

DEALING WITH HUMAN SUBJECTS REVIEW COMMITTEES – THE IMPLICATIONS AND CHALLENGES FOR FACULTY TEACHING MARKETING RESEARCH COURSES

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ABSTRACT

Universities' Human Subjects Review Committees are certified by the U.S. Department of Health and Human Service's Office of Human Research Protections to protect the rights of human participants in research. Any research involving human participants conducted at your university or under its sponsorship at another location must be reviewed and approved by your university's Human Subjects Review Committee. This includes marketing research conducted by, or under the direction of faculty and staff; and student conducted research under the direction of faculty or staff involving human subjects.

STUDENTS CONDUCTING RESEARCH

Faculty teaching marketing research courses that have students conduct human subject research projects for client companies and organizations must

undergo the review process. This Special Session will explore the implications and challenges presented by Human Subjects Review Committees for faculty teaching marketing research courses. Issues concerning timing and level of reviews, archiving research data, disseminating research findings to clients, and making your research available to general audiences in presentations or papers will be discussed.

Additionally, experiences with Review Committees making methodology modifications based on reasonable balance of risks to subjects and anticipated research benefits will be presented. If you are teaching a marketing research course or plan to in the future, you will want to participate in this Special Session. Share your experiences and learn how other faculty have met the challenges and successfully integrated the Human Subjects Review process into their marketing research courses.