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Research Ethics in the Aviation Service Industry

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Abstract

Purpose: This study seeks to discuss research ethics, not only the academic honesty and sincerity that researchers who study aviation services academically should have, but also the direction of the moral aspects that are fundamentally required as researchers. Additionally, this study seeks to examine the realistic problems of research related to the aviation service industry, a field of social science. Lastly, focusing on research ethics in the aviation service field, we will look at the theoretical background and the problems in the actual research field, and draw implications based on this. **Research design, data and methodology:** This study conducted an exploratory study through a selection process based on research ethics topics and research ethics related to the aviation service industry. **Results:** Efforts to systematize research ethics in research areas related to the aviation service industry, which is a field of social science, require efforts to expand the scope of systematization of research ethics related to the aviation service industry by referring to systemization efforts in other academic fields. In addition, specific systemization efforts will be needed through cooperation between universities, research institutes, and academic organizations. Also, concrete systematization efforts will be needed through cooperation between universities and academic organizations.

Keywords: Research Ethics, Aviation Service Industry, Social Science

JEL Classification Code : C25, M31, Z33

1. Introduction^a

Research refers to systematic investigation that seeks to develop or contribute to the generalization of knowledge. the field of the distribution industry. Through the process of research humans have achieved various social developments. In general, the public believes that researchers in their field of expertise are intelligent, well- educated, adhere to principles, and behave ethically well.

However, the comfort and interests of research subjects are sacrificed for social benefit or the researcher's personal interests in the mass media or surroundings. We hear that this has caused various ethical problems and is causing great disappointment to the public. Recently, universities and academic societies have conducted research and run

academic societies using unethical methods, failing to follow the standards of responsible research performance that researchers should adhere to, and causing a great shock to society through forgery and expediency.

There are cases where appointments are canceled or lawsuits are filed against not only those in the leadership class of society but also their children for violating research ethics. In addition, many studies have been mired in suspicions of plagiarism, and undesirable research practices are emerging as a problem.

The development of the aviation service industry continues to grow along with the increase in the traveling population.

The growth of the aviation service industry is being studied in various ways by researchers in related fields. The

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subjects studied are diverse, including airline service workers, consumers with experience in airline services, and students majoring in aviation services. The efforts of these researchers require the virtues that researchers must maintain from an academic perspective.

Various research misconducts that occur without observing research ethics are carried out regardless of whether the researcher knew that research misconduct was a wrong practice throughout the entire process of conducting research or did so without being aware of it. No matter how small the damage is. In conclusion, the damage comes back to the researcher and the academic community to which he or she belongs. Therefore, issues related to research ethics and research misconduct must be recognized as important by researchers (Kim, 2016).

On February 8, 2007, the Ministry of Science and ICT announced the 'Guidelines for Establishing Research Ethics' as Ministry of Science and Technology Instruction No. 236 to ensure research ethics and integrity.

In order to provide education on research ethics, research institutions must provide research ethics education to their researchers, and researchers must receive the training required by the research institution. In addition, research ethics education should include research ethics that researchers must adhere to during the research process, types of misconduct, and reporting and verification procedures in case of misconduct.

Looking at research ethics training in the United States, since 1990, 'Responsible research conduct training' has been mandatory for those carrying out doctoral or postdoctoral research projects supported by the National Institute of Health (NIH). Research ethics education has begun to be widely implemented in life science-related research institutions (Ahn, 2022).

Research ethics education should take various forms in terms of content and format depending on each major fields the circumstances of the research institution, and the education target. This is because each research field may have slightly different standards and value judgments regarding the scope and content of research conduct and the scope and content of responsible research performance (Kang, 2006).

But, in the aviation service industry, research related to research ethics is not being conducted.

This study seeks to discuss research ethics, not only the academic honesty and sincerity that researchers who study aviation services academically should have (Homan, 1991; Kimmel, 1988), but also the direction of the moral aspects that are fundamentally required as researchers.

