The Ethics of Scientific Publishing in the Digital Era at the International Webinar of the Young Accounting Scholars Association

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ABSTRACT

The objectives of this community service are to promote awareness and understanding of scientific publication ethics among researchers, academics, and students. This methodology describes the procedures and steps for organizing an international community service webinar via Zoom. The target audience includes academicians and researchers from Indonesian universities, business professionals and industry experts, community leaders and policymakers, as well as students and young professionals with an interest in accounting, both from Indonesia and abroad. The community service team assesses the success of the event by evaluating participant feedback, attendance rates, and levels of engagement. We also examine the webinar's effectiveness in promoting knowledge sharing and fostering international collaboration. A comprehensive report summarizing the key findings and offering recommendations for future webinars is then prepared. The digital era offers tremendous opportunities to accelerate the publication process, enhance the accessibility of research, and expand academic impact. However, challenges such as plagiarism, predatory publishing, self-plagiarism, and ethical data sharing demand that academics act with greater caution and responsibility. Future community service initiatives should focus on building digital literacy in publication ethics.

Keywords: Ethics; Scientific; Publication; Digital; Community Service

Fields: Education; Digital; Ethics

SDGs: Quality Education (4); Industry, Innovation, and Infrastructure (9); Peace, Justice, and Strong Institutions (16); Partnerships for the Goals (17)

INTRODUCTION

Scientific publication ethics refers to a set of principles, rules, and guidelines that govern the preparation, writing, and dissemination of research work (Pan, 2020). Its primary purpose is to maintain academic integrity, ensure originality, and respect intellectual contributions. Key elements include honesty in presenting data without fabrication or plagiarism, transparency in methods and results, accountability for published content, and respect for intellectual property through proper citation.

Upholding publication ethics protects the credibility of research, supports the advancement of knowledge, and safeguards the reputation of both researchers and institutions (Renaldo et al., 2024). Violations such as data manipulation or plagiarism damage individual and academic trust, whereas adherence to ethical standards ensures scientific accountability and reinforces public confidence in research findings.

The objectives of this community service are to promote awareness and understanding of scientific publication ethics among researchers, academics, and students; to encourage honest, transparent, and responsible research and publication practices; to strengthen the credibility and integrity of academic works within the scientific community; to prevent ethical violations such as plagiarism, data manipulation, and conflicts of interest; and to support the development of a professional and ethical research culture in academic institutions.

LITERATURE REVIEW

Community Service

Community service refers to efforts aimed at addressing the existing needs of a community to solve its problems. This service can take the form of physical development, such as improvements in health, education, transportation, and religious sectors. Another type of community service involves providing support to meet the community's needs for problem-solving, also through physical development in areas like health, education, transportation, and religion (Alfariz et al., 2019; Nyoto et al., 2022; Renaldo et al., 2023; Sudarno et al., 2022; Suyono et al., 2022).

Fundamental Principles of Scientific Publication Ethics

Honesty: All data, findings, and interpretations must be reported accurately, without manipulation, fabrication, or omission of relevant information. Transparency: The research process, including methodology and data, must be clearly explained to allow readers to verify the results. This also includes the declaration of any conflicts of interest. Respect for Intellectual Property: Properly acknowledge the work of others through correct citation. This involves not only avoiding plagiarism but also respecting copyrights, licenses, and proprietary data belonging to individuals or institutions.

METHODOLOGY

Community Service Design

This methodology describes the steps and procedures for hosting an international community service webinar through Zoom. Scheduled for January 4th, 2025, the event seeks to promote knowledge sharing and collaboration among over 100 participants from Indonesia and abroad. The webinar is organized with the support of *Ikatan Cendekiawan Muda Akuntansi* (ICMA).

Target Audiences

The target audience includes academicians and researchers from Indonesian universities, business practitioners and industry specialists, community leaders and policymakers, as well as students and young professionals with an interest in accounting, both from Indonesia and abroad.

