

Impact of Demands of anti-plagiarism Management in real world – An Overview

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Abstract

This paper studies e-marketing strategies that include tactics to prevent plagiarism and provide clean plagiarism free content. The prevalence rate of plagiarism has been reported in different studies turns out to be different in various fields, countries, educational levels and times. The goal of this study is to review the scientific concepts related to plagiarism, its factors and roots, its prevalence in the world and methods of detecting it in order to improve the awareness of instructors and students of plagiarism. There are, however, divergent views on how to define plagiarism and on what makes plagiarism reprehensible. In this paper we explicate the concept of “plagiarism” and discuss plagiarism normatively in relation to research. Suggested that plagiarism should be understood as “someone using someone else’s intellectual product (such as texts, ideas, or results), thereby implying that it is their own” and argue that this is an adequate and fruitful definition. To discuss a number of circumstances that make plagiarism more or less grave and the plagiarizer more or less blameworthy. As a result of our normative analysis, we suggest that what makes plagiarism reprehensible as such is that it distorts scientific credit. In addition, intentional plagiarism involves dishonesty. There are, furthermore, a number of potentially negative consequences of plagiarism. According to Oxford Reference, **plagiarism** is “the practice of taking someone else's work or ideas and passing them off as one's own.” In copywriting, this definition translates into: Copying and pasting someone else's article and republishing it on website. The goal of knowledge production is the discovery of facts and improving the human situation, and as such, plagiarism and using other unethical means are not compatible with this goal. Most academic scholars agree that plagiarism is a serious violation of publishing ethics. In recent decades, the scientific community has become really concerned about the fast growth of plagiarism. Although plagiarism is widespread, it isn’t consistent with the principles of science. Nowadays some media publish worrying news of plagiarism in scientific publications, including data manipulation by well-known scientists. Peer-to-peer communities can be seen to work with customer participation. Through social media, existing customers can be a company’s greatest asset or greatest detractor. Equipping an engaged and active customer base with the tools to spread a message should be an integral part of a long-term marketing strategy.

Key words: plagiarism, e-commerce, intellectual product, tactics, strategy

Introduction

Unlimited access to scientific ideas, methods, findings and results is not compatible with the restricting regulations of copyright, and this has made for more plagiarism. “If plagiarism turns into an ordinary and usual activity, it will affect the security of scientific knowledge and destroy all social realms. In such a situation, nobody will bother doing research; rather, everybody will make use of ready-made knowledge produced by the past researchers and will destroy all knowledge. Such unreasonable behavior will devastate the foundations of scientific progress and everything else. And if a country loses its firm scientific foundations, it will remain in past achievements and will not experience progress”. Plagiarism is one of the important issues of universities in recent years. In the last two decades, the progress in computer technology, that is, running websites to provide university services, the copypaste tool, and loads of pre-fabricated papers, has made for an increase in plagiarism. Nowadays some media publish worrying news of plagiarism in scientific publications, including data manipulation by well-known scientists. The ethics of scientific publication is in direct connection to the concepts of copyright in writing scientific papers and of plagiarism. Sometimes, journal editors take the writers’ cunningness for their lack of familiarity with journal regulations or their lack of attention to a certain paper. As Kosovsky notes, “the road to hell is paved with good intentions” and after that, the writers make very serious ethical mistakes to the end. The author of a book, paper, poem or a scientific passage, after hours of thinking and writing about a subject, puts to paper the fruit of years of his or her continuous efforts. The goal of research is to produce knowledge, and the aim of producing knowledge is to improve human situation while doing research using unethical or inappropriate means leads to scientific corruption, which is against scientific knowledge production. No doubt, there is plagiarism in the scientific community although it is against basic scientific principles. Plagiarism is useless, meaningless, unethical and thus forbidden. one of the pathological componenets in the relationships between people is the legal culture in society. Unethical issues are quickly increasing in the realm of science. In the future, such issues in gathering data, cooperation between scientists and in publications will most probably get more complicated and more difficult to deal with. More than ever before, postgraduate medical students should know about methods, technologies and concepts of science. The global competition among the scientists of developing countries, especially Asian ones, is a new reality for the western researchers who want to be the best in all areas of research. Researchers in developing countries are increasingly enjoying more research budgets, and this development has been accompanied by governmental and institutional demand for better results and more publications in scientifically accredited journals. Plagiarism is a controversial issue in higher education, and it is increasingly widespread among students. Some challenges in academic activities are due to the increase in the number of students. Today, open access publications are not only reasonable but also very vital to scientific innovations.

