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Generative AI Use and Disclosure Practices among Management Researchers: An Empirical Study in Pune District

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Title: Times New Roman 18 pt, bold, centred. It names the issue (GenAI use and disclosure), the population (management researchers) and the context (Pune District). Author details: 10 pt, with name, designation, affiliation with place, e-mail and ORCID iD for every author; the corresponding author is marked with *. For multiple authors, blocks may be placed side by side or one below the other.

Abstract

Generative artificial intelligence (GenAI) has rapidly entered academic writing, blurring the line between legitimate assistance and research misconduct. This study examines the extent of GenAI use among management researchers in Pune District and the factors that influence their intention to disclose it. Drawing on the theory of planned behaviour, a model linking awareness of disclosure norms, institutional policy clarity and perceived ethical risk with disclosure intention was tested. Data from 312 research scholars and faculty members were analysed using descriptive statistics, multiple regression and the chi-square test. While 85.9 percent of respondents had used GenAI, mainly for language editing and literature summarisation, only 26.5 percent of users had disclosed it. Awareness of disclosure norms was the strongest predictor of disclosure intention, followed by policy clarity and ethical risk; together they explained 44.8 percent of the variance. Researchers with ethics training were significantly more likely to disclose. The study provides evidence of a “disclosure gap” in Indian management research and recommends clear institutional AI-use policies, mandatory disclosure statements and integrity training in doctoral coursework.

Keywords: Generative AI, AI disclosure, research integrity, academic writing, theory of planned behaviour, management research

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Abstract: one paragraph of 150–250 words (this one has about 180) covering **purpose, problem, methodology, major findings and contribution** — in that order. No citations or tables in the abstract. Keywords: 4–6, reflecting the theme, variables and method.

1. Introduction

Research integrity rests on a simple promise: the work an author presents is genuinely the author's own, and the data and sources reported are real. The pressure to publish has long tested this promise, and questionable research practices are far from rare (Fanelli, 2009). In India, the University Grants Commission (UGC) has responded with graded penalties for plagiarism in theses and research papers (University Grants Commission [UGC], 2018).

Generative artificial intelligence (GenAI) adds a new and less visible challenge. Large language models can summarise literature, paraphrase text and draft whole sections of a paper within seconds (Lund et al., 2023). Publication-ethics bodies hold that an AI tool cannot be an author and that any substantive use of it must be disclosed (Committee on Publication Ethics [COPE], 2023; Thorp, 2023). Because plagiarism software cannot reliably detect newly generated text, disclosure by the author becomes the main safeguard.

Whether researchers actually disclose their use of GenAI has received little attention in India, and almost none in management research. This study therefore examines the extent of GenAI use among management researchers in Pune District and the factors that shape their intention to disclose it. Section 2 reviews the literature, Section 3 explains the methodology, Section 4 presents the findings, Section 5 discusses them and Section 6 concludes.

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Introduction: move from the **broad context** (research integrity) to the **specific problem** (undisclosed AI use), then the **gap** (little Indian evidence) and the **purpose**. End with a road-map of the paper. Notice the APA 7 citation forms used: one author (Fanelli, 2009); three or more authors (Lund et al., 2023); a group author introduced with its abbreviation — (Committee on Publication Ethics [COPE], 2023) — and thereafter (COPE, 2023).

2. Review of Literature

2.1 Research Misconduct and Research Integrity

In a meta-analysis of survey data, Fanelli (2009) found that about two percent of scientists admitted to fabricating or falsifying data at least once, and a much larger share to other questionable practices. Martinson et al. (2005) argued that such misbehaviour is shaped by the research environment as much as by individual character. The UGC (2018) regulations reflect a graded approach, treating similarity of up to ten percent as minor.

2.2 Generative AI in Academic Writing

Lund et al. (2023) discussed the implications of ChatGPT for authorship and originality, while van Dis et al. (2023) called for human verification of AI output and clear rules of accountability and transparency. A recurring concern is that AI output may contain plausible but inaccurate statements and references, for which the author remains responsible.

