



# BRIDGE

Bridging Integrity in Higher Education, Business, and Society

## FROM ACADEMIC AND RESEARCH INTEGRITY TOWARDS INTEGRITY IN BUSINESS AND SOCIETY

Presentation, ECAIP 2021



Erasmus+

2020-1-SE01-KA203-077973



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## Project Information

- Erasmus+ Strategic Partnership  
2020-1-SE01-KA203-077973
- Start Date: Sep 1, 2020
- End Date: Aug 31, 2023
- Multidisciplinary project



UPPSALA  
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SOUTH EAST EUROPEAN UNIVERSITY



OFFICE OF THE OMBUDSPERSON FOR  
**ACADEMIC ETHICS  
AND PROCEDURES**  
OF THE REPUBLIC OF LITHUANIA



LITHUANIAN  
SOCIAL RESEARCH  
CENTRE





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## Three bridges

1: Academic Integrity and Research Integrity

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2: Academic Integrity and Business Ethics

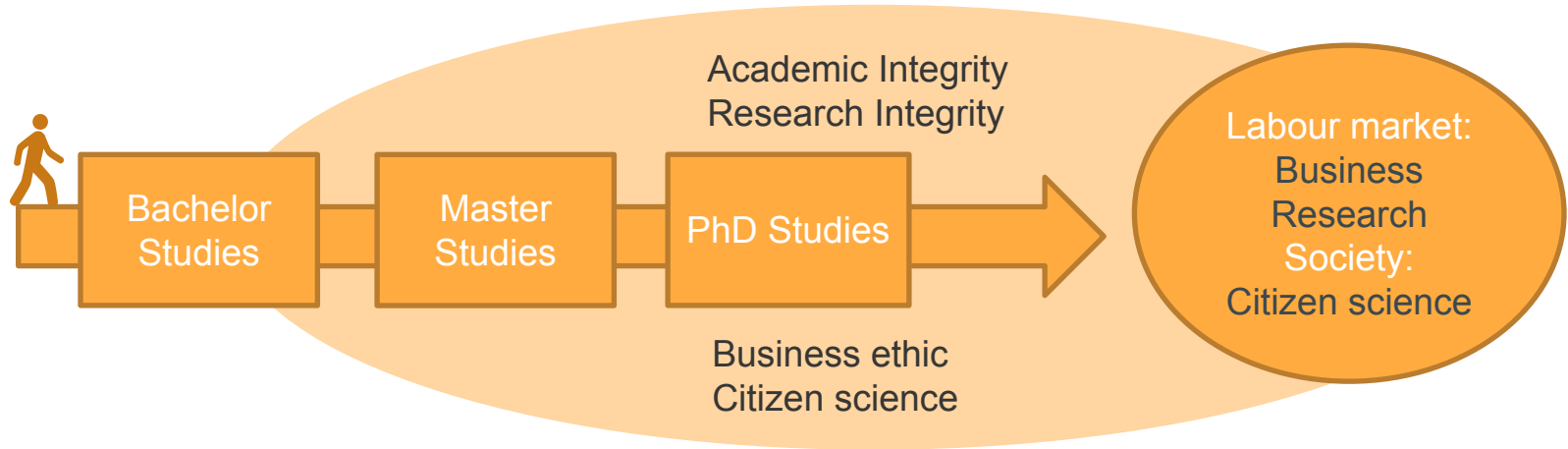
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3: Academic Integrity and Citizen Science

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## TARGET GROUP

- ❖ Master students
- ❖ Doctoral students
- ❖ The supervisors



## Motivation for this project

- AI, RI, BE and CS issues are usually treated separately
- Links regarding ethics and integrity between undergraduate studies and graduate studies are weak
- The connection between AI and BE is underdeveloped: previous research has shown that the lack of academic integrity can lead to the avoidance of ethical values in business settings
- Citizen science – a new field with specific ethical problems. Students should be prepared for participating and leading various CS projects

## Objectives and products of this project

- Reports, checklists and **guidelines** for bridging academic integrity in research, business, and society (**Including “Guidelines for Ethical Citizen Science”**)
- **A collection of open access educational resources that include gamified cases and modules**
- **Workshops and webinars**