Objective:

This paper intends to explore e-commerce strategy to prevent plagiarism which is a long-term plan of action aimed at achieving a particular outcome. Also tactics to provide plagiarism free content

Plagiarism an overview

As such, the plagiarist not only steals the fruit of such efforts but also registers all that painstaking work to his or her own name . Plagiarism is hundreds of years old, but, due to the progress in information technology, it has acquired new and different methods compared to the past. Plagiarism was almost a rare phenomenon until 1990, but it has spread across the world in recent years and has worried the academic community . In the past, there were a few scientists who produced knowledge and some of them would produce no more than a couple of papers in their lifetime. In those times, strict reviewing principles were at work, there just a few journals and scientists had a hard time convincing the scientific community to accept their ideas. In the 19th century, the problem was stealing ideas, and that was why many discoveries and inventions were disputed. Today, however, the number of scientists, students, journals and papers has really increased. While there is no problem with the increase in the number of papers, peer-reviewing of the papers is the main problem.

Scholars v/s Plagiarism

Duplicate or redundant publication misleads the readers and reduces the credibility of the journal as well as its ability to attract good papers. Duplicate publication makes for wasting resources by wasting the time which should be allocated to other papers . “Most academic researchers agree that plagiarism is a serious problem in the ethics of publication. Plagiarism appears in different forms: stealing ideas and stealing texts (verbatim plagiarism). Plagiarism is no doubt an instance of misconduct. Stealing part of text and rephrasing it is a severe problem in the humanities and literature where innovation in phrasing and eloquence are essential. But in the realm of science, it is the scientific content itself, not its eloquence, that matters” . The purpose of scientific journals is to some extent different from that of non-scientific ones. For instance, medical journals are published in order to improve the science of medicine and public health by publishing the results of scientific research. In many areas such as literature and humanities, however, different authors have different views. They try to reflect their own understanding and feelings of texts by means of a selection of good and suitable words. Thus, each and every word, along with its immediate context, has a role in conveying the meaning to the reader. But in a scientific writing, the writer’s audience consists of scholars who are looking for facts based on solid evidence. Therefore, the writer is supposed to observe and report correctly. Plagiarism, in general, includes attributing somebody else’s work to yourself without giving credit to the author, copying other’s ideas or words without giving credit to the source, not putting quotations in quotation marks, giving the wrong information about a reference, changing the words while keeping the structure of a sentence from another source without acknowledging it, and copying a large number of words or ideas from other sources with or without due acknowledgement . Another definition of plagiarism numerates the ways of plagiarizing in the following way: “‘copy-past’ which means verbatim copying of words, plagiarizing ideas, which consists of using a concept or idea which is not commonly known to others, rephrasing, which means changing the grammatical structure, using synonyms, reordering the original sentences, or rewriting the same content in different words, artistic plagiarism, which denotes presenting others’ works using a different medium such as text, voice, or image, plagiarizing codes, that is, using other programs’ codes, algorithms and functions without the right permission or referencing, using

expired or neglected links, adding quotation marks or other referencing signs without providing the right referencing information or updating links to sources, inappropriate use of quotation marks, failure to recognize the quoted parts of a text, incorrect referencing, i.e., adding incorrect referencing information or references which do not exist and plagiarism in translation, which consists of translating a text without giving reference to the original text” .

The following are some instance of student plagiarism: stealing material from a source and passing it for as their own, for instance, by buying a preordered paper, copying an entire paper without acknowledging it, presenting another student’s work without their knowledge, presenting somebody else’s paper and passing it as your own, copying materials of one or more texts and providing the right citations without using quotation marks to make the readers believe that they have paraphrased the materials not quoted them, and rewording sentences from other sources without giving credit to them . Recognizing plagiarism faces a number of problems. One problem is recognizing the amount of plagiarism because it can cover a wide scope.

