Arab Academy for Science, Technology & Maritime Transport

2020 Call for Collaboration Research and Innovation Project

Collaborative Research Project (CRP)

Enhancing, promoting and sustaining ethical research practices and culture in the AASTMT

Ethical-AASTMT

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Proposal Details

Title: Enhancing, promoting and sustaining ethical research practices and culture in the AASTMT

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Proposal Summary: English

This project aims to enhance, promote the research ethics among Faculty members, researchers, early career researchers (postgraduate students) in the AASTMT. Despite the big efforts that have been conducted by the AASTMT to promote scientific research, there is still big challenges that face them regarding the inadequate awareness and training they get in the field of research ethics. This hinders their ability to conduct research and to publish in top journals and limits their ability to get research grants and funds from various funding organisations. The project starts by a preparation phase which includes an updated needs assessment and benchmarking. This phase mainly involves the examination of the different codes of ethics that are widely accepted among a group of top –ranked universities. The aim of that phase is to get access to the latest ethical research practices that are applied in these research institutions. This phase also involves performing a qualitative study through conducting focus groups and in-depth interviews with faculty members and postgraduate students in various academic disciplines across the AASMT. The aim of this qualitative study is to understand how the participants understand the concept of research ethics and conducting a gap analysis on their understanding of the research ethics and the latest introduced ethical practices in top-ranked universities worldwide. This qualitative study will enable the project's team to conduct a training needs assessment for faculty staff members, researchers and postgraduate students. The second phase involves developing an institutional road map to promote and enhance the research ethics within the AASMT. This phase involves developing an updated version of the code of ethics for conducting scientific research in the AASTMT as well as a training manual in the area of research ethics. It involves conducting four workshops (2 in Alexandria, 1 in Cairo, 1 in Aswan). The workshops aim at training faculty staff on the latest practices of research ethics. After the workshops, the project aims at launching research ethics committees in all colleges. These committees will be responsible for granting ethical approvals for researchers from the AASTMT before conducting any type of research. These committees will ensure the sustainability of ethical practices in the AASTMT. The final stage involves the dissemination of the project. The dissemination of ethical practices and newly developed code of ethics to AASTMT faculty, researchers and students will be conducted through a number of animation videos that explains the main pillars of ethical research. On the other hand, the dissemination of the project activities will be conducted through a final workshop (dissemination event). Another important output of the project will be an academic paper that will be published in a ranked journal from the data that were collected throughout the project. This project contributes towards several strategies of the AASMT. It enhances the capacity of AASTMT to form partnerships with international universities and research institutions through enhancing the credibility of research output of AASTMT. Also, it contributes towards enhancing the research culture by enhancing the capacity of faculty, researchers and students in practicing the highest standards of research ethics which raises their capacity to publish in top journals and to get funded by local and international organisations.

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ملخص المشروع

يهدف هذا المشروع لنشر و تنمية الوعي باخلاقيات البحث العلمي بين أعضاء هيئة التدريس و الباحثين و طلاب الدراسات العليا بالاكاديمية العربية للعلوم و التكنولوجيا و النقل البحري. يرجع ذلك لوجود تحديات كبيرة تواجة الطلاب و الباحثين بسبب عدم وجود وعي كافي باخلاقيات البحث العلمي و ذلك بالرغم من المجهودات التي تبذلها الاكاديمية العربية للتعريف باخلاقيات البحث العلمي و الترويج لها بين أعضاء هيئة التدريس و الطلاب بمختلف كلياتها. و ذلك يقلل من قدراتهم للقيام بالبحث العلمي و النشر في اعلى الدوريات العلمية تاثيرا في مختلف المجالات العلمية كما انه يقلل من قدراتهم على تمويلات لاتمام الأبحاث او جذب استثمارات من الجهات المحلية و الدولية المانحة.

يبدا المشروع بمرحلة التحضير والتي تحتوي على تحليل الاحتياجات و تحديد المرجعية و هذه المرحلة معنية أساسا بفحص مختلف القواعد الخاصة باخلاقيات البحث العلمي في اعلى الجامعات الامريكية و الأوروبية تقييما. و تهدف هذه المرحلة للوصول لاحدث الممارسات التي تتم من قبل الباحثين في هذه الجامعات و المراكز البحثية. كما ان هذه المرحلة تحتوي أيضا على اجراء بحث كيفي ميتم فيه جمع البيانات من خلال القيام بمجموعة تركيز بالإضافة لمجموعة من المقابلات الشخصيةمع أعضاء هيئة التدريس و الباحثين و طلاب الدراسات العليا في مختلف التخصصات العلمية بمختلف الفروع بالاكاديمية العربية. و تهدف الدراسة الكيفية الى لفهم كيف يقوم المشاركون في الدراسة بادراك مفهوم اخلاقيات البحث العلمي و من ثم القيام بتحليل للفجوة بين مدى فهمهم لاخلاقيات البحث العلمي و احدث الممارسات الأخلاقية للبحث العلمي في مختلف الجامعات المرموقة على المستوى العالمي. ستمكن هذه الدراسة الكيفية الفريق من اجراء تحليل للاحتياجات التدريبية اللازمة لاعضاء هيئة التدريس و الباحثين و طلاب الدراسات العليا.

وتشمل المرحلة الثانية وضع خارطة طريق مؤسسية لنشر وتعزيز أخلاقيات البحث في شتى فروع الاكاديمية. وتشمل هذه المرحلة وضع نسخة محدثة من القواعد والسلوكيات لإجراء البحوث العلمية في الاكاديمية، فضلا عن دليل تدريبي في مجال أخلاقيات البحث. وتنطوي هذه المرحلة على بناء القدرات من خلال عقد اربع ورش العمل اثنين في الاسكندرية و ورشة في القاهرة وورشة في اسوان في جميع فروع الاكاديمية. تستهدف ورش العمل أعضاء هيئة التدريس والباحثين والباحثين في بداية مسارهم المهني (طلاب الدراسات العليا) لرفع مستوى وعيهم بأحدث الممارسات في أخلاقيات البحث العلمي. كما سيتم تنظيم المجموعة الأخرى من ورش العمل لخمسة أعضاء هيئة تدريس من كل كلية من كليات الاكاديمية لتدريبهم على شكل لجان أخلاقية في كل تخصص من التخصصات التي تقدمها كليات الاكاديمية. الهدف من تطوير هذه اللجنة الأخلاقية هو مراجعة جميع المقترحات البحثية التي تجريها الكلية والباحثين بالاكاديمية للتأكد من أنها تلتزم بقواعد أخلاقيات البحوث العلمية التي تم تطويرها حديثا. كما أن تطوير هذه اللجان سيضمن استدامة الممارسات الأخلاقية في الاكاديمية.