Pre-Webinar Preparation

Pre-webinar preparations for the community service event include:

1. Organizing Committee Formation: Designate roles such as event coordinator, technical support team, moderators, and speakers.
2. Speaker Recruitment: Invite publication experts to serve as speakers.
3. Platform Preparation: Set up Zoom as the main platform, ensuring a reliable internet connection and obtaining the necessary licenses to accommodate a large audience.
4. Promotion and Registration: Promote the event through social media, academic networks, and professional communities, utilizing Google Forms or an event management system for participant registration.
5. Technical Run-through: Hold a rehearsal session to ensure seamless delivery and to troubleshoot any technical issues beforehand.

Webinar Execution

Preparations for the webinar execution include:

1. Opening Session: A welcome speech delivered by the moderator.
2. Keynote Presentations: Presentations by invited experts, featuring key topics presented by Asst. Prof. Dr. Nicholas Renaldo, S.E., M.M.
3. Panel Discussion: An interactive dialogue involving industry experts and academic professionals.
4. Q&A Session: An open session where participants can ask questions and engage directly with the speakers.
5. Closing Session: Concluding remarks summarizing major insights and highlighting opportunities for future collaboration.

Post-Webinar Activities

Post-webinar activities include:

1. Feedback and Survey Distribution: Circulate an online survey to evaluate participant satisfaction and collect suggestions for future improvements.

2. Certificate Issuance: Send e-certificates to both participants and speakers.
3. Proceedings Publication: Disseminate key insights and presentation materials through email and institutional websites.
4. Ongoing Engagement: Create an online community or mailing list to maintain networking and facilitate continuous knowledge exchange.

Evaluation and Impact Assessment

The community service team evaluates success through participant feedback, attendance rates, and levels of engagement. We assess the webinar's impact on knowledge sharing and international collaboration. A report is then prepared, summarizing key findings and providing recommendations for future events.

RESULTS AND DISCUSSION

Understanding International Publication Guidelines

Following international guidelines such as those provided by the Committee on Publication Ethics (COPE) and the International Committee of Medical Journal Editors (ICMJE) is essential for maintaining ethical standards in writing, publishing, and handling ethical breaches. Researchers should familiarize themselves with these guidelines, applying key principles such as disclosing conflicts of interest, ensuring data honesty, and supporting a fair peer review process. Adhering to these standards enhances the credibility of scientific work and builds trust among publishers and readers.

Verifying Journal Quality

Publishing in reputable journals is crucial to ensure that research is recognized by the academic community and does not fall into predatory practices. To verify journal quality, researchers should check whether the journal is indexed in trusted databases such as Scopus (Renaldo et al., 2025), Web of Science, or the Directory of Open Access Journals (DOAJ). Additionally, assessing the journal's impact factor through Journal Citation Reports (JCR) can help evaluate its influence in a particular field. It is important to avoid journals that lack a clear peer review process or prioritize financial gain over scientific integrity.

Using Anti-Plagiarism Software

The use of anti-plagiarism tools like Turnitin and iThenticate is critical for detecting potential plagiarism before submitting manuscripts to journals. Researchers should utilize these tools to review their documents and revise any sections with high similarity percentages, especially where direct quotations or paraphrasing are not properly done. This practice reduces the risk of both intentional (Renaldo et al., 2022) and unintentional plagiarism and significantly improves the quality of scholarly writing.

Ethical Use of Social Media to Promote Scientific Work

Social media is a powerful platform for sharing scientific research, but it must be used ethically to avoid misleading claims or copyright violations. Researchers are encouraged to share their work through platforms like ResearchGate, LinkedIn, or academic Twitter accounts by posting official links to their articles. It is important to avoid sharing copyrighted versions of articles without permission and to summarize research contributions accurately without making exaggerated claims unsupported by data. Ethical promotion through social media can help increase the visibility and impact of research while respecting publishing and academic standards.

Open Plagiarism Cases

In one case, a researcher submitted a manuscript to an international journal; however, the methodology and data sections were found to be nearly identical to a previously published article. This case was revealed through an anti-plagiarism software check. The consequences included the retraction of the article from the journal and a significant decline in the reputation of both the researcher and the affiliated institution.