Predictive Modeling strategy of e-Commerce

The connected nature of the Internet allows for every action online to be tracked, measured, and stored. Huge amounts of data, both anonymous and identifiable, are being stored daily. Analysis of these data can provide insight into solving marketing problems. For example, in PPC (pay-per-click) advertising, data are gathered that over time will indicate the optimal keywords and maximum CPC (cost-per-click) bids for effective bidding.

Godin’s five marketing elements are reminiscent of The Cluetrain Manifesto’s premise that “markets are conversations,” and both highlight the importance of marketing as people talking to people. This is not a new phenomenon brought on by the World Wide Web. Instead, the Web has served to act as a global focus group, with participants eager to share their thoughts, discoveries, likes, dislikes, and any other sentiment.

Mootee’s four Ps focus on what technology brings to the original marketing mix. Technology has allowed for mass customization, not just in marketing messages but also in content and product creation. It has seen brands that allow customer participation in spreading and even creating their messages and products succeed. The growth of social networks online and the recognized importance of product reviews in the buying cycle are reflected in peer-to-peer communities. Lastly, the Internet is useful in tracking and gathering data, which can be mined and analyzed for opportunities for growth.

What recent approaches to marketing strategy have in common is one growing theme: customer-centric marketing. The strength of the Internet is demonstrated in the way it underlines connections. The very fabric of the Internet is based on hyperlinks—being able to link from one document to another. These technical connections are mirrored in the need for marketing to appeal to customer’s feeling of connection in the social sense.

Plagiarism checks pitfalls

The second problem is the question as to how much change in the original material can make for plagiarism. Roig argues that many students struggle between rewording and summarizing because they cannot distinguish between them. The third issue is that most authors believe that there is no need to reference common knowledge, but we may ask what common knowledge is and who defines it? Plagiarism can be divided into two types with regard to intentions. The first type is intentional plagiarism where the author is fully aware of the plagiarism and is willing to do it. The second type of is unintentional plagiarism where a person plagiarizes due to his or her unawareness and lack of skill in writing. The latter type could be prevented. In another classification, plagiarism is divided into four categories: 1) “casual plagiarism, which occurs because of lack of awareness of plagiarism, or insufficient understanding of referencing or citation;” 2) unintentional plagiarism, where, due to the wide amount of knowledge in the scientific area, a person may unknowingly present ideas similar to those of others;” 3) intentional plagiarism, where a person deliberately and knowingly copies part or all of somebody else’s work without giving credit to them; and 4) self-plagiarism, which consists of reusing one’s own published work in a different form with acknowledging it”. Although there is always need for good inspections, the responsibility to keep research integrity lies with the scientific community itself and academic staff should make sure that students learn about this integrity. Authors should guarantee that their reported work is new and correct. Scholars who agree to review papers should feel responsible for doing informed, thorough and conscientious reviewing. Journal editor, who are themselves distinguished scholars, should assure the originality of the material they publish. The ideas and thoughts of different thinkers and authors are inevitable connected. So, it is a great responsibility of authors to make sure that no plagiarism occurs when they publish their results. This means that the authors must do whatever they can to ensure that the words of their papers are theirs. They should be always sure that it is clear for their readers whether the ideas presented in the papers are theirs or others’ and this could be clear by citing earlier published sources. The process of peer-reviewing is the best mechanism to ensure the high quality of publications. But recent studies have shown that lack of appropriate standards can result in duplicate publication as well as publication of papers which include plagiarism. At present, plagiarism tackling approaches focus on instructions to students and making them aware of the related policies and possible outcomes. For instance, students are taught to utilize to access and use sources in the right way. Also, developing scientific integrity and honor code systems are among good approaches to plagiarism. Carroll argues that teachers should focus on prevention. McCabe similarly thinks that reducing the chances of plagiarism is an important tool in reducing scientific misconduct. Authors should bear in mind that it is not acceptable to republish a paper which has already been published, but this rule has the following exceptions, if the right disclosure is made to the editors and reader: Prior publication in abstract form only (generally

Every website owner must be aware of the importance of compelling content for the prosperity of their site. Over the years, content marketing has become an essential component of the digital marketing strategy for all businesses competing in this online world. Content has great significance for websites, but content writers don’t take it seriously

and prefer to plagiarize. The internet is flooded with loads of information which provoke the writers to use the already available data instead of coming up with original ideas.