واما المرحلة النهائية فتشتمل على نشر المشروع لكل من الجمهور الداخلي والخارجي بالاكاديمية. كما سيتم نشر الممارسات الأخلاقية وقواعد و سلوكيات البحث الاخلاقية التي تم تطويرها حديثًا لأعضاء هيئة التدريس والباحثين والطلاب في الاكاديمية من خلال عدد من مقاطع الفيديو التي تستخدم الرسوم المتحركة كي تشرح الركائز الأساسية للبحث الأخلاقي. ومن ناحية أخرى، سيتم نشر أنشطة المشروع من خلال ورشة عمل نهائية تضم أعضاء هيئة التدريس في الاكاديمية والباحثين ورجال الأعمال والمسؤولين الحكوميين والتي سيتم فيها مناقشة توصيات المشروع والنتائج في مجال أخلاقيات البحث. ومن النتائج الهامة الأخرى للمشروع ورقة بحثية أكاديمية بناء على البيانات التي تم جمعها خلال فترة المشروع سيتم نشرها في احد المجلات ذات التاثير و الترتيب العالمي.

يساهم هذا المشروع في العديد من استراتيجيات الاكاديمية. على سبيل المثال، فإنه يعزز قدرة الاكاديمية على تشكيل شراكات مع الجامعات الدولية ومؤسسات البحوث من خلال تعزيز مصداقية نتائج البحوث لاعضاء هيئة التدريس و الباحثين بالاكاديمية. كما يساهم في تعزيز ثقافة البحث من خلال تعزيز قدرات أعضاء هيئة التدريس والباحثين وطلاب الدراسات اعليا في ممارسة أعلى معايير أخلاقيات البحث التي ترفع من قدرتهم على النشر في المجلات ذات الترتيب المرتفع والحصول على التمويل من قبل المنظمات المحلية والدولية.

Introduction/Background (max. three pages)

In the recent years, the recognition of the importance of research ethics have seen a dramatic increase among universities, research institutions and the society at whole. Research ethics are important for a number of reasons. Firstly, they help in expanding knowledge by promoting the research objects. Secondly, research ethics enhance collaborative work, by supporting some values including fairness and respect. This is considered important as scholarly work relies on collaboration between scientists and individuals. Thus, when research is practiced in an ethical way, researchers can be accountable for their practices as many research funds, grants and work is supported by various governmental and international organizations. In other words, practicing research in an ethical way, the research outcomes can gain more acceptance from the public and funding bodies. This in turn will enhance the application of research recommendations and findings by increasing the trust of the society at whole. Another important aspect in the ethical research is that it doesn't harm social and moral values by preventing any harm to individuals and groups (Cascio & Racine,2018).

With the rise of the awareness of research ethics in the western world, the concept of research ethics has been largely promoted in universities, scientific institutions and among researchers (Ryen, 2016). Accordingly, many universities and scientific institutions have established centers and committees to promote the culture of research ethics and to ensure that all the research output by all academics and researchers in these institutions are practiced in an ethical way. They have developed training modules and courses for researchers in different academic disciplines to ensure the ethical practices among their researchers and students. Moreover, most universities in the western world have established ethical committees to scrutinize all research proposals, to make sure that they don't violate ethical practices. Ethical committees usually review all research proposals before conducting research that is produced by faculty staff and postgraduate students (McAreavey & Muir,2011; Brown et al., 2020).

However, in the Arab world, the concept of research ethics has not gained wide popularity among universities, research institutions, academics and students. This is mainly caused by the inadequate training, orientations that researchers, academics and students have access to in the field of research ethics (Alahmad, 2017). This hinders the capability of these institutions to produce original work that gains wide acceptance by organizations. Also, the lack of awareness of the latest practices in research ethics in these institutions have hindered the ability of the researchers and

institutions to get research funds from governments, business men and other local and international funding institutions (Makhoul & Nakkash, 2017).

The concept of research ethics is not only limited to issues that arise when scientific research involves human or animal subjects. It refers to a large group of practices that ensure the transparency of the findings of scientific research, avoiding plagiarism, and not falsifying data, results of experiments and other research findings (Greenwood, 2016).

The Arab Academy for Science, Technology, and Maritime Transport has taken serious steps in the field of encouraging its staff and early career researchers (e.g. postgraduate students) to publish original research in top journals. It also has taken big steps towards encouraging its staff members to apply for various local and international research funds. However, with the inadequate awareness and knowledge of the academics, researchers and postgraduate research students of the nature of research ethics might provide a problem towards the accomplishments of these efforts. This is mainly caused by the inadequate trainings, courses, seminars that these researchers get during their academic and research careers. The aim of this project is to enhance, promote the culture of research ethics among faculty members and early career researchers (e.g. postgraduate research students) from all academic disciplines across AASTMT. This will help these researchers to publish in top journals and will enhance their ability to get research funding from local and international funding bodies. Moreover, enhancing and promoting the research ethics culture will help the public confidence in the outcomes of research. This will have an impact on both the ranking of the AASTMT and the ability of its researchers to collaborate with other researchers from the western world. Also, with the internationalization strategy of the AASTMT that depends mainly on introduction of dual degrees with international universities, promoting research ethics among students will enable them to produce original research that follows the highest ethical standards. The importance of our promoting research ethics in AASTMT have been enhanced by the outbreak of Covid-19 pandemic, where much of the student assignments and work depend on assignments, cases and published work. Thus, when promoting research ethics in AASTMT will have a dramatic positive impact on the transparency and fairness of evaluation of the students' work and research. This will help in AASTMT's efforts in its ability to apply for more global accreditations and to form inter-organizational partnerships with international organizations, educational and research institutions.

