

APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of **research activity**: "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications". As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the "principal researcher".

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity. Please see Checklist for details of process for different categories of application.

SECTION A: About You (Principal Researcher)

1	Full Name:	Pooja devi			
2	Tick all boxes that apply:	Member of staff:	☐	Honorary research fellow:	☐
	Undergraduate Student	☐	Taught Postgraduate Student	☒	Postgraduate Research Student
3	Institute/Academic Discipline/Centre:	UWTSD			
4	Campus:	BIRMINGHAM			
5	E-mail address:	POOJA77991122@GMAIL.COM			
6	Contact Telephone Number:	07572922190			
For students:					
7	Student Number:	2227853			
8	Programme of Study:	MBA (GENERAL MANAGEMENT)			
9	Director of Studies/Supervisor:	- HASTI CHITSAZAN			

SECTION B: Approval for Research Activity

1	Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)	YES	☐	NO	☒
					Date
2	If Yes, please indicate source of approval (and date where known): Approval in principle must be obtained from the relevant source prior to seeking ethical approval	Research Degrees Committee	☐		
		Institute Research Committee	☐		
		Other (write in)	☐		

SECTION C: Internal and External Ethical Guidance Materials

	Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, location-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines. You may add rows to this table if needed.
1	UWTSD Research Ethics & Integrity Code of Practice ☐
2	UWTSD Research Data Management Policy ☐
3	<i>[List any other relevant documents here]</i> ☐

SECTION D: External Collaborative Research Activity

If there are external collaborators then you should gain consent from the contact persons to share their personal data with the university. If there are no external collaborators then leave this section blank and continue to section E.

1	Institution				
2	Contact person name				
3	Contact person e-mail address				
4	Is your research externally funded?	YES	☐	NO	☒
5	Are you in receipt of a KESS scholarship?	YES	☐	NO	☒
6	Are you specifically employed to undertake this research in either a paid or voluntary capacity?	Voluntary	YES	☐	NO ☒
7		Employed	YES	☐	NO ☒
8	Is the research being undertaken within an existing UWTSD Athrofa Professional Learning Partnership (APLP)?	If YES then the permission question below does not need to be answered.	YES	☐	NO ☒
9	Has permission to undertake the research has been provided by the partner organisation?	(If YES attach copy) If NO the application cannot continue	YES	☐	NO ☒

Where research activity is carried out in collaboration with an external organisation

10	Does this organisation have its own ethics approval system?	YES	☐	NO	☐
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If Yes, please attach a copy of any final approval (or interim approval) from the organisation (this may be a copy of an email if appropriate).

SECTION E: Details of Research Activity

1	Indicative title:	BLACK FRIDAY STRATEGY OF AMAZONE IN UK		
2	Proposed start date:	11-09-23	Proposed end date:	11-01-24
	Introduction to the Research (maximum 300 words per section) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the points below: <i>Purpose of Research Activity</i> <i>Proposed Research Question</i> <i>Aims of Research Activity</i> <i>Objectives of Research Activity</i> Demonstrate, briefly, how Existing Research has informed the proposed activity and explain <i>What the research activity will add to the body of knowledge</i> <i>How it addresses an area of importance.</i>			
3	Purpose of Research Activity Black Friday is all about offering substantial discounts so that an enhanced activity of consumers can be directed towards proper customer engagement and enhancement of sales. Amazon as a well renowned E-Commerce company is seen to manoeuvre but this particular situation of Black Friday suggestively by not only ensuring that the customer engagement is emphasised but also realising the requirements of the customers and engaging the products along with their discounts on that basis (Jing and Li, 2023). This work is all about understanding the way through which Amazon is tactfully dealing Black Friday in order to enhance IT sales and ensure aspects of customer engagement to a whole new level. (this box should expand as you type)			
4	Research Question • What are the various matters that impact the consumer related behaviour of Amazon during the sales on Black Friday? • What hurdles are faced during the sales of Amazon on the Black Friday in the UK? • What are the different paths used by Amazon to address the dilemmas and increase their customer satisfaction? Research Hypothesis H0: Amazon Black Friday strategies do not bring an effect on the consistent sales outcome of Amazon across the UK.			