It is certainly expected of a reviewer to have a good command of the subject of a paper. But, given the large number of papers to be reviewed, are there enough specialists to review the papers? No scientist can claim that he or she has studied all specialist papers in his or her area of knowledge, and this paves the way for some plagiarists to take advantage of the situation. Ben Jonson was the first one to sue the term plagiarism in the early 17th century. It was hard for authors to protect their writings before devising copyright laws. But as plagiarism increased in the 18th century and copyright laws were consequently clearly defined and devised by the middle of the century, plagiarists faced a change in the public opinion and strong ethical viewpoints towards plagiarism. In view of the prevalence of plagiarism in the scientific community and its devastating effects on scientific progress, this study aims at surveying the concepts, causes and solutions to the issue of plagiarism. According to the Persian dictionary of Dehkhoda, the word “steal” means “taking away somebody’s possession with deception and tricks” or “to take hold of something without the right to do so”. Wilson Mizner states that “when we steal an idea from one author, it will be called plagiarism, but when we do it from a few authors, it is called research”. The word plagiarism comes from the word “plagarius”, meaning kidnapper, robber, misleader, and literary thief”. Plagiarism usually refers to stealing ideas or words that are higher than the level of public knowledge. In Webster’s Dictionary, a plagiarist is defined as “One who plagiarizes, or purloins the words, writings, or ideas of another, and passes them off as his own; a literary thief”, and plagiarism as “taking someone’s words or ideas as if they were your own”. The University of Liverpool defines plagiarism as the “use of materials from unacknowledged sources or direct quotation of materials from documented references without acknowledging that the words have been taken verbatim from those references”. Payer sees plagiarism as “taking others’ ideas, words or work as if they were your own”. Or as Stebelman puts it, plagiarism consists of “claiming as your own the writings and research papers that originally belong to others. Vessal and Habibzadeh take plagiarism to be “ascribing others’ ideas, processes, results and words to oneself without due acknowledgement”.

Demands of anti-plagiarism in real world

Using sentences from published medical literature with little change in the words without acknowledging the source is also an in. Downloaded from militarymedj.ir at 17:56 +0330 on Monday September 21st 2016 Plagiarism: Concepts, Factors and Solutions Ir J Military Medicine Vol. 14, No. 3, Autumn 2012 stance of plagiarism. Using unpublished images or pictures with the owners’ permission is also called plagiarism. The Federal Government of the United States defines “research misconduct as fabrication, falsification or plagiarism in proposing, implementing or reviewing of research projects or in reporting the results of research”. Plagiarism is an unethical activity in scientific writing. For something to be called plagiarism, it needs to be a serious deviation from normally accepted behavior of the relevant scientific community which is done consciously and deliberately and must be proved with solid evidence. Plagiarism may occur in different forms: stealing ideas and stealing parts of texts. Self-plagiarism happens when an author uses his or her own previously published work without acknowledging it. Self-plagiarism is

defined in three ways in the relevant literature: 1) publishing a paper which basically overlaps another paper without due acknowledgement; 2) breaking a large paper into a few smaller papers and publishing them separately, called salami slicing and 3) republishing the same work. Copyright, on the other hand, means enhancing knowledge and useful arts by providing limitedtime security for authors and inventions through exclusive rights regarding their writings and inventions. Authors of technical papers are usually asked to transfer the copyright of their work to the journal or the publisher .

Scientific integrity depends on honesty and transparency of the methods of producing and transferring knowledge . Republishing results is announcing the same results in two or more papers, multiple recalculations of the same results in meta-analyses and as a result in serious errors in research . Duplicate or redundant publication occurs when there is an overlap, without acknowledging it, between two papers in terms of their hypotheses, data, arguments or results. This could include an overlap with other authors, their results or their samples. The most important cases involve lack of acknowledging the sources. The following are example cases of republishing: publishing data which has been published before, reusing tables and figures in later publications, publishing larger papers using previous smaller papers, publishing the same data in two papers (one with a clinical focus and one with a theoretical focus), and publishing the same paper under two names, one being the real author in his or her own country and the other being a foreign author. Republishing, which is done in a deceptive way, is certainly unacceptable. If editors, reviewers and end readers of data notice the overlap between papers, they can make the right decision about it. Duplicate publication is, nevertheless, deceptive and involves three problems: it is unethical, it wastes resources and it has adverse impacts upon future clinical and research decisions. Editors and readers of a published report want to make sure that they are dealing with new and important data, and may wrongly be persuaded to think so, while this is not the case.