Questions and Objectives (Max. three pages)

The project aims to contribute in enhancing the capability of AASTMT staff and early career researchers (postgraduate students) to publish original research in top journals through spreading a culture of ethical research within the AASTMT. This is conducted mainly by conducting a gap analysis through examining the new practices in the research ethics in a number of European and American universities and examining the current research ethics among faculty staff and postgraduate students in the AASMT. This is followed by a qualitative phase that consists mainly on focus groups with researchers and faculty in all branches of the AASTMT, with the aim of understanding their level of awareness and the barriers they face when they practice a research ethics. This qualitative phase will be also useful in the training needs assessment in the area of research ethics and practices for AASTMT staff and researchers. After the qualitative phase, a training manual will be deigned together with a revision to the current code of ethics of the AASTMT will be conducted. Four workshops and seminars will be conducted to AASTMT faculty and researchers in several branches of the AASTMT by a number of experts and consultants in the area of research ethics. The workshops will be conducted in Abukir Campus (Main Branch), Miami Campus, Smart Village Campus and Aswan Campus. After the workshops will be conducted, the project team aims to coordinate with different AASMT colleges to launch ethical committees. The role of committees is to approve all research proposals to ensure that they meet the highest standards of ethical research practices worldwide and that they follow the newly developed code of ethics of the AASTMT. This is considered the most important step that will ensure the sustainability of project outcomes. A number of videos will be produced to explain the research ethics in simple way to students, faculty members and researchers in various degrees in the AASMT. Finally, an academic article will be developed from the data has been collected throughout the project to be published in one of the international journals. The article will provide a deep understanding on the concept of research ethics from the Egyptian perspective and compare and explain the gap analysis between it and what is practiced in the western world.

The overall objectives of the project are summarized in the following points:

Objective 1: Examine the latest ethical practices that are widely practiced and approved by top-ranked universities in Europe and United states.
Objective 2: Conduct a qualitative research through performing a number of interviews and focus groups with faculty members and postgraduate students in all branches to the AASTMT to determine the gap analysis between what is practiced in the AASTMT and the latest ethical standards that are widely practiced by research institutions in the western world.
Objective 3: Performing a training need analysis to assess the training needs of the faculty members, researchers and postgraduate students across different academic disciplines in the AASTMT.

Objective 4: Developing a training manual for ethical practices based on the latest ethical practices that are widely accepted worldwide.

Objective 5: Recommending an updated version of the AASTMT code of ethics based on the benchmarking with international universities.

Objective 6: Conducting several training seminars and workshops for faculty members and researchers from different academic disciplines on the latest practices of ethics in scientific research.

Objective 7: Conducting several training and seminars to faculty members and early career researchers from each college in the AASTMT in all branches, to equip them with the skills needed to launch ethical committees in their colleges that will review all research proposals to make sure that they follow the highest ethical standards as well as the code of ethics of the AASTMT.

Objective 8: Produce some animation videos for the awareness of students and staff with the importance of research ethics. This will help disseminate the project outcomes and creating an ethical research culture within the AASTMT.

Objective 9: Publish the findings in a Scopus indexed journals.

Objective 10: Conducting a closing workshop to discuss the research findings with experts, industry people and guests from other universities.

The project will help staff members and students in publishing original work. It will help them to enhance their credibility when publishing at top journals. For PhD students, many universities have done the same. Thus, the project is in line with the strategic objective of the AASTMT which is (excellence in scientific research). Also, the establishment of the ethical committees inside the AASTMT colleges will enhance the awareness and practice of research ethics among faculty members and early career researchers which will consequently help the AASTMT establish more academic partnerships and to be granted more international accreditations. This is in line with the AASMT strategy which involve enhancing internationalization and partnerships with western universities.

Project Description (max. six pages)

The project involves enhancing the ability of AASTMT's faculty staff, early career researchers and students to perform ethical research practices. Given the importance of the field of research ethics to researchers from all academic disciplines, it is critical for the AASTMT to enhance the awareness of that concept and to train its staff on various forms of research ethics. Despite the major advancements of the field of research ethics in Western universities, the awareness of research ethics needs to be enhanced in all Egyptian universities. For these reasons, the project aims at improving the research ethics practices among AASMT staff and researchers.

The project will start by performing a gap analysis stage. This involves conducting a desk research to review the codes of ethics in several western universities in various academic disciplines. The aim of this stage is to gather the latest research practices that are conducted in these universities. Also, this stage involves conducting some focus groups and interviews with AASTMT faculty and early career researchers to understand how do they understand the concept of research ethics. The aim of that stage also is to conduct a need assessment of the training needs to understand the level of training needed by these researchers. This stage will be conducted using a qualitative research approach which is most suitable for gaining a deep understanding of the concept of research ethics from the perspective of the staff and researchers. The transcripts of the focus groups and in-depth interviews will be analyzed using the qualitative thematic analysis using NVivo software. The findings of that stage will be published in an international journal (Cogent business and management) which in indexed in Scopus where many papers in the area of research ethics have been published. Also, this stage will involve a revision of the AASTMT's code of ethics to ensure its alignment with the widely accepted and latest research ethics worldwide. Finally, this stage will involve the development of a training manual and guidance forms for application of research ethics in different colleges of the AASMT and across various academic disciplines.

The second stage of the project involves conducting four training workshops for faculty staff members and early career researchers in the area of research ethics. The training will be conducted in Alexandria, Cairo and Aswan branches. The project team will coordinate the training with the AASTMT colleges and will ensure that participants from various academic disciplines are included. The training will be conducted by a number of experts and consultants in the area of research ethics from various academic disciplines.

After the training workshops are conducted, the project team will coordinate with different AASTMT colleges to launch ethical committees in their colleges and institutions. The project team will provide these committees with ethical forms, training manuals and the updated code of ethics. These ethical committees will be responsible for revision of the research proposals submitted by all faculty research members and postgraduate researchers to ensure its alignment with the newly developed code of ethics of the AASTMT. This stage is the most essential stage in ensuring the

sustainability of the project outcomes. It will be very effective in enhancing the productivity of research of AASMT's staff and postgraduate students.

