



# Yadava College

Govindarajan Campus

Thiruppalai, Madurai – 625 014





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**Ethics of Research concerns about the conduct of the research and the researcher. Every field has its own code of conduct. Therefore research ethics draws its ways on honesty, objectivity and openness. The Research Advisory Committee has propounded the following ethics of research to be adhered strictly by the scholars and the supervisors of the college:**

- The research scholar should aim that his / her thesis or dissertation must adhere to the Research policy of the institution and Madurai Kamaraj University.
- The work of research should aim for integrity and usefulness for the society.
- While applying the freedom of research, the research scholar must comply with the norms and constraints of the society.
- The title and the purpose of the study should be clearly indicated in the beginning.
- It is the duty of the researcher to obtain the permission of the case of study if done on a particular brand or a person.
- All citations or quotes should be properly acknowledged.
- Course on Research Methodology and Ethics, prescribed by the Madurai Kamaraj university stand as a guideline for every scholar.
- Any research paper published must be in accordance with the Publication Ethics.
- The scholar should declare that his/her finding of research is original and free from plagiarism.
- Any misconduct proved will be strictly barred from publication.