Additionally, this study seeks to examine the realistic problems of research related to the aviation service industry, a field of social science.

Lastly, focusing on research ethics in the aviation service industry field, we will look at the theoretical background and the problems in the actual research field, and draw implications based on this.

2. Literature Review

2.1. Violation of Research Ethics in Social Sciences

Korea's research ethics system began with the establishment and promulgation of the Good Clinical Practice (KGCP) in December 1987, followed by the full implementation of GCP (Guideline Good Clinical Practice) in October 1995, and the Ministry of Food and Drug Safety in line with the ICH-GCP standards in 2000. The Pharmaceutical Clinical Trial Management Standard (Notice No. 1999-67) has been revised to the level of international standards.

Resnik (1999) presents 12 principles of research ethics, namely, researchers' honesty, caution, openness, freedom, reputation, education, social responsibility, legitimacy, opportunity, mutual respect, efficiency, and respect for experimental subjects. And reported as a prescription for desirable research.

Research ethics can be said to be 'a broad concept of ethics that includes both research integrity related to research performance and publication integrity related to publication of research results.' In addition, research ethics can be said to be 'the minimum ethical matters' that all researchers must adhere to throughout the entire research process, from the planning stage to publication of the paper" (Association of Korean Medical Journal Editors, 2008). Therefore, the issue of research ethics and plagiarism is not limited to the process of publishing research results, but is an issue that must be carefully examined throughout all stages of research.

The types of research irregularities suggested by the Korea Research Foundation, Guidelines for Securing Research Ethics, are as follows (Elliott & Neal, 2013; Masic, 2012).

① Forgery: The act of falsely creating, recording, or reporting non-existent original research data, research data, or research results.

② Falsification: An act of results by artificially manipulating research materials or distorting research content, processes, equipment, etc. or arbitrarily modifying or deleting raw research data or research materials.

③ Plagiarism: The act of using someone else's original idea or creation, which is not general knowledge, without proper indication of the source, causing a third party to recognize it as one's own creation.

④ Unfair author indication: An act of not granting authorship to a person who contributed or contributed to research content or results without justifiable reason, or granting authorship to a person who contributed or did not contribute as an expression of gratitude or courtesy, etc.

⑤ Unfair duplicate publication: An act in which a researcher obtains unfair profits, such as by receiving research funds or being recognized as a separate research achievement, after publishing work that is identical or substantially similar to the researcher's previous research results without citing the source.

⑥ Obstruction of an investigation into research misconduct: An act of intentionally interfering with an investigation into the misconduct of oneself or another person or causing harm to the informant.

⑦ Other acts that seriously deviate from the scope normally accepted in each academic field.

In this way, research ethics pursues strict compliance with the principles of research conduct, including general social ethics. Research ethics are 'rules that must be voluntarily followed'.

2.1. Aviation service industry and Research Ethics

Research related to the aviation service industry falls under the category of social science. Social science is belonged to the category of science that explores social phenomena and human social behavior that occur in relationships between humans. Social science studies social phenomena using scientific methods, influenced by the development of science.

Unlike natural science, social science studies relationships between humans, so issues of values inevitably become important. Values are thoughts that are unique to humans. Therefore, efforts to prove the scientific nature of social science have continued.

According to the National Research Foundation of Korea's academic research field classification table, the aviation service industry is divided into the following fields:

Table 1: Academic research field classification table

Main Category	Middle Category	Subcategory
social science	Tourism Management/Economy	Travel Agency / Airlines Service Management

To be persuasive, social science must be able to provide a general explanation of the research topic, be able to verify theories, and demonstrate subjectivity regarding human values along with objectivity regarding social phenomena.

Research methods commonly used in social science research include quantitative and qualitative research methods. Both methodologies have developed rapidly along with the development of various software and have made meaningful contributions to resolving various questions arising in the field of social science.