The final stage will involve the dissemination of research ethics and project activities to internal and external publics. The dissemination will be conducted mainly through banners, rollups and other printed material. Also, the training manual and code of ethics will be printed and distributed on the colleges and institutes across AASMT after being approved by the deanery of scientific research. Also, it will be put on the AASMT's website to ensure that is disseminated to all internal and external stakeholders. An important part of the dissemination is the production of several animation videos in English and in Arabic to enhance the AASMT's staff and students' awareness with the importance of research practices. Also, the project activities will be regularly put on pages that will be established on various social media platforms. Finally, the last stage will involve a final dissemination event that will conducted in El-Alamein Branch to disseminate the outcomes of the project. All internal and external stakeholders will be invited to that event to raise the awareness of all stakeholders with the importance of research practices.

In summary, the expected outcomes of the project include the following:

- Training needs assessment report: This report will include the training needs of AASMT staff and postgraduate students. (Based on the focus group discussions and in-depth interviews).
- Development of a training manual in the area of research ethics.
- Revising and updating the AASTMT's code of ethics to match the latest widely accepted research ethics practices worldwide.
- Four workshops to train AASMT staff on research ethics.
- Production of animation videos to explain the concept of research ethics to AASMT staff and students in all academic fields.
- Launching of ethical committees in AASMT colleges.
- Final dissemination event in El-Alamein Branch.
- A published paper in a Scopus indexed journal.

Research Design and Methods (max. four pages)

The project team will rely on qualitative research techniques. The data will be collected by conducting focus groups and in-depth interviews with AASMT's staff and postgraduate students. The meetings will be recorded and transcribed by research coders. The analysis will be conducted by NVivo qualitative analysis software which is very effective in thematic analysis. The aim of this qualitative phase is to gain a deep understanding of the concept of the research ethics from the perspective of the participants. Qualitative research approach has the advantage of probing the obstacles that researchers face in understanding that concept and the problems they have in application for various research grants and publications when it comes to research ethics. Qualitative research approaches are becoming very popular research approach in social sciences research, since it is better than quantitative research approach when it comes to gaining in-depth understanding of the investigated issues. The second data collection techniques that will be used is the collection of secondary data. This involves collecting various code of ethics that are available on various international university websites. The NVivo software will be also very useful in gathering various themes to be able to identify the latest practices in the field of research ethics. In summary, the secondary data that will be collected as the outputs of the interviews and focus groups will be very helpful in developing a training manual in the area of research ethics for the AASMT. Also, it would be very helpful in updating the AASMT's code of ethics to be in line latest ethical practices in top universities worldwide. Also, both stages would be very useful in the training need analysis of the AASTMT staff and postgraduate students in the area of research ethics. Finally, a paper will be written to target a Scopus indexed journal based on the qualitative analysis. The paper will aim at exploring the meaning of the research ethics from the Egyptian perspective and provide a comparison with the research ethics that are widely practiced in the western world.

Anticipated Results and Evaluation Criteria (Max. three pages)

As mentioned in the previous section, the qualitative stage that is conducted through in-depth interviews and focus group discussions with the AASMT's staff and postgraduate students will be performed by the research team. The project team has conducted many qualitative researches and are widely experienced in qualitative analysis using NVivo software. The collected data will be uploaded on the software after being transcribed and translated into English. The researchers will make sure to examine the reliability and validity of the collected qualitative data through examining the level of data saturation.

Also, to ensure the quality of the newly developed training manual and revised code of ethics, the research team will send the drafts to a number of experts to ensure its completeness, accuracy and its alignment with the latest research practices worldwide.

Regarding the training workshops, the project team will ensure the distribution of questionnaires to the participants to make sure that they benefited from these workshops. Also, the training materials will be sent to the research team to be revised by consultants before conducting the workshops to ensure its completeness and its alignment with the research ethics training manual.

The research team believes that the launching the ethical committees in AASTMT's colleges and institutions will contribute towards the sustainability of the project activities and enhancing the research culture across the AASTMT.

Expected Project Outcomes and Impact to AASTMT (Max. two pages)

I- Technical output and Impact:

- **Training needs assessment report:** This report will include the training needs of AASMT staff and postgraduate students. (Based on the focus group discussions and in-depth interviews). This report will contain also the results of the gap analysis between the research ethics that are practiced in international universities and the concept of the research ethics from the participants' perspective. It would be very useful in development of a training manual in the area of research ethics in various academic disciplines and in updating AASTMT's code of ethics to match the latest ethical practices worldwide.
- **Development of a training manual in the area of research ethics:** The training manual will be useful in training AASMT's staff and postgraduate students in the area of research ethics. It will be further used by ethical committees in the assessment of the research proposals by AASMT's staff and postgraduate students in the coming years.
- **Revising and updating the AASTMT's code of ethics:** This code of ethics will be benchmarked with different codes of ethics from top universities to match the latest widely accepted research ethics practices worldwide.
- **Four workshops to train AASMT staff on research ethics:** These workshops aim at training AASMT's staff and early career researchers on the latest research ethics practices worldwide.
- **Production of animation videos to explain the concept of research ethics to AASMT staff and students in all academic fields:** These videos will be put on the AASMT's website to raise the awareness of AASMT staff and students in all colleges with the latest practices in areas of research ethics.
- **Launching of ethical committees in AASMT colleges:** The committees will be responsible for revising research proposals from AASMT faculty and postgraduate students to make sure that it is in line with the newly developed AASMT's code of ethics. It is the most important step in ensuring the sustainability of the research project outcomes.

- **Final dissemination event in El-Alamein Branch:** It will present the project activities to internal and external stakeholders, it also will help in raising the awareness with the concept of research ethics.
- **A published paper in a Scopus indexed journal**: This paper will be based on the qualitative phase (in-depth interviews and focus group discussions with AASMT's faculty and postgraduate researchers).