	H1: Amazon Black Friday strategies create an influence over the consumer behaviour and sales outcome in the marketplace of the UK. (this box should expand as you type)
5	Aims of Research Activity The aim of the study is to understand the strategy of Amazon in initialising Black Friday strategies for sale within the UK premises to understand its impact on consumer engagement, sales and last but not the least market competitiveness. (this box should expand as you type)
6	Objectives of Research Activity • To examine Amazon's pricing and advertising tactics for Black Friday throughout the UK and evaluate their effects on consumer behaviour. • To determine the marketing strategies and advertising techniques used by Amazon to advertise Black Friday deals in the UK including their impact on consumer involvement. • To identify the different opportunities used by Amazon for improving their business performance and consumer satisfaction. (this box should expand as you type)
	Proposed methods (maximum 600 words) Provide a brief summary of all the methods that may be used in the research activity, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed. You do not need to justify the methods here, but should instead describe how you intend to collect the data necessary for you to complete your project.
7	Research philosophy and design Positivism can be taken into consideration as one of the most necessary kinds of philosophical approach which can help in the development process of the result of the research paper (Beecher <i>et al.</i>, 2021). This is because of the fact that there is a certain predominance which requires in-depth analysis that can be recognised to accumulate some different pathways considering the qualitative data that can be used in the research (Lockyer and Weaver, 2022). As the research will use secondary components in this research paper, the approach of this research paper needs to be clear and transparent. For this reason, the researcher has chosen positivist research pillars of the institute of using positivism research philosophy, realism research philosophy and pragmatism research philosophy (Babii, 2020). As the researcher will proceed with the researcher paper with qualitative research data, for this reason, interpretivism will be used.

The research design used by the researcher will be descriptive research design. This is because of the fact that it can help the researcher in developing actions and perspectives related to the research paper (Beecher *et al.*, 2021). The researcher will not use exploratory research design, explanatory research design and correlational research designs in order to maintain the integrity and quality of this research paper. As primary data will be used for this reason, subjective matter needs to be evaluated which the researcher will do with the help of descriptive research design.

Research approach, sampling and choice

The researcher will use deductive research in order to meet the purpose of the research paper and need of the study in an effective manner (Babii, 2020). The researcher will encapsulate multiple perceptions in order to generalise and develop hypotheses that have direct as well as indirect relation with the research topic. the researcher will not use an inductive research approach as secondary research methods will be used in order to conduct the research paper (Lockyer and Weaver, 2022). As the abductive research approach needs different categories and can vary from one opinion to another, thus, the researcher will avoid using it.

With the help of Google scholar, the researcher will analyse and find different journals that have direct relation with the research paper. the social will use authentic websites and journals whose PDF version is available. Apart from that the researcher will also give proper credit to the authors whose articles have been used in order to conduct the research paper (Dodds and Hess, , 2020). An open access link has been used in order to eliminate errors and biases. The data sampling technique which will be used by the researcher will be non-profit based on stratified sampling technique.

Data collection

The data will be collected from the Google scholar by ensuring that all the research terms are immediately present in the research articles which will be collected in order to conduct this particular research. Primary form of information will also be implemented using 10 questionnaires that consist of questions with Open ended characteristics. Survey will be utilized That will incorporate the responses accumulated from 50 individuals. Search engine optimization strategy will be implied in order to understand or rather locate distinctive particles that can immensely help in enhancing the overall integration of the articles which will be gathered for conduction of the entire research (Lewandowski and Schultheiß, 2023). These are the factors based on which on an overall basis the data with regards to the Amazon strategy of Black Friday sale can be acquired. It is the only way through which all the secondary literary articles can be gathered in order to offer proper literary support to this particular research.

Ethical consideration

The researcher will abide by all the ethical considerations and the researcher will also follow all the ethics that are related to the research. The researcher will also make sure of the sand that while

	conducting the research, no one will be hampered or the sentiment of no one will be hurt (Dodds and Hess, , 2020). The researcher will also use the Data Protection Act 2018 in order to secure all the data that will be used by the researcher in this research paper so that no one can steal or misuse any information incorporated by the researcher in this research paper. (this box should expand as you type)
	Location of research activity Identify all locations where research activity will take place.
8	(this box should expand as you type)
	Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural and/or legal sensitivities or vulnerabilities of participants. If you live in the country where you will do the research then please state this.
9	It is crucial to remember that different laws, rules, and ethical standards apply differently in different countries. Therefore, researchers must take care to understand and abide by local laws and ethical standards while doing research outside of the UK. The majority of nations have their own ethics review committees or boards to monitor research involving human people. The local equivalents of an IRB (Institutional Review Board) or an Ethics Committee should be found and followed by researchers. Research procedures should be modified to be culturally aware and respectful of local norms. (this box should expand as you type)

10	Use of documentation not in the public domain: Are any documents NOT publicly available?	NO	☐
		YES	☒
11	If Yes, please provide details here of how you will gain access to specific documentation that is not in the public domain and that this is in accordance with the current data protection law of the country in question and that of England and Wales. This essay recognizes and abides by the applicable national English and Welsh data protection regulations. The General Data Protection Regulation (GDPR), is applicable to England and Wales in the European Union. (this box should expand as you type)		