'Research on human subjects' is based on Article 2, Paragraph 1 of the Bioethics Act. It means "research conducted through physical intervention with people, communication, interpersonal contact, etc., or research using information that can identify individuals," and this is specified in the Ordinance of the Ministry of Health and Welfare (Maeng, 2003).

Most social sciences fall under human subject research in that they primarily select research subjects, obtain data and information from them, and sometimes manipulate the subject environments or obtain personally identifiable information. Most studies related to the aviation service industry that fall under the category of social sciences deal with topics related to human values.

For this reason, most research related to the aviation service industry have been conducted as quantitative research in order to more scientifically verify the researched topic (Ahn, 2009). This is a phenomenon that occurs due to the characteristics of a service that deals with people's values. Quantitative research secures as many research subjects as possible and generalizes the data to prove objectivity.

Currently, most social science-related organizations' plans to establish research ethics are focused primarily on detecting and preventing plagiarism. However, the expansion of quantitative research methods in the field of social science is not only about publishing research results, but also about falsification that can occur during the research process such as production, acquisition, and processing of data. It is urged to pay attention to a wide range of research ethics issues such as falsification and distortion.

For this reason, the aviation service industry research field needs to consider research ethics misconduct in various aspects.

Things to consider regarding issues related to research ethics that may arise in the aviation service industry are as follows.

First. A representative example of falsification of research data that can occur in the field of social science is the act of arbitrarily recording response results in a questionnaire without directly meeting respondents in a survey study and using them as data for statistical analysis. This act of falsification is a type of research misconduct that is most likely caused by the intentional manipulation of research assistants such as interviewers rather than the researcher's intentional manipulation.

Second, an act of falsification of data that can be performed in the field of social science is the act of

converting part or all of the data obtained through surveys or content analysis to fit a predetermined conclusion backwards.

The reality is that such misconduct is difficult to detect in the social science field because it is difficult for journal editors or paper reviewers to check each one. Therefore, in order to prevent unscrupulous research misconduct such as forgery and falsification, papers written using quantitative research methods should be submitted with relevant data, and in the case of content analysis research, the source and codebook of the original data used in content analysis should be submitted. A regulation mandating submission during the paper review process will need to be inserted into the research ethics regulations of the academic society or journal.

Third, all works being studied in the aviation service industry can be prevented from being plagiarized with a plagiarism program created using digitized information. Korea is also actively implementing plagiarism prevention by digitizing materials held by the National Assembly, the Central Library, and various academic societies. Academic societies related to the aviation service industry are also developing response methods to prevent plagiarism. There are also calls for establishing a separate code of ethics or related regulations at the academic level to prevent research plagiarism.

Fourth, most researchers in the aviation service industry should voluntarily establish research ethics (Kim, 2018).

Types of problems that may arise in research related to the aviation service industry include plagiarism of other researchers' ideas, text plagiarism, and distortion of ideas that do not acknowledge other people's words and thoughts as they are and distort the facts.

Researchers should be aware of these basic misconducts and take continuous interest in them.

3. Conclusion

The implications examined in relation to studies related to the aviation service industry, which falls under the category of social science, are as follows.

Research ethics is not limited to research results but is a very broad issue that applies to the entire research process. However, in the aviation service industry, research ethics was understood as a limited concept of research misconduct. As a result, only very short-term solutions have been presented, either by leaving the solution to the individual scholar's academic conscience or by imposing short-term sanctions. Therefore, the expansion of quantitative research methods in the aviation service industry will require attention to issues of research ethics that may occur during the research process, such as the production, processing of data and, as well as the publication of research results.

Efforts to systematize research ethics in research areas

related to the aviation service industry, which is a field of social science, require efforts to expand the scope of systematization of research ethics related to the aviation service industry by referring to systemization efforts in other academic fields.

In addition, specific systemization efforts will be needed through cooperation between universities, research institutes, and academic organizations.

In order to supplement the next research, should be of interest to many researchers regarding research ethics in the field of aviation service industry research, a social science. Considering the characteristics of social science, researchers will definitely need principles that they must adhere to during the research process.

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