II- Financial feasibility & Socio-economic Impact:

The project will help staff members and students in publishing original work. It will help them to enhance their credibility when publishing in top journals. For PhD students, many universities have done the same. Thus, the project is in line with the strategic objective of the AASTMT which is (excellence in scientific research). Also, the establishment of the ethical committees inside the AASTMT colleges will enhance the awareness and practice of research ethics among faculty members and early career researchers which will consequently help the AASTMT establish more academic partnerships and to be granted more international accreditations. This is in line with the AASMT strategy which involve enhancing internationalization and partnerships with western universities. Also, the rise in awareness of research ethics among AASMT's staff and students will empower them with the ability to apply for various grants from various funding international and local funding bodies. This will have a direct impact on AASTMT's capabilities in producing original research work and maintaining a sustainable research culture.

III – Publication:

A peer reviewed paper accepted for publication in an international journal indexed in Scopus.

Resources (Max. two pages)

Personnel: The research team believes that that they are capable of conducting the research project. The project team was formed based on their experience and their abilities in conducting the required tasks. For instance, the principle investigator (Dr. Hazem Rasheed) has extensive experience in conducting qualitative research, where he has conducted his PhD at the university of Huddersfield in UK using mixed methods research, where he attended various workshops in the area of research ethics. He also obtained a diploma in qualitative research from the American university in Cairo. He has also used NVivo software in his PhD and in publishing some articles in international journals. Given his experience in conducting qualitative research using focus groups and interviews, he would be responsible for managing the whole project, and specifically the research activities part.

On the other hand, Dr. Ahmed Ghazal is a lecturer in the media management department at the college of management and technology. He has obtained his PhD from the university of Auckland in New Zealand. He is also a freelance director, where he has directed many TV programs. He will be beneficial in the project where he will responsible for the dissemination as well as supervision of the production of the animation videos in the area of research ethics. He will be responsible for supervising the workshops as he has successful organized many events. Also, he holds two master's degrees in event management from Brighton University (International Events Management)/UK and Ecole de Management de Normandie (International Events Management)/France.

Dr. Ahmed Elsamadicy and Mr. Ahmed Yehia, have wide experience in the area of analyzing data and developing training needs assessment. Accordingly, they would be useful in revising the code of ethics and the development of a training manual in the area of research ethics. Dr. Eiman Negm will be also responsible for analyzing the qualitative data and supervision of the needs analysis stage. As a program manager in the Arab institute for leadership development, she has plenty of experience in developing courses and developing training manuals. So, she would of great advantage and value to the project team.

Facilities: The training workshops will be conducted in Alexandria (1 in Miami and 1 in Abukir), (1 in South Valley branch in Aswan) and (1 in Smart village in Cairo). The team has allocated part of the project budget for renting the Halls that are needed in the AASTMT's campuses to conduct these trainings. Finally, the final dissemination event will be conducted in El-Alamein campus.

Team Information (Max. of one page per team member)

The names of **five** project Team members are as follows:

- Dr. Hazem Rasheed Gaber (Principal Investigator) (Assistant professor, Marketing & International Business Department, College of management and technology, Arab Academy for Science, Technology and Maritime Transport, Alexandria).

- Dr. Eiman Negm (Team member 1) Associate professor, Media Management Department, College of management and technology, Arab Academy for Science, Technology and Maritime Transport, Alexandria).

- Dr. Ahmed Ghazal (Team member 2) Assistant professor, Media Management Department, College of management and technology, Arab Academy for Science, Technology and Maritime Transport, Alexandria).

- Dr. Ahmed Elsamadicy (Team member 3) Associate professor, Dean of College of management and technology, Arab Academy for Science, Technology and Maritime Transport, South Valley Branch, Aswan).

- Mr. Ahmed Yehia Shahin (Team member 4) Teaching assistant, Marketing & International Business Department, College of management and technology, Arab Academy for Science, Technology and Maritime Transport, Alexandria).

Contact details of the PI:
Dr. Hazem Rasheed Gaber
Email: hazem.rasheed@aast.edu
Mobile Phone: +21002008134
Office: +2035408693

Team Information:

Dr. Hazem Rasheed Gaber (Principle Investigator)

Biography: I have a number of years of national and international teaching and research experience within marketing, finance and management programs. Currently, I am currently an assistant professor in marketing at the college of management and technology, Arab academy for science, technology and maritime transport, Egypt. I am also the head of quality unit at the postgraduate and scientific research affairs, Arab academy for science, technology and maritime transport, Egypt. I am a member of the academy of marketing, UK as well as the British academy of Management, UK. I have developed, co-ordinated, lectured, assessed and examined a wide range of courses in Advanced Marketing, Marketing Research, Consumer Behaviour, Advertising & Promotions, Customer Relationship Management, Public Relations, Marketing Management, Foundations of Management, Research methodology and Organizational Behaviour. Additionally, I have experience of providing support in terms of academic administration in a number of roles at the departmental level. I also have a considerable experience in the field of quality management of higher education as I worked in developing and organizing academic standards for ISO and AACSB accreditation. I have presented my research in a number of international conferences in the United Kingdom, USA, Portugal, Tunisia, Kenya, France, Spain and Turkey. I was awarded a PhD from the university of Huddersfield in UK entitled "Consumer Engagement in Social Media Based Brand Communities: A Study of Facebook and Fast-food in Egypt" in 2017. Also, I possess an MSc (AASTMT, Egypt), and a BSc with First Class (AASTMT) degrees in business administration/Marketing.

Key publications:

- Gaber, H. R., Elsamadicy, A., & Wright, L. T. (2021). Do instagram fan pages develop consumer–brand relationships? Evidence from the telecommunications industry. Cogent Business & Management, 8(1), 1884344.
- Gaber, H. R., & Elsamadicy, A. (2020). The effect of corporate social responsibility content on consumer engagement behaviours on Facebook brand pages in Egypt. *Journal of Customer Behaviour*, *19*(3), 280-297.
- Akcay, E. E., Kooli, K., & Gaber, H. R. (2020). Does perceived social responsibility affect consumer attitudes towards global brands? Lessons from the Nescafé Case in Turkey. *Journal of Customer Behaviour*, *19*(3), 226-251.
- Hussein, H. M., Salam, E. M. A., & Gaber, H. R. (2020). Investigating the Factors that Enhance Tourists' Intention to Revisit Touristic Cities. A Case Study on Luxor and Aswan in Egypt. International Journal of African and Asian studies, 69.