	Does your research relate to one or more of the seven aims of the Well-being of Future Generations (Wales) Act 2015?	YES	NO
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12	A prosperous Wales	☐	☐
13	A resilient Wales	☐	☐
14	A healthier Wales	☐	☐
15	A more equal Wales	☐	☐
16	A Wales of cohesive communities	☐	☐
17	A Wales of vibrant culture and thriving Welsh language	☐	☐
18	A globally responsible Wales	☒	☐
19	If YES to any of the above, please give details:		
	Wales might link its policies and programs with the Sustainable Development Goals to tackle global problems including poverty, climate change, education, and healthcare. Wales should take a proactive approach to environmental matters by putting a focus on sustainable practices, renewable energy, and energy efficiency in order to support international efforts to battle climate change. Actively participating in international alliances and partnerships to address global issues. This might be supporting international organisations, taking part in global projects, and giving back to peacekeeping missions. (this box should expand as you type)		

SECTION F: Scope of Research Activity

	Will the research activity include:	YES	NO
1	Use of a questionnaire or similar research instrument?	☐	☒
2	Use of interviews?	☐	☒
3	Use of focus groups?	☐	☒
4	Use of participant diaries?	☐	☒
5	Use of video or audio recording?	☐	☒
6	Use of computer-generated log files?	☐	☒
7	Participant observation with their knowledge?	☐	☒
8	Participant observation without their knowledge?	☐	☒
9	Access to personal or confidential information without the participants' specific consent?	☐	☒
10	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
11	Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒
12	Investigation of participants involved in illegal activities?	☐	☒
13	Use of procedures that involve deception?	☐	☒
14	Administration of any substance, agent or placebo?	☐	☒

15	Working with live vertebrate animals?	☐	☒
16	Procedures that may have a negative impact on the environment?	☐	☒
17	Other primary data collection methods. Please indicate the type of data collection method(s) below.	☐	☐
	Details of any other primary data collection method: (this box should expand as you type)		

If NO to every question, then the research activity is (ethically) low risk and **may** be exempt from **some** of the following sections (please refer to Guidance Notes).

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION G: Intended Participants

If there are no participants then do not complete this section, but go directly to section H.

	Who are the intended participants:	YES	NO
1	Students or staff at the University?	☐	☐
2	Adults (over the age of 18 and competent to give consent)?	☐	☐
3	Vulnerable adults?	☐	☐
4	Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)	☐	☐
5	Prisoners?	☐	☐
6	Young offenders?	☐	☐
7	Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☐
8	People engaged in illegal activities?	☐	☐
9	Others. Please indicate the participants below, and specifically any group who may be unable to give consent.	☐	☐
	Details of any other participant groups: (this box should expand as you type)		

	Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?	
10	How many participants are expected?	(this box should expand as you type)
11	Who will the participants be?	(this box should expand as you type)
12	How will you identify the participants?	

		(this box should expand as you type)
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	Information for participants:	YES	NO	N/A
13	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
14	Will you tell participants that their participation is voluntary?	☒	☐	☐
15	Will you obtain written consent for participation?	☒	☐	☐
16	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☒	☐	☐
17	If the research is observational, will you ask participants for their consent to being observed?	☒	☐	☐
18	Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	☐
19	With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☒	☐	☐
20	Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☒	☐	☐
21	Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☒	☐	☐
22	If NO to any of above questions, please give an explanation			
	(this box should expand as you type)			

	Information for participants:	YES	NO	N/A
24	Will participants be paid?	☐	☒	☐
25	Is specialist electrical or other equipment to be used with participants?	☐	☒	☐
26	Are there any financial or other interests to the investigator or University arising from this study?	☐	☒	☐
27	Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☒	☐
28	If YES to any question, please provide full details			
	(this box should expand as you type)			

SECTION H: Anticipated Risks

	Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.		
1	Full risk assessment completed and appended?	Yes	☒
		No	☐
2	Risks to participants		

	For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information	
	Risk to participants: Sensitive Organisational Information (this box should expand as you type)	How you will mitigate the risk to participants: In order to safeguard the security and reputation of the parties concerned, it is essential to reduce the danger of leaking private organisational data. Inform the organisation of the research's goals and scope in clear terms. This study tries to make sure all relevant parties are aware of the data that will be gathered, examined, and reported. When reporting findings, especially, present aggregated or generic data rather than exact details. This aids in preserving the organisation's confidentiality. This study's design and data handling processes adhere to ethical standards and safeguard organisational confidentiality by obtaining permission from ethical review boards. Researchers can strike a balance between gaining insightful knowledge and preserving the confidentiality and security of sensitive organisational information by combining these tactics. Successful risk mitigation depends on teamwork, open communication, and a proactive approach to risk management. (this box should expand as you type)
3	If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities	
	(this box should expand as you type)	
4	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest	
	Risk to the investigator: Conflict of interest	How you will mitigate the risk to the investigator:

