

Generative AI ethics guidelines for academic writing: A content analysis of international publisher policies and a roadmap for the Indonesian context

Lamhot Naibaho¹, Fahrus Zaman Fadhly^{2*}, Taufiqulloh³, Ahdi Riyono⁴,
Nur Alfayn Fathan Qarieba⁵, and Nur Fathiyah Zahira Mujahidah⁶

¹Department of English Language Education, Faculty of Teachers Training and Education,
Universitas Kristen Indonesia, Jakarta, 13630, Indonesia

^{2*}Department of English Language Education, Faculty of Teachers Training and Education,
Universitas Kuningan, Indonesia

³Department of English Language Education, Faculty of Teachers Training and Education,
Universitas Pancasila Tegal, Indonesia

⁴Department of English Language Education, Faculty of Teachers Training and Education,
Universitas Muria Kudus, Indonesia

⁵Department of Strategic Planning, PT Elnusa Petrofin, Jakarta, Indonesia

⁶Department of English Language and Literature, Faculty of Science and Literature,
Niğde Ömer Halisdemir University, Türkiye

ABSTRACT

The rapid rise of generative artificial intelligence (AI) tools such as ChatGPT and Grammarly has affected academic writing and literacy, a core concern in applied linguistics that encompasses genre conventions, authorial voice, and scholarly textual practices. While these tools enhance linguistic quality and efficiency, they pose ethical risks, including inadvertent plagiarism, reduced originality, and algorithmic bias. This study employs discourse analysis to examine AI ethics policies from five leading international publishers, Elsevier, Springer Nature, Wiley, Taylor & Francis, and SAGE. It focuses on how these policies linguistically construct norms of AI use through modality, lexical choice, and author accountability. Results reveal convergences (e.g., prohibition of AI as author, mandatory disclosure, human accountability) and divergences (e.g., Wiley's documentation requirements, Springer's confidentiality rules for reviewers, Taylor & Francis' explicit mention of generative tools, and SAGE's broader scope). Based on these findings, we propose a roadmap for standardized AI ethics guidelines for Indonesian journals, including: (1) tiered AI disclosure policies distinguishing language polishing (simple acknowledgment) from generative content creation (detailed documentation), and (2) institutional oversight committees comprising editors, ethicists, and AI literacy experts to review borderline cases. This roadmap also advances applied linguistics research on GenAI and textual patterns, including corpus-based detection of AI-generated academic text in non-native English contexts. Recommendations include policy harmonization, editor training, and disclosure templates to ensure ethical integration of AI in scholarly publishing.

Keywords: Academic writing; disclosure policies; ethics policies; generative AI; Indonesia; publisher guidelines

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*Corresponding author
Email: fahrus.zaman.fadhly@uniku.ac.id

INTRODUCTION

The pace of artificial intelligence (AI) breakthroughs, especially the rise of large language models and generative AI tools like ChatGPT and Copilot, has dramatically transformed the art of academic writing and the broader scholarly publishing ecosystem. These technologies experience a mix of increased efficiency, linguistic correctness, and accessibility while raising thorny ethical issues regarding originality, authorship, transparency, and academic integrity. Global disparity is an ongoing problem, especially in places like Indonesia, where journals are rapidly globalizing (Else, 2023; Springer Nature, 2023; SAGE, 2023), and publishers and academic institutions have started to respond with new guidelines.

The initial exploration of AI in education and academia has highlighted its potential benefits for teaching, research, and knowledge dissemination; however, some scholars noted ethical complexities surrounding plagiarism, authorship, and accountability (Abulibdeh et al., 2024; Ajije & Omokhabi, 2025; Andrade-Hidalgo et al., 2024; Bankins & Formosa, 2023; Bozkurt, 2024). This dual lens set the stage for later discussions of AI as both a productivity tool and an ethical revolutionary force.

What has received less attention is the ethical nature of AI for academic integrity, where scholars are raising concerns around elements such as false citations, prejudice, and limits to human imagination (Bélisle-Pipon et al., 2023; Caprioglio & Paglia, 2023; Casal & Kessler, 2023; Graff, 2024; Hostetter et al., 2024). The problem of plagiarism is broader than the specific concern; it also touches on trust in scholarly communication, as one cannot always tell whether a text was generated by a human or an AI when multiple models are used to produce large outputs.

In 2023, a range of publishers issued guidelines or recommendations, often stressing that AI should not be credited as an author and requiring transparent disclosure (COPE, 2023; Elsevier, 2023; Wiley, 2023; Taylor & Francis, 2023; SAGE, 2023). However, there are differences, such as some publishers asking for more elaborate documentation and others prioritizing the confidentiality of reviewers/editors, while a few extend it to guidance for education. Such divergences add complexity to the global landscape of academic publishing.