Publication in Predatory Journals

Another case involved a researcher tempted by an offer from a predatory journal promising quick publication without a peer review process. Although the article was published, it was not recognized by the academic community because the journal was not indexed in reputable databases. This led to a loss of research credibility, and the work was not accepted for grant applications or academic promotions.

Data Manipulation or Salami Slicing

In another instance, data from a single research project was divided into multiple articles, each claiming original contributions without informing journal editors that the articles originated from the same dataset. As a result, the articles were retracted, and the researcher faced academic sanctions.

Tips for Maintaining Integrity in the Publication Process

Researchers should actively use anti-plagiarism software to check every manuscript before submission to avoid both intentional and unintentional plagiarism. Careful journal verification is also essential; ensure the journal is indexed in trusted databases like Scopus, Web of Science, or DOAJ, and avoid journals that charge high fees without transparent publishing processes. To prevent salami slicing, researchers should focus on developing distinct and meaningful scientific contributions for each article, and openly disclose if the same dataset is used across multiple publications. Maintaining ethical data sharing practices is crucial—only anonymized and appropriately licensed data should be uploaded to open platforms, ensuring no violation of others' rights or confidentiality. Lastly, continuous self-education about publication ethics through trainings or seminars, and referring to guidelines from COPE, ICMJE, or publishers, can help researchers stay updated and compliant with current ethical standards.

Best Practice: Positive Case Study

A notable example of ethical research practice involved a researcher who shared raw data from their study in an open repository, accompanied by a detailed explanation of the methodology. This step facilitated the replication of the study by other researchers and significantly enhanced the credibility of the work. As a result, the article received widespread citations for its transparency, and the researcher was later invited to speak at international conferences on open research practices.

CONCLUSION

Conclusion

The digital era (Junaedi et al., 2023) offers tremendous opportunities to accelerate the publication process, enhance the accessibility of research, and expand academic impact. However, challenges such as plagiarism, predatory publishing, self-plagiarism, and ethical data sharing demand that academics act with greater caution and responsibility. Maintaining scientific integrity is the foundation for sustaining academic credibility. Principles such as honesty, transparency, and respect for intellectual property rights must serve as the primary guidelines throughout the publication process.

Implications

The application of ethical principles in scientific publication ensures the credibility, transparency, and accountability of research outputs. By maintaining honesty, respecting intellectual property rights, and promoting responsible data sharing, researchers can foster greater trust within the academic community and society at large. In the digital era, where information spreads rapidly, adherence to publication ethics strengthens the integrity of scientific knowledge and enhances the global impact of research.

Limitations

Despite strong ethical awareness, challenges remain. Detection tools such as plagiarism software may not fully capture nuanced forms of unethical practices, such as sophisticated data manipulation or subtle self-plagiarism. Additionally, limited access to trusted indexing databases and high publication costs in reputable journals may inadvertently push some researchers towards predatory journals. Awareness and resources for ethics training are also unevenly distributed across institutions.

Recommendations

Strengthen Training Programs: Academic institutions should provide regular workshops on publication ethics, including the use of anti-plagiarism software and journal verification strategies. Promote Open Science Practices: Encourage researchers to share raw data transparently with proper anonymization and licensing to support reproducibility and academic collaboration. Implement Rigorous Internal Review: Institutions should establish ethical review committees to screen manuscripts before submission. Raise Awareness of Predatory Publishing: Develop accessible guidelines to help researchers identify and avoid predatory journals. Foster Ethical Social Media Use: Provide researchers with best practices for responsibly promoting their research online without violating copyrights or ethical standards.

Future Community Service

Future community service initiatives should focus on several things. Building Digital Literacy in Publication Ethics: Conduct community workshops, particularly for early-career researchers and students, on navigating ethical challenges in scientific publishing. Developing Ethics Support Centers: Establish university-based centers to offer consultation and support for researchers facing ethical dilemmas during the publication process. Creating Open Access Resource Kits: Provide free online modules, templates, and checklists to guide ethical writing, data sharing, and journal selection. Collaborating with International Organizations: Partner with bodies like COPE and ICMJE to hold joint seminars and certificate programs on publication ethics for broader academic outreach.

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