Dr. Eiman Negm (Team member)

Biography:

- PhD. May 2011 – April 2015 Cardiff Metropolitan University (School of Management) in Wales, UK, Thesis Title: Investigating the Creation of Influential Word of Mouth (WOM) and its Impact on Citizens' Attitudes and Intentions to Participate in Unconventional Political Acts in Egypt

- MBA Fall 2008 - Spring 2011 Arab Academy for Science & Technology and Maritime Transport (Graduate School of Business- Marketing MBA) in Alexandria, Egypt

- BA Fall 2004 - Spring 2008 Arab Academy for Science & Technology and Maritime Transport (College for Management & Technology) in Alexandria Egypt

Current Position: Arab Institute for Leadership Development, AASTMT, Head of Postgraduate studies in Leadership Development (2017-present)

Key publications:

- Fouad, F., Soares, A., & Negm, E. (2020, November). FASHION ACTIVISM: EXPLORING HOW FASHION IMPACTS CONSUMER BEHAVIOR. In 2020 Global Marketing Conference at Seoul (pp. 97-102).
- Negm, E. M., & Elsamadicy, A. (2019). Measuring the impact of events' impression management in foreign destinations and its impact on behavioral intentions. Journal of Hospitality, 1(2), 94-105.
- Negm, E. M., & El Sharabassy, A. (2017). Measuring the Impact of Education (a Medium for Political Information), Which Leads to the Fostering of a Democratic Government in the Arab Region. Arabic Language, Literature & Culture, 1(2), 6.
- Tantawi, P. I., & Negm, E. M. (2018). The Impact of Social Media's Creative Advertising Design on Consumers' Intentions to Purchase Automobiles: An Empirical Study on Egyptian Consumers. مجلة كلية التجارة للبحوث العلمية, 55(2).

Dr. Ahmed Ghazal (Team member)

Teaching Experience

Assistant professor - Media Management, Arab Academy for Science, Technology and Maritime Transport (AASTMT) Courses: - Media Production - Storytelling - Digital Media - Business of Broadcasting - Editing for the Media .

Educational Qualifications

PhD: University of Auckland (Media & Communication Studies) - 2018 - MA: Brighton University (International Events Management) - 2012 - MSc: Ecole de Management de Normandie (International Events Management) - 2012 - Bachelor of Business Administration: AASTMT (Major: Marketing) GPA 3.81 - 2009 - American University in Cairo (AUC - Major theatre) 2004-2005 - Schutz American School (High School Diploma) 2004

Filmography

Director. Ezz ElDeen (2020) - TV Advertisement Director. Zain Sudan (2018) - TV Advertisement Director. Wassim Hodhod (2013) - TV Show Director. Ana Keda (2012) - Short Film Director. Bey'oulo (2011) - Short Film (Award Winning: Tropfest Arabia Short Film Festival) Director. Dous Banzeen (2011) - TV Show Director. Amentak Amana (2009) - Music Video Director. Bint Blady (2009) - Music Video Director. Tasawar (2008) - Music Video Director. Kol Hamak (2008) - Music Video Director. Baheb El Horeya (2007) - Music Video Director. Ehkeely (2006) - Music Video Assistant Director. Akbar Kazab (2012) - TV Series Assistant Director. Pepsi: Capturing Talents Campaign (2012) - TV Advertisement Assistant Director. Mobinil (2012) - TV Advertisement Assistant Director. Chipsy (2012) - TV Advertisement Assistant Director. Mercedes and Universal (2012) - TV Advertisement Assistant Director. Porto Real Estate (2012) - TV Advertisement

University Activities

Project Manager. AASTMT - CMT Marketing Campaign (2019) Senior Organizer. AASTMT - Media Management (2013) Graduation Project Ceremony Director. AASTMT - Media Management Department (2013) - Documentary Director. AASTMT - Productivity and Quality Institute (2013) - Promotional Documentary Director. AASTMT - Industry Service Center (2012).

Dr. Ahmed Elsamadicy (Team member)

Biography:

Ahmed is an Associate Professor of Marketing at Arab Academy for Science, Technology, and Maritime Transport. His research focuses on Marketing Management, International Marketing, Social media marketing, and new product development. His authored and co-authored research output has appeared in Journal of Global Scholars of Marketing Science. He has taught both undergraduates and postgraduates students. Ahmed has taught courses in core Marketing Management, international Marketing, and Advanced Marketing in the MBA and undergraduate at both Graduate School of Business and College of Management and Technology at the Arab Academy for Science, Technology, and Maritime Transport. A marketing consultant with a wide range of diversified experience in strategic marketing planning integrated marketing campaigns, and digital marketing planning. Self-motivated and proactive professional, having the ability to work in a deadline-oriented setting. Able to communicate effectively in multicultural environments and has a great interest in utilizing and exploiting human resources capabilities through the internal marketing process.

EXPERIENCE

2020-Current   Arab Academy for Science & Technology

Dean   College of Management & Technology- South Valley Branch

2016 -2020   Arab Academy for Science & Technology

Academic

2016 - Current   Arab Academy for Science & Technology

Associate Professor   College of Management & Technology

Key Publications

- Elsamadicy, A., and Negm, E, "Exploring the elements that create appeal to touristic websites and social media." International Journal of Business & Innovation, Vol. 2, Issue 2, 2015.
- Elsamadicy, A., "Online Versus Offline Purchase Intention: An Empirical Study of Channel Choice Triggered by Perceived Value Facets Associated with the Hospitality and Tourism Booking Experience", Journal of the Faculty of Commerce for Scientific Research. Vol. 54 No.1. March 2016.

