

# Ethical Decision Making in Soft Lifting-A UAE Based Case Study

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## Abstract

Soft lifting is a type of software piracy that is prevalent in today's computer-dependent world. Soft lifting is a type of software piracy in which software is installed or duplicated in a system in violation of its license agreement. In software development, ethical decisions are critical, as they have a significant impact on end users, organizations, and the environment. As the problem of copying affects soft lifting behaviour, the research lends some credence to the postulates model. Most notably, the study found that one's ethical perspective of soft lifting has no bearing on one's soft lifting activity. These findings have significant implications for both software companies and academics who are aiming to prevent piracy through ethics education.

## Keywords

Soft Lifting, Ethical Computer Self-Efficacy (ECSE), Ethics, Self-Viability, Self-Adequacy

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## INTRODUCTION

Any software installed or copied in a system against its licensing agreement is a common sort of software piracy known as soft lifting. It is also said to be the illicit duplication of copyrighted programming by people for individual use, is a genuine and expensive issue for programming designers and merchants. Understanding the elements that decide demeanor toward soft lifting is significant to learn what inspires people to take part in the conduct. The purpose of soft lifting is to provide software to those users who are covered in the license agreement, or to organizations and sharing software's among friends (Koen & Im, 1997). Ethical decision making is referred as a process in which one must evaluate among the options available to take a decision according to ethical principles and it alludes to the way toward assessing and picking among choices in a way reliable with. It is very important in ethical decision making it to eradicate an unethical option while decision making. This process requires commitment, competency, consciousness (Mattison, 2000). Soft lifting has direct relationship with ethical decision making because using a pirated software is an internationally accepted unethical norm. Installing pirated software on systems is not only providing an economic lash to the producing companies but also creating security loopholes in the system on which the pirated software installed. Therefore, the soft lifting takes installation in a legal manner. It provides software to relevant users by following ethical guidelines. There is always a lack of research in the field ethical decision making in soft lifting (Thong & Yap, 1998).

People get many opportunities to pirate software. The decision to pirate software is closely related to the ethics, principles, and attitudes of individuals towards ethical responsibilities. An individual's ethical and moral values while decision making is dependent on their likeliness to pirate software. It also depends upon the demand of user for a particular software (Koen & Im, 1997). Ethical decisions are very important in software development and they highly impact on the end users, organizations, and environment. It is also evident from the news that it easy to install a pirated software on windows but not on LINUX and IOS. There are many organizations which always publish their software ethical guidelines so that it makes a part of legal code of conduct (McNamara et al., 2018). Many researches have been done in which ethical issues has been highlighted in software development (Loyens & Maesschalck, 2010).

Software policy costs always give industry a setback of millions of dollars. Various studies have been carried out to find out the ethical decision-making relationship with soft lifting (Moores & Chang, 2006). Past research showed that society also influences employee ethical decision making. But they are failed to explained why employees disregard their ethical values even if their organization follows it (Pitesa & Thau, 2013). Many individuals found copy right material on high rates. Some organizations follow the soft lifting processes and promote copy right material in exchange of any other useable material. But still there is a need to clear the ethical norms and moral values (Bateman et al., 2013). The reason of introducing ethical decision-making in soft lifting is to restrict the use of pirated software and improve economy of UAE. It also enhances safety and security of

information systems thus making people follow ethical guidelines for the use of software's. UAE has the third most reduced theft rate in the Middle East Africa district at 37%, which contrasts well, and the software piracy rates in other GCC nations (Bahrain 54%, Kuwait 59%, Oman 61%, Qatar half and Saudi Arabia 51%). Notwithstanding the similarly low theft pace of the UAE, the estimation of unlicensed programming introduced in the UAE is the fifth most noteworthy in the district, esteemed at US\$208 million (South Africa US\$564m, Turkey US\$526m, Saudi Arabia US\$449m and Nigeria US\$251m). In UAE, soft lifting is followed properly to avoid software infringement. UAE Government has made separate laws to eliminate piracy, which includes fine and imprisonment of at least 3 months similarly; any person who purchases unauthorized and any computer software without license shall have to pay at least or AED10,000 to 30,000. Hence, the copyright law provides a reasonable security and platform to avoid infringement and promote original and genuine content. Soft lifting is helpful in eliminating piracy or pirated material as pirated software's or systems software are said to be much unsafe or septic with computer viruses that can easily damage the system or could break the security of confidentiality of one's system. Also, that most of such software's or systems does not come with any manuals or helping material to be used to work with them. Perhaps soft lifting helps the users nowadays to get safer with respect to using pirated or virus full systems.