2.3 Disclosure Norms and Institutional Policy

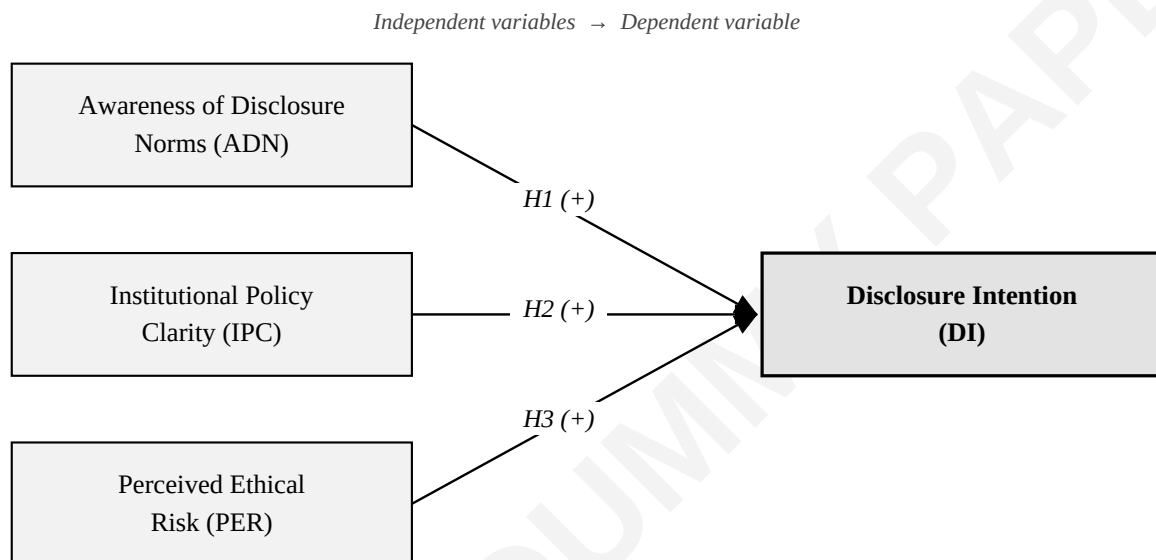
Publication-ethics guidance converges on two principles: AI tools cannot be authors, and authors who use them must disclose how (COPE, 2023; Thorp, 2023). Such guidance, however, reaches researchers through their institutions and supervisors; where institutional policy is unclear, researchers may not know what must be disclosed.

2.4 Theoretical Framework

The study draws on the theory of planned behaviour (Ajzen, 1991), in which intention is shaped by attitudes, subjective norms and perceived behavioural control. Here, *awareness of disclosure norms* reflects what the research community expects, *institutional policy clarity* reflects signals from one's own institution, and *perceived ethical risk* reflects the individual's attitude towards undisclosed use. Disclosure intention is the dependent variable (Figure 1).

Figure 1

Conceptual Model of the Study



Source: Developed by the authors based on Ajzen (1991).

2.5 Research Gap

The literature on GenAI and research integrity is largely conceptual, empirical studies of disclosure behaviour are scarce, and evidence from Indian management researchers is almost absent. The present study addresses this gap.

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Review of Literature: organise it **thematically** with sub-headings (12 pt bold), not as a list of one-paragraph summaries. Compare and connect studies, and close with a clear **research gap**. The figure follows APA 7: **number in bold**, title in italics above the figure, and the source below it. Two-author citations use "&" inside brackets — e.g. (Krejcie & Morgan, 1970) — but "and" in running text.

3. Research Methodology

3.1 Research Design

The study follows a descriptive and explanatory research design using a cross-sectional survey.

3.2 Objectives of the Study

1. To study the extent of GenAI use across research activities among management researchers.
2. To examine the influence of awareness of disclosure norms, institutional policy clarity and perceived ethical risk on disclosure intention.
3. To examine the association between ethics training and actual disclosure of GenAI use.

