Georgia Southern University

Digital Commons@Georgia Southern

Association of Marketing Theory and Practice Proceedings 2017 Association of Marketing Theory and Practice Proceedings

2017

Has Anything Changed? Comparing Student Perceptions of Academic Integrity: 2006-2016

Anne Heineman Batory

Stephen S. Batory

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-

proceedings_2017

Part of the Marketing Commons

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2017 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

Has Anything Changed? Comparing Student Perceptions of Academic Integrity: 2006-2016

Anne Heineman Batory

Wilkes University

Stephen S. Batory Wilkes University

ABSTRACT

Academic integrity issues continue to challenge colleges and universities around the world. After a review of the relevant literature, the authors conclude that additional research is needed to understand and monitor academic integrity within institutions of higher education. This study explores student perceptions concerning academic integrity concepts and behaviors in two time frames ten years apart. In this comparative study, student attitudes toward academic situations, faculty behavior, and business decisions are assessed in 2006 and again in 2016. In general the two groups reported a similar overall pattern of responses. However, the students now perceive academic dishonesty as a non-acceptable norm. They also report that dishonesty causes longterm damage. The results contribute to understanding academic integrity in higher education over time. Implications for the academic environment are reviewed and the paper concludes with a discussion of the results and the implications for future research.

ABOUT THE AUTHORS

Anne Heineman Batory (Ph.D., University of Maryland) is Professor of Marketing in the Department of Entrepreneurship, Leadership, and Marketing in the Sidhu School of Business and Leadership at Wilkes University. She teaches in the consumer marketing, advertising, and leadership areas at Wilkes. In addition to teaching and administration positions in higher education, Dr. Batory has served as consultant for consumer and research issues in such diverse industries as health care, higher education, television, consumer goods, and site location. Her research interests include teaching and leadership development, academic integrity, marketing ethics, and entrepreneurship.

Stephen S. Batory (D.B.A., University of Maryland) is an adjunct professor in the MBA Program at the Sidhu School of Business and Leadership at Wilkes University. His research interests include teaching and learning influences, academic integrity, marketing ethics, and family decision-making. He is the author of numerous research based articles and presentations.