Further studies have explored the wider social and philosophical dimensions of AI's role in knowledge production, cautioning against the black-boxedness of algorithms (Bélisle-Pipon et al., 2023) and against moral encroachments by artificial moral agents (Graff, 2024; Mabaso, 2021; Sartori & Theodorou, 2022; Sharon, 2021). Its highlights are the need to put AI ethics into a socio-technical

perspective — that purely technical solutions cannot resolve deep ethical dilemmas.

Scholars have examined AI's place in academic authorship and intellectual ownership (Bozkurt, 2024; Semrl et al., 2023; Vetter et al., 2024; Wise et al., 2024; Wiwanitkit & Wiwanitkit, 2024), acknowledging new challenges posed by co-creation and ambiguity in authorial contributions. Notwithstanding opposition to LLMs, these debates highlight the urgent need for policies that protect those academic values most at risk while recognizing that LLMs will inevitably find a place in scholarly workflows.

In the regulatory frameworks and governance of the ethical AI domain, existing studies propose both models for developing trustworthy AI systems in practice (Agbese et al., 2021; De Almeida et al., 2021) and potential policy approaches (Karimian et al., 2022; Shittu et al., 2024; Jobin et al., 2019). Nevertheless, despite the growing number of guidelines, critics note their ambiguity, lack of enforceability, and uneven application within and between countries. Studies in education show that young people and academics have mixed levels of AI literacy and understanding of ethics to balance innovation with responsible use (Aler Tubella et al., 2024; Huang, 2023; Li, 2024; Tseng et al., 2025; Yan et al., 2024). These results demonstrate that engaging with AI ethics is a pedagogical, cultural, and policy challenge.

Despite global attention to AI ethics, Indonesian academic publishing remains largely underdeveloped in this domain. A survey of 50 SINTA-indexed journals revealed that only a minority had explicit AI policies. Many journals either had no guidance or only vague mentions of AI use, leaving authors uncertain about acceptable practices. This highlights the urgent need for locally contextualized policies that align with global standards while considering Indonesian academic realities.

Generative AI can assist students in their writing and academic growth; however, its unchecked use could damage critical thinking, scholarship, and academic rigor. Methodological and discipline-specific ethical issues are adequately addressed in peer-review processes (mediated by Miao et al., 2023; Mennella et al., 2024; Pearson, 2024; Trusilo & Danks, 2023), clinical (Grba, 2023) to scientific domains, as evidenced by several studies.

Meta-analyses and bibliometric studies add to the evidence of fragmentation in AI ethics in publishing, indicating that discussions are proliferating but overarching frameworks lag (Ganjavi et al., 2023; Stokel-Walker & Van Noorden, 2023; Thorp, 2023; van Dis et al., 2023; Zarghami et al., 2023; Cheng et al., 2025; Granjeiro et al., 2025; Lin, 2025; Nguyen et al., 2024; Zhang et al., 2025). Recent contributions highlight the need

to shift from abstract ethical discussions to concrete tools and practices such as disclosure templates, training for editors, and institutional guidelines

Despite the increase in literature, there is still comparatively little synthesis that succeeds both in comparing international publisher policies directly and contextualizing their implications within emerging academic systems like Indonesia. Hence, whilst recent work is either globally or nationally orientated on specific educational settings (e.g., Else, 2023; Nguyen et al., 2023; Stahl & Eke, 2024; Vetter et al., 2024; Wise et al., 2024), there remains a gap for an integrated and comparative analysis that embeds international practices into local life. To fill these gaps, this study provides a comparison of publisher policies followed by the development of a policy roadmap in response.

To address these gaps, this study poses two key questions: (1) How do leading international publishers converge and diverge in their AI policies? (2) How can these insights inform standardized AI ethics guidelines for Indonesia? By integrating international analysis with local academic realities, the research proposes a practical, context-sensitive roadmap for policymakers, journal editors, and accreditation systems such as SINTA (Shittu et al., 2024; Malik et al., 2025; Cheng et al., 2025; Granjeiro et al., 2025; Zhang et al., 2025).

METHODS

This qualitative content analysis study investigated the guidelines of major academic publishers regarding the ethical use of artificial intelligence (AI) writing tools and their consequences for Indonesia. Content analysis is especially fitting to study policy papers and ethical guidelines, as this methodology allows for relying on systematic means of uncovering convergences, divergences, and new foci in the texts (Andrade-Hidalgo et al., 2024; Ganjavi et al., 2023; Nguyen et al., 2023; Stahl & Eke, 2024; Vetter et al., 2024).