3.3 Hypotheses

- **H1:** Awareness of disclosure norms has a significant positive influence on disclosure intention.
- **H2:** Institutional policy clarity has a significant positive influence on disclosure intention.
- **H3:** Perceived ethical risk has a significant positive influence on disclosure intention.
- **H4:** There is a significant association between ethics training and actual disclosure of GenAI use.

3.4 Population, Sample and Sampling

The population comprised about 1,200 Ph.D. scholars and research guides in management and commerce in Pune District, for which Krejcie and Morgan (1970) suggest a minimum sample of 291. Using purposive sampling, 384 questionnaires were distributed and 312 complete responses (81.3 percent) were analysed.

3.5 Data Collection Instrument

Data were collected between June and August 2026 through a structured questionnaire (Appendix A) covering the respondent profile, GenAI use across five research activities, and 15 five-point Likert statements measuring the four constructs. The instrument was reviewed by three experts and pilot-tested on 30 respondents.

3.6 Reliability and Common Method Bias

Cronbach's alpha (Cronbach, 1951) values above 0.70 were treated as acceptable (Nunnally & Bernstein, 1994). Harman's single-factor test (first factor: 31.4 percent of variance) indicated that common method bias was not a concern (Podsakoff et al., 2003).

3.7 Tools of Analysis and Ethical Considerations

Data were analysed in SPSS 26 using descriptive statistics, multiple regression and the chi-square test at the 5 percent level. Participation was voluntary, informed consent was obtained and responses were anonymous.

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Research Methodology must state: design, objectives, hypotheses, population, sample size (with its basis), sampling method, data-collection tool, period of data collection, reliability/validity and statistical techniques. For a study on research ethics, also state how **consent and anonymity** were handled. For a conceptual paper, explain the approach, framework and literature base instead.

4. Data Analysis, Interpretation and Findings

4.1 Profile of Respondents

Table 1
Demographic Profile of Respondents (N = 312)

Variable	Category	Frequency	Percent
Respondent category	Research scholar	196	62.8
	Faculty member / research guide	116	37.2
Gender	Male	167	53.5
	Female	145	46.5
Age (years)	Below 30	84	26.9
	30 to 40	141	45.2
	Above 40	87	27.9
Formal training in research ethics	Yes	119	38.1
	No	193	61.9
Total		312	100.0

Source: Primary Data (fictitious, for illustration).

Research scholars form nearly two-thirds of the sample (62.8 percent), and only 38.1 percent of respondents have received formal training in research ethics, which is relevant to H4 (Table 1).

4.2 Extent of GenAI Use across Research Activities

Table 2
Use of GenAI Tools across Research Activities (N = 312)

Research activity	Number of users	Percent of respondents	Rank
Language editing and paraphrasing	247	79.2	1
Literature search and summarisation	231	74.0	2
Drafting sections of text	142	45.5	3
Data analysis and coding support	96	30.8	4
Generating or formatting references	63	20.2	5
Used GenAI in at least one activity	268	85.9	—

Source: Primary Data. Note. Multiple responses were permitted; hence percentages do not total 100.

GenAI use is widespread: 85.9 percent of respondents used it in at least one activity, most often for language editing (79.2 percent) and literature summarisation (74.0 percent). Worryingly, 20.2 percent used it to generate or format references. Of the 268 users, only 71 (26.5 percent) disclosed this use in their latest submission (Table 2).

4.3 Reliability and Descriptive Statistics of Constructs

Table 3
Reliability and Descriptive Statistics (N = 312)

Construct	Code	No. of items	Mean	SD	Cronbach's α
Awareness of Disclosure Norms	ADN	4	3.12	0.84	.86
Institutional Policy Clarity	IPC	4	2.71	0.92	.89
Perceived Ethical Risk	PER	3	3.48	0.77	.81
Disclosure Intention	DI	4	3.36	0.81	.88

Source: Primary Data. Note. Five-point scale: 1 = strongly disagree, 5 = strongly agree.