# O1

The analyses of good practices in partner countries

**Reports** on the relationships between AI and research integrity, business, and society

## Documents

- Policy documents
- Codes of conduct
- Rules and guidelines
- Institutional, national, international level (mostly EU)

## Courses and training

- In academic integrity, research ethics, business ethics, citizen science
- Different levels: undergraduates, master, PhD, supervisors

## Previous research

- Research papers
- Websites, blogs
- Guides
- Codes of Conduct
- Pedagogical approaches
- Consultations with experts from the fields

# I

## DEFINITIONS and encountered problems:

broad topic (BE)  
variety of definitions  
(BE and CS) and  
terms (CS)  
Lack of definitions in  
legal documents

## Business Ethics

There is no common definition of integrity in business. It is defined legally mainly in relation to corruption:

Lithuania (Law on Prevention of Corruption)

Ukraine (Law on Prevention of Corruption)

North Macedonia (The Law on Prevention of Corruption and Conflict of Interest).

## Citizen Science

Sweden: Report of Government Research Council (2018)

Lithuania: defined in media, university sites

Czech Republic: n/d

Ukraine: no definition

North Macedonia: no legal definition

I

**INITIATIVES**

**RESEARCH  
PROJECTS**

**SOURCES**

regarding AI, RI,  
BE, CS

**Business Ethics**

Sweden: CSR network, codes of conduct are common

North Macedonia: The Business Confederation Macedonia, project “Enhance Integrity and Reduce Corruption in State and Private Business Sector”;

Ukraine: memorandum of joint action on anti-corruption;

Lithuania: collective action initiative of Clear Wave;

Czech Republic: 2 networks, 2 organizations

**Citizen Science**

Sweden: 18 CS projects (one platform)

North Macedonia: 2 projects/ initiatives; member of network(s)

Ukraine: Network (s)/ system; 5 facebook communities/projects

Lithuania: 10 projects; 2 international projects; association, FB group(s)

Czech Republic: n/d





**RESEARCH  
PAPERS:  
key aspects**

### Business Ethics

Definitions:  
wide range  
the integrity in business is defined legally  
mainly in relation to corruption  
Types of BE:  
personal responsibility  
corporate responsibility  
loyalty  
respect, ...  
Courses:  
BE as elective course is more common  
than compulsory

### Citizen Science

Definitions (wide range)  
Classifications/ types of the projects,  
eg. in regard  
to level of public involvement  
(contributory or distributed, participatory,  
co-created or “extreme”  
degree of participation (contractual,  
contributory, collaborative, co-created,  
collegial)  
categories of outcomes (for research, for  
individual participants, for  
socio-ecological systems)



## RESEARCH PAPERS: Values

ICAI Fundamental  
values: honesty,  
trust, fairness,  
respect,  
responsibility,  
courage

### Business Ethics

The principles of BE coincide  
with the principles of AI

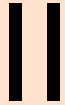
Additionally:  
promise-keeping  
law abiding

### Citizen Science

Ten principles of Citizen  
Science:

Value 10: “take into  
consideration legal and  
ethical issues”

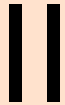
(copyright, intellectual  
property, confidentiality,  
attribution)



**RESEARCH  
PAPERS:  
main  
ethical  
problems**

## Business ethics

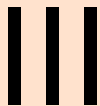
- Ethical issues related to accounting and finance: corruption, bribery, money frauds
- Misuse of company resources
- Unfair competition, for example engaging in price fixing to force smaller competitors out of business
- Data privacy (nondisclosure and corporate espionage)
- Nepotism and favoritism
- Using bait and switch or false advertising tactics to lure customers in or convince them to buy a product
- Discrimination



**RESEARCH  
PAPERS:  
main  
ethical  
problems**

## Citizen science

- Data quality issues: quality and integrity; data sharing and shared intellectual property; technologies as possible solutions
- Privacy and confidentiality
- Informed consent
- Ethical Review Committees or other institutional oversight process
- Conflict of interests
- Power imbalances (related to sharing intellectual property rights) and equal partnership
- Relationship between professional scientist and volunteers, exploitation, community involvement
- Codes of Ethics of particular CS projects



## COURSES

**BE:** courses are not OA / elective courses

**CS:** lack of courses

### Business Ethics

**Sweden:** Business Ethics, Global Business Responsibility, Bachelor's Programme in Business, Ethics and Sustainability, Marketing, Responsibility and Ethics;