	(this box should expand as you type)	Maintaining the integrity and credibility of research requires managing and disclosing conflicts of interest. Consult institutional review boards (IRBs) or ethical committees for advice on spotting and handling conflicts of interest while planning the research. Engage in ongoing discussions about potential conflicts of interest with ethics committees or other pertinent oversight organisations.
		(this box should expand as you type)
5	University/institutional risks For example: adverse publicity, financial loss, data protection	
	Risk to the University: The aspects of data protection are the biggest factor that are supposed to be focused enough in a university because there are areas, which are supposed to be emphasised because all of these aspects are found to be immensely oriented with that of the integration of significant knowledge (this box should expand as you type)	How you will mitigate the risk to the University: Any loss of knowledge-oriented data can prove to be a serious threat in this regard and that is why, it is important enough to suggest that the mitigation strategies can be initiated in the best possible manner because these are the areas that are found to be immensely oriented with ensuring that proper access to knowledge-oriented aspects should only be accessible to the Head of the Department. (this box should expand as you type)
6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems	
	Risk to the environment: (this box should expand as you type)	How you will mitigate the risk to environment: (this box should expand as you type)

Disclosure and Barring Service				
	If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO	N/A
7	Does your research require you to hold a current DBS Certificate?	☐	☒	☐
8	If YES, please give the certificate number. If the certificate number is not available please write "Pending"; in this case any ethical approval will be subject to providing the appropriate certificate number.			

SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when? <i>(this box should expand as you type)</i>
2	Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation. A crucial ethical need in research involving human subjects is informed consent, which makes sure that volunteers are aware of the study's purpose and voluntarily consent to take part. The method should be straightforward, open, and compliant with current data protection laws when gaining informed consent from authors of papers for data gathering. This essay creates a thorough informed consent form that details the objectives, steps, potential risks, advantages, and data usage. To make sure that authors can grasp the specifics, present the facts in a simple, understandable manner. The approach for obtaining informed permission is in line with current data protection laws, such as the General Data Protection Regulation (GDPR) in the European Union. <i>(this box should expand as you type)</i>
3	Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case. <i>(this box should expand as you type)</i>

SECTION J: Data Protection and Storage

	Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 "GDPR" and the Data Protection Act 2018 "DPA")?	YES	NO
1	"Personal data" means any information relating to an identified or identifiable natural person ('data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Any video or audio recordings of participants is considered to be personal data.	☐	☒
	If YES, provide a description of the data and explain why this data needs to be collected:		
2	This research has been done with the help of secondary data, No personal Data was collected from the participants in this study. This paper has to consider several published research articles to complete the research work and fulfil the objective of this study. <i>(this box should expand as you type)</i>		
	Does it involve special category data (as defined by the GDPR)?	YES	NO

3	“Special category data” means sensitive personal data consisting of information as to the data subjects’ – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes),	☐	☐
If YES, provide a description of the special category data and explain why this data needs to be collected:			
4	The General Data Protection Regulation (GDPR) defines "special category data" as sensitive personal data that, by its very nature, calls for enhanced security. This paper only considers the published research article, so no personal data has been collected for this research. When the study considers the secondary research it follows that the consent is one valid reason, but there are many additional grounds that may be applicable, including legitimate interests, contractual necessity, legal responsibilities, vital interests, and execution of duty in the public interest or in the exercise of official power. The use of data for a purpose other than the one for which it was originally acquired is referred to as secondary data gathering. <i>(this box should expand as you type)</i>		

	Will data from the research activity (collected data, drafts of the thesis, or materials for publication) be stored in any of the following ways?	YES	NO
5	Manual files (i.e. in paper form)?	☐	☐
6	University computers?	☒	☐
7	Private company computers?	☒	☐
8	Home or other personal computers?	☒	☐
9	Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☐	☐
10	“Cloud” storage or websites?	☒	☐
11	Other – specify:	☐	☐
12	For all stored data, explain the measures in place to ensure the security of the data collected, data confidentiality, including details of backup procedures, password protection, encryption, anonymisation and pseudonymisation:		
	Data security, confidentiality, and compliance with data protection laws all depend on how research data is stored. It is important to adhere to university IT policy and security precautions. User authentication, firewalls, and antivirus software may all be included in this. This research uses encryption technologies, create robust password protection, and wherever feasible, steer clear of storing important data on personal devices. Researchers may improve the security and confidentiality of stored data, reduce risks, and guarantee compliance with ethical and legal requirements by putting		