All alpha values exceed 0.80, confirming good reliability (Table 3). Institutional policy clarity has the lowest mean (2.71), showing that institutional rules on GenAI are not perceived as clear.

4.4 Testing of Hypotheses H1 to H3: Multiple Regression

Disclosure intention was regressed on the three predictors; VIF values of 1.17 to 1.38 indicate no multicollinearity.

Table 4

Multiple Regression Results: Predictors of Disclosure Intention

Predictor	B	SE	β	t	p	VIF
(Constant)	1.323	0.198	—	6.68	< .001	—
Awareness of Disclosure Norms (ADN)	0.312	0.046	.324	6.78	< .001	1.38
Institutional Policy Clarity (IPC)	0.241	0.042	.274	5.74	< .001	1.31
Perceived Ethical Risk (PER)	0.118	0.051	.112	2.31	.021	1.17
Model summary: R = .669; R ² = .448; Adjusted R ² = .443; F(3, 308) = 83.32; p < .001						

Source: Primary Data. Note. Dependent variable: Disclosure Intention (DI). B = unstandardised coefficient; SE = standard error; β = standardised coefficient.

The model is significant, $F(3, 308) = 83.32$, $p < .001$, and explains 44.8 percent of the variance in disclosure intention (Table 4). Awareness of disclosure norms has the strongest effect ($\beta = .324$, $p < .001$), followed by institutional policy clarity ($\beta = .274$, $p < .001$) and perceived ethical risk ($\beta = .112$, $p = .021$). Hence, **H1, H2 and H3 are supported**.

4.5 Testing of Hypothesis H4: Chi-Square Test

Table 5

Association between Ethics Training and Disclosure of GenAI Use (GenAI Users, n = 268)

Formal training in research ethics	Disclosed GenAI use	Did not disclose	Total
Yes	44 (42.3%)	60 (57.7%)	104 (100%)
No	27 (16.5%)	137 (83.5%)	164 (100%)
Total	71 (26.5%)	197 (73.5%)	268 (100%)
$\chi^2(1, N = 268) = 21.83$, $p < .001$; $\phi = .29$			

Source: Primary Data. Note. Row percentages in parentheses.

Among GenAI users, 42.3 percent of those with ethics training disclosed their use, against only 16.5 percent of those without (Table 5). The association is significant, $\chi^2(1, N = 268) = 21.83$, $p < .001$, $\phi = .29$. Hence, **H4 is supported**.

Table 6

Summary of Hypothesis Testing

Hypothesis	Statement (in brief)	Test applied	Result
H1	ADN → Disclosure Intention	Multiple regression	Supported
H2	IPC → Disclosure Intention	Multiple regression	Supported
H3	PER → Disclosure Intention	Multiple regression	Supported
H4	Ethics training × Actual disclosure	Chi-square test	Supported

Source: Compiled by the authors from Tables 4 and 5.

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Tables: numbered consecutively; **Table number in bold** and title in italics placed **above** the table; table content in **8 pt**; source (and a Note, if needed) below. Every table is followed by its **interpretation** — never leave a table unexplained. Report statistics in APA style: $F(3, 308) = 83.32$, $p < .001$; $\chi^2(1, N = 268) = 21.83$. State clearly whether each hypothesis is supported.

4.6 Major Findings

1. GenAI use is widespread (85.9 percent), but only 26.5 percent of users disclose it.

2. One in five respondents used GenAI to generate or format references.
3. Awareness of disclosure norms is the strongest predictor of disclosure intention, followed by institutional policy clarity and perceived ethical risk.
4. Researchers with ethics training are more than twice as likely to disclose GenAI use.

5. Discussion

The gap between GenAI use and its disclosure suggests that questionable practices often stem from unclear norms rather than deliberate dishonesty (Martinson et al., 2005). The strong effect of awareness of disclosure norms supports the theory of planned behaviour (Ajzen, 1991): researchers who know what the research community expects are more willing to act accordingly, whereas personal ethical concern alone has a weaker effect.