Attracts Audience

The rise in plagiarism on the web has led to the introduction of plagiarism checker free tools that are helping people in the detection of plagiarism. If want r content marketing strategy to work, and reap the best rewards for r website, then must combat plagiarism and understand the reasons behind focusing on originality. Many people are unaware of how bad plagiarism in writing is and what its side effects are. Therefore, we have come up with this article that will help discover the reasons behind focusing on plagiarism free content in content marketing. Alongside this, can also figure out the best plagiarism checker free tools available on the web

Improves Search Engine Ranking

Content marketing is also essential for the search engine optimization of a site, and without it, r site's pages can't achieve a high ranking on search engine result pages. The content part of r site plays a crucial role and improves its search engine ranking, given that the content is high-quality. Originality is the key element of high-quality content, and search engines prefer to give top rankings to the sites with plagiarism free content. With the help of a plagiarism checker free, can be assured that the content 're going to upload on r site is free of plagiarism.

Creates Backlinks

If focus on creating plagiarism free content in content marketing, it can help build backlinks for r website. Backlinks play a crucial role in uplifting r search engine visibility as they reflect the trust of other sites in r site's content. can create an impact with unique ideas in r content that will automatically urge the high-authoritative sites to provide it backlinks and praise it on their backlinks. On the other hand, can also start guest blogging in which can publish plagiarism free content on other sites in r niche to create backlinks. The plagiarism checker free can help out in coming up with content free of plagiarism to boost r search engine rankings.

The Best Free Plagiarism Checker

When it comes to the detection of plagiarism, find hundreds of such tools available on the web. However, all of them might not be able to deep scan r document and identify plagiarism. can find premium software as well as free plagiarism checker tools on the internet. The paid tools come up with advanced features, but there are some plagiarism checker free tools that are also providing premium quality service. Let's look at the top 2 plagiarism checker free utilities that can make r life easy.

1. DupliChecker

The plagiarism software on this website is the best tool can find for the detection of plagiarism. This web-based utility identifies plagiarism and displays results in a matter of seconds. It helps figure out the percentage of uniqueness and plagiarism from any type of text enter in it and also generates a plagiarism report that can be downloaded easily.

2. SearchEngineReports

Searchenginereports is another amazing platform with an outstanding plagiarism checker free tool. This utility is compatible with all devices, and all need is just a connection to the internet. Whether access it on a smartphone, laptop, desktop, or Mac, this tool will never disappoint . it's an easy-to-use tool that can bdde accessed by visiting searchenginereports.net. As will access this site, can use the search bar to open the plagiarism checker free tool.

Conclusion

The prior aim of marketing is to drive people towards r business and increase its sales. For content marketing, Have to come up with original pieces of content that can give the audience a reason to choose over competitors. can answer it oneself that if have already gone through a text before and it reappears on another website, will be willing to stay on it or get furious and intend to never revisit it? Of course, plagiarized content will affect the credibility of r site and ruin the content marketing efforts. Therefore, it becomes essential to use plagiarism checker free service for detecting and removing plagiarism before publishing any content on the web. Ethical problems in science are quickly increasing and have become controversial issues in universities and educational research institutes. These problems have also been reflected in media news recently. The growth of information technology, competition between

countries, rapid growth of knowledge, fast multiplication of scientific journals, lack of good explication of plagiarism and different understandings of it, lack of awareness, mismanagement of time, and low culture etc. have all contributed to the prevalence of plagiarism in the scientific community. This has worried scientific institutes and has made them react to it. Some institutes focus on detecting and persecuting while others concentrate on preventions and teaching the right behavior. Excessive stress on detection of plagiarism has made for the development of data retrieving systems in recent years, but these are not effective enough, and even if they were, they would not be the best solutions. Effective prevention through proper education at the right time, proper interaction

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