორიზებული ასოცირებული პროფესორი
E-mail: dnizharadze@ibsu.edu.ge

რეზიუმე

დღესდღეობით, საქართველოს უმაღლესი განათლების სისტემა მრავალი გამოწვევის წინაშე დგას, მათ შორისაა აკადემიურ კეთილსინდისიერებასთან დაკავშირებული, ღრმად ფესვგადგმული პრობლემა. პლაგიატს მრავალ ქვეყანაში და საზოგადოებაში, დიდი ხნის ისტორია გააჩნია და ამ თვალსაზრისით, არც საქართველოა გამონაკლისი. როგორც წესი, ბიზნესის კვლევის შედეგები კომპანიებს ეხმარება განსაზღვრონ, რომელი პროდუქტი ან მომსახურებაა მათთვის ყველაზე მომგებიანი. ამიტომ, როდესაც ჩვენ ვსაუბრობთ კომერციული დანიშნულების გამოკითხვის ჩატარებაზე, ეს ნიშნავს, რომ ჩვენ გვსურს დავადგინოთ, თუ რა მიმართულებით შეიძლება დაიხარჯოს ორგანიზაციის ფულადი სახსრები მოგების, აქტივების ან ბაზრის წილის გასაზრდელად. აქედან გამომდინარე, კვლევის შედეგად მიღებული დასკვნები, ორგანიზაციებისთვის უაღრესად მნიშვნელოვანი ინფორმაციაა ეფექტიანი გადაწყვეტილებების მისაღებად.

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საკვანძო სიტყვები: აკადემიური კეთილსინდისიერება, ბიზნესის კვლევა, ანტიპლაგიატის პოლიტიკა, საავტორო უფლება, რეცენზირება.