The low clarity of institutional policy and the strong effect of training show that institutions are the key lever. Just as the UGC (2018) regulations turned originality into clear similarity thresholds, institutions now need concrete rules on AI use. The use of GenAI for references is especially worrying given the warnings about inaccurate AI output (van Dis et al., 2023). Theoretically, the study extends the theory of planned behaviour from adopting a technology to reporting its use.

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Discussion is not a repetition of results. Explain **why** the results occurred, compare them with **earlier studies** (agreement or disagreement), and state the **theoretical and practical** contribution.

6. Suggestions, Recommendations and Conclusion

6.1 Suggestions and Recommendations

1. **Institutions** should frame a written AI-use policy for theses and papers, with a standard disclosure format.
2. **Research ethics and AI literacy** should be part of Ph.D. coursework.
3. **Researchers** should verify every AI-assisted reference against the original source.
4. **Journals and conferences** should require an AI-use declaration with every submission.

6.2 Limitations and Scope for Future Research

The study covers one district and relies on self-reported data. Future studies may extend to other regions and disciplines and examine actual disclosure statements in published papers.

6.3 Conclusion

GenAI is now part of everyday research practice, but disclosure has not kept pace with use. Disclosure depends less on individual morality than on awareness of norms, clear institutional policy and training. Closing the disclosure gap is therefore as much an institutional responsibility as an individual one.

Declarations

Declaration of AI Use: During the preparation of this paper, the authors used a generative AI tool (name and version to be stated) only for language editing of Sections 1 and 5. The tool was not used to generate data, analysis, findings or references. The authors reviewed and edited the output and take full responsibility for the content of the paper.

Conflict of Interest: The authors declare no conflict of interest.

Funding: This research received no specific grant from any funding agency.

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These short statements, placed just before the References, are recommended for ICREI-CM 2026. The AI declaration should state **which tool, for what purpose, and in which sections**, and confirm that the authors take responsibility. If no AI tool was used, write: "The authors did not use any generative AI tool in preparing this paper."

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References: APA 7, **alphabetical** by first author's surname, **hanging indent** of 0.5 inch, journal name and volume in italics, issue in brackets, DOI as a full link. This list deliberately shows a **book** (Nunnally & Bernstein), **journal articles**, a **website** (COPE) and a **government regulation** (UGC). Every in-text citation appears here and every entry here is cited in the text. **Verify each reference against the original source** — never copy references from an AI tool.

Appendix A: Measurement Items Used in Part C of the Questionnaire

Table A1

Constructs and Measurement Items

Code	Statement (1 = strongly disagree, 5 = strongly agree)
ADN1	I am aware that many journals require authors to disclose the use of AI tools.
ADN2	I know that an AI tool cannot be listed as an author of a research paper.
ADN3	I am familiar with the guidance of publishers or COPE on the use of AI in manuscripts.
ADN4	I know how to write an AI-use disclosure statement.
IPC1	My institution has a written policy on the use of AI tools in research.
IPC2	My guide or institution has explained what use of AI is acceptable in research writing.
IPC3	The consequences of undisclosed AI use are clearly communicated in my institution.
IPC4	The guidelines of my research centre address the use of AI in theses and papers.
PER1	Undisclosed use of AI in a research paper is a form of research misconduct.
PER2	Undisclosed AI use could damage my academic reputation if detected.
PER3	AI-generated text may contain errors or false references that harm research quality.
DI1	I intend to disclose AI use in my future research papers.
DI2	I will include an AI-use statement even if the journal does not ask for it.
DI3	I will inform my co-authors or research guide about the AI tools I have used.
DI4	I would recommend disclosure of AI use to fellow researchers.

Source: Developed by the authors based on Ajzen (1991) and COPE (2023).

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The appendix holds supporting material such as the questionnaire. Appendix tables are numbered A1, A2 ... **Word count of this model paper (excluding the guidance notes): about 2,880 words — within the 3,000-word limit.**