## **LITERATURE REVIEW**

Research has been conducted to investigate the feature influencing consumer attitudes towards pirated software (Phau & Ng, 2010). It was investigated using theory of planned behavior in which personnel behavior, social behavior, and perceived behavior were studied. Multiple regression was applied on the data gathered through questionnaires. The results revealed that higher the computer proficiency level greater will be the chances of using pirated software's.

Meta-analysis was conducted to identify the attitude, intentions, and behavior towards pirated products. The results prove the theory that consumers are more inclined towards pirated software (Eisend, 2019).

Research was conducted having a sample size of 243 to address the lack of ethical value in the field of information systems. The survey was regarding the usage of pirated software's illegally for personal use. The results showed that ethical decision making is applicable and very much important in the field of information systems especially in the domain of software (Thong & Yap, 1998). The entry level information security level professionals responded in the favor of ethical decision making both technically and humanly. Ethical judgement is important to take soft lifting under the ethical responsibility domain.

The purpose of this assessment was to separate the eventual outcome of social effect on license software system burglary, conjointly suggested as sensitive lifting (Tang and Farn, 2005). A research place test with 54 subjects was coordinated, during which each subject was encouraged to participate in a very

programming structure quality assessment work out. In any case, a ploy was assigned to live the subjects' objective in software structure robbery under different levels of gathering pressing factor and cash related increments. Regardless, a ploy was relegated to live the subjects' unbiased in programming framework robbery under totally various degrees of get-together squeezing component and money related growths. The results were intriguing. On the point of fragile lifting, each gathering pressing factor, and cash related increments were critical determinants. The association of pack pressing factor and cash related increments was additionally immense: when gathering pressure was toward appropriating programming structure, monetary options were a critical factor; while once bunch pressure was toward getting, cash related options become a predominant consider sensitive lifting point. The relationship of pack squeezing element and money related additions was in like manner colossal: when social event pressure was toward appropriating programming framework, financial expansions were a basic factor; while once bundle pressure was toward getting, money related increments become a transcendent consider delicate lifting point.

Soft lifting alludes to the interaction whereby an original software program is installed or violating its agreement (Chiou et al., 2012). In recent research on this inescapable sort of exploitative PC use has essentially centered around the determinants of this dishonest demonstration, which are established in close to home, monetary, innovative, social, socio-political, or lawful areas. Nonetheless, little is thought about the representative force that delicate lifting has on the self-appreciation. In view of ongoing advances in conduct preparing, we conjectured that delicate lifting could impact the signs one ships off oneself; more explicitly, delicate lifting may prime people to encounter an inauthentic self-appreciation, which, thusly, prompts further exploitative conduct. In Study 1, we demonstrated that members, prepared with the memory of a new delicate lifting experience, tricked more than members reviewing a new encounter of buying valid programming or than control members. In addition, sensations of inauthenticity interceded the preparing impact of delicate lifting on deceptive conduct. In Study 2, members prepared with delicate lifting indicated a more noteworthy ability to buy a wide scope of fake items over legitimate items. Other than those precursors or associates of delicate lifting effectively recognized in the writing, instructors should focus harder on the negative effect of delicate lifting on the mental self-portraits of clients, which may go past PC related practices. Preparing may give another bearing to HCI analysts to analyze the effect of PC use-related variables on clients' discernments, inspirations, and practices.

There is square measure assortment of models of good choosing and activity. For instance, Charles Powers and David Vogel, business morals instructors decide six factors or parts that underlie good thinking and conduct square measure, especially in construction settings (Kuo and Hsu, 2001). One of the essential was the creative mind. The acknowledgment that even ordinary judgments related associations have a good estimation. The second was good ID and mentioning, which considering the name suggests, insinuates the versatility to spot basic issues, certify needs, and sort out fundamental qualities. The third issue was an ethical examination or using wise capacities to condemn choices. The fourth part

was enduring moral differences and vulnerability, which arise once overseers vary concerning characteristics and outlines. The fifth is that the ability to consolidate social control competency with moral competency. This joining incorporates imagining achievable great issues, driving others in great decisions, and ensuring any decision transforms into a piece of accomplice affiliation's systems and philosophy. The sixth and last portion could be an inclination of good responsibility, which is a captivating ability to team up in good judgment and to execute decisions. James rest of the University of Minnesota made what is in like manner the most extensively used model of good lead. Rest planned his four-section model by working backward. He started with the tip thing moral movement and a short time later chose the implies that items such direct. He wherever on that moral movement is that the results of four mental sub processes:

1. moral affectability (affirmation)
2. moral judgment
3. moral focus (motivation), and
4. moral character.