Mr. Ahmed Yehia (Team member)

Biography:

Results driven having rich experience in supporting business functions successfully with a unique blend of business and analytical skills backed by an Academic Master's degree in Business Administration from Arab Academy for science, technology and maritime transport "College of Management and Technology". Formulate and implement training programs to improve the performance across different functions in the organization. Distinction of having worked as a teaching assistant extensively in Arab Academy for science, technology and maritime transport one of the league of Arab states. Logical and analytical bent of mind with strengths to perceive beyond the obvious. Expertise spans (on/off)line marketing management, advertising Management, human resources development and business consulting with deep insights into specific market dynamics. Demonstrated leadership and ability to motivate others to accomplish goals within tight time frames. Self- starter able to quickly grasp and attend to details while performing multiple tasks within fast paced environments.

Education:

Master of Business Administration – MBA (2017), Bachelor of Business Administration (2012), AASTMT.

Work experience:

Teaching Assistant 2012 - present Arab Academy for Science and Technology and Maritime Transport Student learning experience 1. Supervise the work of students, provide advice on study skills and help them with learning problems. 2. Set and mark assignments and set examination questions as well as assessing the work and progress of students by reference to defined criteria and provide constructive feedback to students.

Coordination between the team members:

The research team believes that that they are capable of conducting the research project. The project team was formed based on their experience and their abilities in conducting the required tasks. For instance, the principle investigator (Dr. Hazem Rasheed) has extensive experience in conducting qualitative research, where he has conducted his PhD at the university of Huddersfield in UK using mixed methods research, where he attended various workshops in the area of research ethics. He also obtained a diploma in qualitative research from the American university in Cairo. He has also used NVivo software in his PhD and in publishing some articles in international

journals. Given his experience in conducting qualitative research using focus groups and interviews, he would be responsible for managing the whole project, and specifically the research activities part.

On the other hand, Dr. Ahmed Ghazal is a lecturer in the media management department at the college of management and technology. He has obtained his PhD from the university of Auckland in New Zealand. He is also a freelance director, where he has directed many TV programs. He will be beneficial in the project where he will responsible for the dissemination as well as supervision of the production of the animation videos in the area of research ethics. He will be responsible for supervising the workshops as he has successful organized many events. Also, he holds two master's degrees in event management from Brighton University (International Events Management)/UK and Ecole de Management de Normandie (International Events Management)/France.

Dr. Ahmed Elsamadicy and Mr. Ahmed Yehia, have wide experience in the area of analyzing data and developing training needs assessment. Accordingly, they would be useful in revising the code of ethics and the development of a training manual in the area of research ethics. Dr. Eiman Negm will be also responsible for analyzing the qualitative data and supervision of the needs analysis stage. As a program manager in the Arab institute for leadership development, she has plenty of experience in developing courses and developing training manuals. So, she would of great advantage and value to the project team.

Research Team Information Table

Name of Res. Team Member in English	Name of Res. Team Member in Arabic	University / Institute In English	Position / Title	% of time spent on project	No. of months	Incentive per month (LE)	Number of other projects and their IDs	Total % of time spent on other projects	Contact No
Dr. Hazem Rasheed Abdelwakil Gaber (PI)	د.حازم رشيد عبد الوكيل جابر	AASTMT	Assistant professor/ Head of Quality Assurance unit/ Postgraduate affairs	25%	12	2666			010020 08134
Dr. Eiman Negm	د.ايمان نجم	AASTMT	Associate professor	20%	10	1700			010016 03618
Dr. Ahmed Ghazal	د. أحمد غزال	AASTMT	Assistant professor	20%	10	1700			012239 15611
Dr. Ahmed Elsamadicy	د.أحمد السماديسي	AASTMT	Associate professor/ Dean of CMT Aswan Branch	10%	6	1833			012273 21146
Mr. Ahmed Yehia Shahin	أ.أحمد يحيى شاهين	AASTMT	Teaching assistant	30%	10	1100			010007 89027

Project Management (Max. three pages)

The project manager (principle investigator) (Dr. Hazem Rasheed) will be responsible for the overall management and monitoring of the project activities. The PI will make sure that there is a weekly meeting (online) via zoom to be conducted to coordinate the work of the different work packages. A monthly report by the PI will be written to ensure that the work packages are achieved according to the pre-set plan. The project is divided into 6 work packages.

The WP1 involves the project management, which is coordinated by Dr. Hazem Rasheed (PI), he will responsible for distribution of the tasks on the team of the project. This stage will also include proper communication between the team members through online and offline meetings.

WP2 involves the gap analysis and training needs assessment of the AASTMT staff and postgraduate researchers in the area of research ethics. It involves conducting interviews and focus groups discussions by the research team to understand how they understand the concept of research ethics and the problems they face when they collect data. This stage involves secondary research, where the team members are responsible for looking at the best practices that are conducted in the area of research ethics in international universities. This work package will be coordinated by Dr. Eiman Negm.

WP3 involves the introduction of an updated version of the code of ethics of the AASTMT and development of training manuals in the area of research ethics (English and Arabic versions). The developed materials will be put on the AASTMT website after being revised by the Deanery of scientific research at AASTMT. This work package will be coordinated by Dr. Ahmed Elsamadicy and Mr. Ahmed Yehia.

WP4 includes the training of AASTMT staff on research ethics through four training workshops. After the training is conducted ethical committees will be launched in AASTMT colleges and institutes. These committees will be responsible for granting ethical approvals for AASTMT researchers before conducting any type of research. This work package is coordinated by Dr. Ahmed Ghazal.

WP5 involves the dissemination activities of the projects. This will be conducted through social media pages and platforms. Also, it will involve printing banners and other dissemination materials to target internal and external publics. Furthermore, it involves production of some animation videos to explain the concept of research ethics to staff and students in a simple way. Also, it will involve a final dissemination event for discussing the project outcomes and disseminating it. This package is coordinated by Dr. Ahmed Ghazal given his wide experience in film directing.

WP6 involves writing and publishing a research paper is a Scopus indexed journal. The paper will rely on the qualitative data collected in the qualitative phase. This stage will be coordinated by Dr. Hazem Rasheed.