**North Macedonia:** Courses on Business Ethics are being offered to all study cycles (bachelor's, Master degree and PhD level);

**Ukraine:** Courses on Business Ethics are mostly for bachelor's

**Lithuania:** bachelor's degree study programs on Business (Vytautas Magnus University, Kaunas University of Technology)

**Czech Republic:** Study programs: Business ethics, Applied ethics, Ethics in social work, Ethics and theology, Ethical education,

Courses: Business ethics, CSR, ethics and etiquette, philosophy and ethics, Law and ethics in communication

### Citizen Science

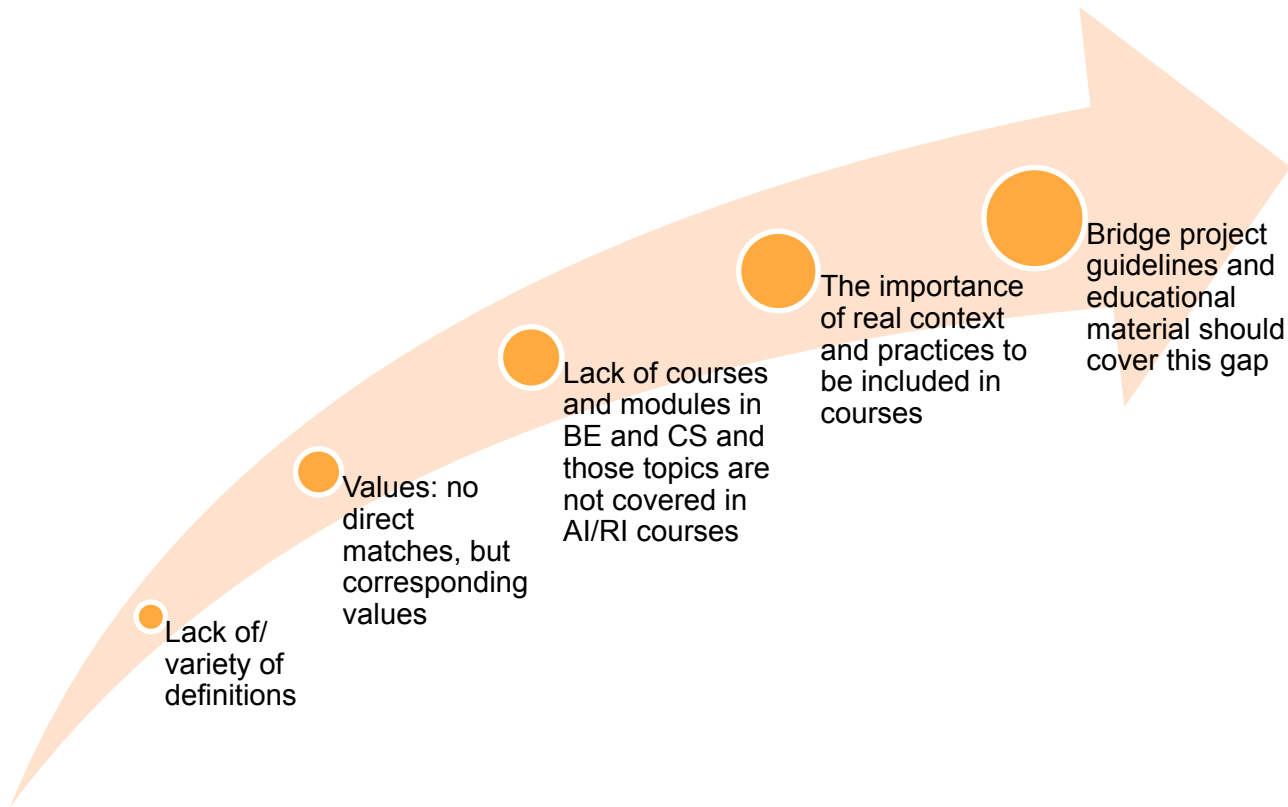
Sweden: yes (University of Gothenburg has an online course Citizen Science - Theory and Practice, 7.5 credits, ethics is not a specific LO);

North Macedonia: no courses;

Ukraine: no courses

Lithuania: no courses

Czech Republic: n/d





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THANK YOU

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