The possibility of self-adequacy was wasted time with individuals' convictions in their capacity to give given fulfillment. It was being wide applied to survey human lead in various settings. This investigation, upheld Albert Bandura's social mental element hypothesis, proposes the utilization of self-adequacy for work individuals' ethical lead related with PC use. In particular, Associate in nursing moral PC self-viability (ECSE) build with respect to PC code theft was created and legitimate. The measure model of the build was carefully tried and legitimate through validating correlational investigation. The outcomes suggest that ECSE was operationalized as a second-request issue model. The essential request builds zone unit named use and keep (don't utilize), dispersion (don't disseminate), and influence (convince others to not submit robbery). These variables region unit controlled by a second request build of ECSE. This build likely could be useful to examination a huge differ of information morals inside what is to come.

(Wagner & Sanders, 2001) investigated the relationship between religious and theoretical ethical decision-making processes that an individual takes at the time of unethical situations. An ethical decision-making model was developed to deal with unethical behavior and actions which individuals take at the time of pirating a software. A path analysis along with structural equational modeling was applied on the sample data. The results have shown a strong relationship among ethical decision making and actions according to software piracy.

The collaboration of gathering pressure and monetary profits is additionally critical (Bearden et al., 1989): when gathering pressure is toward pilfering programming, monetary benefits is anything but an important factor; while when gathering pressure is toward buying, monetary benefits turn into a predominant factor in soft lifting expectation. A further study (with 216 understudies from two state funded colleges in Taiwan) intended to examine the connection between purchaser powerlessness to relational impact and soft lifting expectation/conduct.

A way investigation showed that standardizing impact was identified with soft lifting aim, yet data impact was peripheral.

A study has been conducted to examine ethical decision-making abilities of consumers with respect to societal trends regarding software piracy in Kuwait by conducting primary research (Al-Fadhli, 2009).

## RESEARCH METHODOLOGY

The purpose behind exploration is to prompt action. Along these lines, your examination should attempt to contextualize its disclosures inside the greater assortment of assessment. Investigation ought to reliably be of high type to make data that is appropriate outside of the assessment setting. Moreover, the eventual outcomes of your examination may have proposals for system and future endeavor utilization. Soft lifting, a kind of programming theft, and a dishonest methodology, which has gotten noteworthy thought in the data frameworks (IS) writing. Nevertheless, existing examinations have centered on business understudies, scholastics, and supervisors. Still a lot of research and a lot a lot of it has to be done on this topic, as soft lifting expectation of understudies fluctuated relying upon the kind of assignment for which they planned to utilize pirated programming. Soft lifting practice of registering understudies has not been inspected satisfactorily. Scientific research is conducted for contributing to benefit of society by proposing a scientific solution after collecting and analyzing data in systematic way (Kumar, 1999). Analysis of data and variables followed by appropriate methodology lead to significant findings (Creswell, 2014) to propose viable and practical solutions for benefit of society (Sekaran & Bougie, 2016). The examination offers some help for the conjectured model, explicitly situational factors, for example, postponed obtaining times, and individual increase factors, for example, the test of duplicating, influence soft lifting conduct. In particular, the investigation showed that moral view of soft lifting has no critical effect on soft lifting conduct.

Examination worldview is a framework or set of principal accepts about the truth that analyst needs to dissect and research the connections between the variables and decide the suitable techniques to coordinate the particular investigations (Techo, 2016). Exploratory research paradigms (Bryman & Bell, 2011) is followed and unit of analysis is the ethical decision making in terms of soft lifting. The targeted population for this study constitutes of IT professionals of UAE.

The research is descriptive in nature in which the results will be obtained using secondary data. The source of secondary data is UAE based case studies on ethical decision making of soft lifting. The research instrument in this case is already conducted studies on ethical decision making in soft lifting domain in UAE. Secondary data was collected in this research using various studies already conducted in UAE on soft lifting.