Summary of work packages (GANTT CHART)

Work package	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
WP1: Project management	■	■	■	■	■	■	■	■	■	■	■	■
WP2: Needs analysis and training needs assessment	■	■	■									
WP3: Developing code of ethics and training manuals				■	■							
WP4: Training on research ethics						■	■	■	■			
WP5: Dissemination	■	■										
WP6: Publication					■	■	■	■	■	■	■	■

DETAILED PLAN ON PROJECT'S ACTIVITIES (GANTT CHART)

Activity Name	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
WP1: Project management	■	■	■	■	■	■	■	■	■	■	■	■
WP2: Needs analysis and training needs assessment	■	■	■									
Sub 2.1: Benchmarking	■											
Sub 2.2: Conducting Focus groups and interviews		■	■									
Sub 2.3: Analysing qualitative data using NVIVO			■	■								
WP3: Developing code of ethics and training manuals					■	■	■					
Sub 3.1: Developing training manual					■	■						
Sub 3.2: Developing code of ethics					■	■						
Sub 3.3: Printing and dissemination							■					

Task	1	2	3	4	5	6	7	8	9	10	11	12
WP4: Training on research ethics						■	■	■	■	■		
Sub 4.1: Workshops in Alexandria						■	■					
Sub 4.2: Workshop in Cairo							■					
Sub 4.3: Workshop in South valley									■			
Sub 4.4: Launching of ethical committees									■	■	■	
Sub 4.5 Providing ethical committees with forms and training manuals										■	■	
WP5: Dissemination	■	■	■	■	■	■	■	■	■	■		■
Sub 5.1: Printing of banners, rollups and brochures		■	■									
Sub 5.2: Production of animation videos						■	■	■				
Sub 5.3: Printing of training manuals and code of ethics									■	■	■	
Sub 5.4: Social media activities									■	■	■	
WP6: Publication	■	■	■	■	■	■	■	■	■	■	■	
Sub 6.1: Literature review	■	■	■									
Sub 6.2: Analysis and discussion				■	■	■	■					
Sub 6.3: Proofreading									■			
Sub 6.4: Submit to journal										■	■	

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Allowable Project Costs (Max. two pages)

Eligible costs	Break downs		AASTMT support (L.E.)
(A) Staff Cost	PI: Dr. Hazem Rasheed		32,000 LE
	Team member 1: Dr. Eiman Negm		17,000 LE
	Team member 2: Dr. Ahmed Ghazal		17,000 LE
	Team member 3: Dr. Ahmed ElSamadicy		11,000 LE
	Team member 4: Mr. Ahmed Yehia		11,000 LE
	Technicians and/or Labor		
	Consultation fees		
	Total		**88,000 LE**
(B) Equipment	Equipment:		
	Spare parts		
	Total Equipment		
(C) Expendable Supplies & Materials	Stationary		2000 LE
	Miscellaneous Laboratory, Field supplies, Materials		
	Total expendable Supplies & Materials		**2000 LE**
(D) Travel	Internal Transportation		10,000 LE
	Accommodation		12,000 LE
	Total travel		**22,000 LE**
(E) Other Direct Costs	Services	Manufacture of specimens & prototypes	
		Acquiring access to specialized reference sources databases or computer software NVivo Qualitative Analysis Software	20,000 LE
		Computer services	5,000 LE
	Report preparation		15,000 LE
	Publications & patent Costs		20,000 LE
	Workshops organization or Training: 1 workshop in Cairo 2 workshops in Alexandria 1 workshop in Aswan		80, 000 LE
	Final Dissemination event in Alexandria (Workshop)		30,000 LE
	Focus groups costs in the need analysis stage		20, 000 LE
	Development of a manual of code of research ethics in English and Arabic		40,000 LE
	Printing of the Code of ethics in Arabic and in English (200 copies)		20,000 LE
	Animation videos to train research ethics to staff and students		60,000 LE
	Social media campaigns		10,000 LE
	Banners, Rollups, Fliers		10,000 LE
	Total other direct costs		**330,000 LE**
(G) Total Costs			**442,000 LE**

Plans for Disseminating Research Results / Sustainability of the action

Since the main objective of this research proposal is to enhance the research ethics culture among AASTMT faculty, researchers and students, dissemination of the project activities will play an important part in the success of the proposed project.

The dissemination will be conducted through the following actions:
- Social media campaigns on various social networking websites.
- Banner ads, rollups that will be displayed in all workshops.
- Training manuals and code of ethics that will be printed and distributed on all colleges and will be put on the university websites.
- Four training workshops.
- Final dissemination event and workshop in El-Alamain campus.
- Animation videos that will be displayed in all screens across AASMT branches as well as the university website.
- Paper published in Scopus indexed journal.

On the other hand, the sustainability of the project will be ensured by:

- Development of training manuals, forms and code of ethics for AASTMT based on the latest ethical practices that are widely accepted in international universities.
- Training and launching of ethical committees in all AASTMT's colleges and institutes. These committees will be responsible for revision of all research proposals by AASTMT staff and researchers. This will play a major part in the sustainability of the project activities and ensuring an ethical research culture across the AASTMT.

Declaration of original submission and Other Grant(s) (Max. one page)

The PI declares that the proposal was not submitted to any other funding organization. Also, he declares that all research team members didn't receive any funding for any research projects in the past three years.

References:

- Alahmad, G. (2017). National Guidelines Regarding Research Ethics in the Arab Countries: An Overview. *Research Ethics in the Arab Region*, 187-197.
- Brown, C., Spiro, J., & Quinton, S. (2020). The role of research ethics committees: Friend or foe in educational research? An exploratory study. *British Educational Research Journal*, *46*(4), 747-769.
- Cascio, M. A., & Racine, E. (2018). Person-oriented research ethics: integrating relational and everyday ethics in research. *Accountability in research*, *25*(3), 170-197.
- Greenwood, M. (2016). Approving or improving research ethics in management journals. *Journal of Business Ethics*, *137*(3), 507-520.
- Makhoul, J., & Nakkash, R. (2017). Challenges to Research Ethics Regulations: Academic Researchers' Voices in the Arab World. In *Research Ethics in the Arab Region* (pp. 281-290). Springer, Cham.
- McAreavey, R., & Muir, J. (2011). Research ethics committees: Values and power in higher education. *International Journal of Social Research Methodology*, *14*(5), 391-405.