	these safeguards into place. In the constantly changing world of data protection, it is crucial to regularly update security processes and keep abreast of best practices. <i>(this box should expand as you type)</i>
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Data Protection			
	Will the research activity involve any of the following activities:	YES	NO
13	Electronic transfer of data in any form?	☒	☐
14	Sharing of data with others at the University outside of the immediate research team?	☒	☐
15	Sharing of data with other organisations?	☒	☐
16	Export of data outside the UK or importing of data from outside the UK?	☒	☐
17	Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☐
18	Publication of data that might allow identification of individuals?	☐	☐
19	Use of data management system?	☐	☐
20	Data archiving?	☐	☐
21	If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and Data Protection Act (2018) (and any international equivalents, where appropriate):		
	Secure channels, including encrypted email or secure file transfer protocols, are used for electronic data transmissions. voluntarily checked the box next to "YES" for electronic data transfer, sharing within the university, and potential export/import of data across borders, it's important to think about how these activities will be carried out in accordance with data protection laws, specifically the GDPR and the Data Protection Act (2018). Secure channels, including encrypted email or secure file transfer protocols, are used for electronic data transmissions. To prevent unauthorized access to data during electronic transfers, implement access restrictions. Staff members who work with shared data receive training on data protection principles and their duties. Clarify the legal justifications for data exportation outside of the UK, making sure to adhere to GDPR guidelines for foreign data exchanges. Make advantage of authorized data transmission protocols, such as Standard Contractual Clauses (SCCs) or Binding Corporate Rules (BCRs). <i>(this box should expand as you type)</i>		
22	List all who will have access to the data generated by the research activity:		
	• The principal investigator is in charge of the general planning, carrying out, and administration of the study. • Other researchers that actively contribute to the planning, carrying out, and analysis of the study.		

	- Those who monitor and review the ethical elements of research on the Institutional Review Board (IRB) or ethics committee. - Supervisors from academia or an entity in charge of the research project. <i>(this box should expand as you type)</i>		
23	List who will have control of, and act as custodian(s) for, data generated by the research activity:		
	- A person assigned to manage and supervise the collection, management, and access to research data. This position makes ensuring that data management protocols are adhered to. - Coordination and oversight of data management operations may fall under the purview of project managers overall. <i>(this box should expand as you type)</i>		
24	Give details of data storage arrangements, including security measures in place to protect the data, where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not.		
	Indicating the location where the study's data will be kept. This can involve using university servers, cloud storage services, or other safe data storage facilities. If using cloud storage services, be careful to include the vendor (such as Amazon S3, Google Drive, or Microsoft Azure) and the exact security measures implemented on these systems. To provide data resilience in the event of data loss or server failure, identify backup destinations both on-site and off-site. <i>(this box should expand as you type)</i>		
25	Please indicate if your data will be stored in the UWTSD Research Data Repository (see https://researchdata.uwtsd.ac.uk/). If so please explain. <i>(Most relevant to academic staff)</i>		
	<i>(this box should expand as you type)</i>		
26	Confirm that you have read the UWTSD guidance on data management (see https://www.uwtsd.ac.uk/library/research-data-management/)	YES	☐
27	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☐

SECTION K: Declaration

	The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: https://www.uwtsd.ac.uk/research/research-ethics/		
1	Signature of applicant:	Pooja devi	Date:19-10-23

For STUDENT Submissions:

2	Director of Studies/Supervisor:	HASTI CHITSAZAN	Date:19-10-23
3	Signature:	Hasti Chitsazan	

For STAFF Submissions:

4	Academic Director/ Assistant Dean:		Date:
5	Signature:		

Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

☐	I have read the guidance notes supplied before completing the form.
☐	I have completed ALL RELEVANT sections of the form in full.
☐	I confirm that the research activity has received approval in principle
☐	I have attached a copy of final/interim approval from external organisation (where appropriate)
☐	I have attached a full risk assessment (where appropriate) ONLY TICK IF YOU HAVE ATTACHED A FULL RISK ASSESSMENT
☐	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☐	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Academic Director.

RESEARCH STUDENTS AND STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name.

You will be informed of the outcome of your claim by email; therefore it is important that you check your University and personal email accounts regularly.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

This form is available electronically from the Academic Office web pages:

<https://www.uwtsd.ac.uk/academic-office/appendices-and-forms/>

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