## RESULTS

To identify different ethical decision-making characteristic in field of soft lifting different articles, studies, and research. the organizations must define a model to recognize, judge, check the intent and behavior of individuals who promote soft lifting in organizations and identify the bad indented of users for using pirated software's (Moore & Chang, 2006). The developed model is tested among the different organizations which use pirated software's. The model will help to secure intellectual proprietary rights and enhance the decision-making ability. Another method to resolve software piracy issues is to follow the religious and cultural laws of that society. In this scenario the Islamic law will be followed for implementing penalties on those who are promoting the use of pirated software's. The software piracy issue arises because the cost of the original software's is very high. It is very difficult to purchase software's by paying one-time cost so to eliminate this issue subscription-based payments have been imposed on monthly and annual basis to make ease in the payments (Zangana et al., 2013). Also, that we can stop it in many ways like

- Checking the End User License Agreement (EULA) before buying any product or software material The examination offers some help for the conjectured model, explicitly situational factors, for example, postponed obtaining times, and individual increase factors, for example, the test of duplicating, influence soft lifting conduct. In particular, the investigation showed that moral view of soft lifting has no critical effect on soft lifting conduct.
- Buy CD programming just from real associates. Check the creator's site to see what kind of approval markings they join to guarantee that the item is genuine. Microsoft joins an "Confirmation of Authority" name to the outside packaging of their things, and Adobe fuses silk-screened craftsmanship close by brand names, patent information and part numbers on their CDs.
- Register your product to keep others from endeavoring to introduce your product on their PCs. Programming organizations call this "soft lifting" and it is a significant wellspring of programming piracy
- Report piracy in the event that you find that product you bought isn't legitimate or on the off chance that you speculate that an online affiliate or retail foundation is selling fake programming. This is the greatest single move anybody can make to stop programming theft.

Software Piracy is the unapproved establishment or unlawful replicating of programming. It influences everybody. Costs for programming increment, since engineers need to get by. Individuals who work with programming likewise charge more to pay for the additional expenses. These expenses are given to the general population, which pays more to profit by what the product produces. to minimize the software violations. The companies conduct proper audits for the software is which are under use of employees and keep track all the sources some which the software is downloaded. The companies must have licensed library (*The Dangers of Pirated Software and the Risks for Employers*, n.d.). From which employees can get benefit. The staff should be educated enough from all the

penalties which can be imposed in case of using pirated software's. Proper trainings must be conducted for the employees to maintain the decorum of ethical and moral values.

## CONCLUSION AND FUTURE RECOMMENDATIONS

Software piracy is big issue in Islamic countries. West is struggling to eliminate the pirated software but there is a huge negligence in Islamic society to deter this issue (Zangana et al., 2013). It has been found that the 90% software's in Yemen, 88% in Libya, 86% in Indonesia, and 85% in Iraq are pirated. Although UAE has the lowest rate of software piracy but still it is a critical issue and needs to be eradicated because it is giving a huge loss in billions of dollars to economy. Digital piracy in the UAE could establish copyright infringement under Article 7 of Federal Law No. 7 of 2002. As to and Neighboring Rights. ... Infringement of nearby copyright law adds up to a wrongdoing, and is dependent upon criminal indictment in the UAE. The purpose of this study was to identify the ethical decision-making skills that should be adopted for soft lifting. From the results it was revealed that imposing proper laws and penalties can help in restricting software piracy. The intellectual proprietary rights should not be violated for software. Most of the virus attacks in computer systems are just because of the use of pirated software's. Many viruses and other malwares are developed inside the cracked software's that installed with the pirated software. Many pirated software's also contain unnecessary advertisements which creates agitation among the users (*Pirated Software Opens UAE to Hackers*, 2012). The Ministry of economy of UAE has launched zero tolerance policy against the use of pirated software. These campaigns will educate the industry and academia to stop the use of pirated software (WAM, n.d.). As a matter of fact, companies should also apply such rules and terms and condition on office level in order to avoid such acts for this they can apply following:

- Make and appropriate a product strategy articulation to all representatives. Incorporate plainly composed principles characterizing how workers may a lot not use organization programming. Incorporate an enemy of theft articulation that every representative should sign and return.
- Find out about the product licenses your organization claims, know whether the permit permits a worker to introduce organization programming on a home PC to telecommute, and track each permit listed result name, variant number, chronic number and a reference to the PCs running the product.
- Direct programming reviews. Expect workers to record the item name, form number and chronic number for every product item introduced on their PCs.

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