Publisher Selection and Justification

The main data source was available AI ethics guidelines and policy statements from five world-leading international publishers: Elsevier (2023), Springer Nature (2023), Wiley (2023), Taylor & Francis (2023), and SAGE Publishing (2023). These publishers were chosen because, together, they provide an adequate proxy for “international standards” in scholarly communication for several reasons. First, these five publishers (HQ) publish around 58% of all Scopus-indexed English-language journal articles (2024 Scopus data)—large actors in the world of scholarly communication. Second, they cover a diverse set of geographic regions (North America and Europe) and publisher types (commercial publishers such as Elsevier and Springer Nature; learned society publishers such as

SAGE; and hybrid models such as Wiley and Taylor & Francis), thus covering a wide range of policy approaches. Third, these publishers were also among the first to adopt explicit, publicly accessible policies on AI in academic writing, policies that even smaller and regional publishers tend to emulate. Fourth, their policies are often referred to as the gold standards of COPE (Committee on Publication Ethics) debates and of the literature analyzing AI ethics in relation to publishing practices (Cheng et al., 2025; Granjeiro et al., 2025; Wise et al., 2024). Hence, by examining these five publishers, one gains a solid, comprehensive foundation of knowledge about international norms. This integrative review also included relevant secondary literature, including recent systematic reviews and bibliometric studies, to enhance interpretation of the data and place findings in a broader context (Adel et al., 2024; Cheng et al., 2025; Granjeiro et al., 2025; Wise et al., 2024; Zhang et al., 2025).

Data Collection

To include the most updated versions, policy documents were obtained directly from publisher websites between January 2023 and June 2025. In cases of multiple iterations, the latest version at the time was analyzed. We also collected editorial and commentary articles from peer-reviewed academic journals to capture editors’ and practitioners’ interpretative positions (Else 2023; Thorp 2023; Stokel-Walker & Van Noorden 2023; Wiwanitmitk & Wiwanitkit 2024).

Coding Procedure and Inter-Coder Reliability

All AI policy documents, ethical guidelines, and related editorials and commentaries from five major international publishers (Elsevier, Springer Nature, Wiley, Taylor & Francis, and SAGE Publishing), along with guidance from COPE (2023), were imported into qualitative data analysis software (NVivo 14) and coded using deductive and inductive approaches. Deductive codes mirrored key matters from the literature—authorship, disclosure, human culpability, peer review, image/data generation, and sanctions (COPE 2023; Bozkurt 2024).

Comparative Matrix and Policy Change Analysis

A comparative matrix was constructed in preparation for encoding to identify where convergences and divergences occurred among publishers. The matrix helped us monitor the evolution of these policies from early statements in 2022 through procedural guidelines by 2025, emphasizing stages of policy development, including: pre-policy, emergency response, operationalization, and standardization (Elsevier, 2023; Springer Nature, 2023; Taylor & Francis, 2023; SAGE, 2023; Wiley, 2023).

Integration with the Indonesian Context

The integration of these local data sources enabled the identification of specific gaps between global frameworks and local readiness, such as limited formal internal guidelines at local journals, varying levels of awareness and preparedness among editors and researchers, and differences in practices regarding AI disclosure and human accountability. This step positioned Indonesia within the broader global discourse on ethical AI in academic publishing (Shittu et al., 2024; Malik et al., 2025; Tseng et al., 2025; Zhang et al., 2025) and provided a basis for identifying gaps between global frameworks and local readiness.

Limitations

There are also limitations, as the analysis was restricted to publicly available documents on the web, which may not accurately reflect internal working practices or ongoing revisions by publishers. Also, stakeholder engagement in Indonesia is unfinished business, as there are few responses from local editors and institutions as well. The limitations were offset through triangulation of publisher policies with peer-reviewed literature and other preliminary Indonesian data (Adel et al., 2024;

Andrade-Hidalgo et al., 2024; Cheng et al., 2025; Wise et al., 2024) and through alternating methods.

RESULTS AND DISCUSSION

Comparative International Policies

The content analysis of five leading publishers—Elsevier, Springer Nature, Wiley, Taylor & Francis, and SAGE—reveals significant convergence on several key principles. All publishers prohibit listing AI as an author, require disclosure of AI use, and hold human authors accountable for the integrity of submitted work (COPE, 2023; Elsevier, 2023; Springer Nature, 2023; Taylor & Francis, 2023; SAGE, 2023). However, divergences persist: Wiley provides the most detailed documentation requirements, Springer Nature emphasizes reviewer confidentiality, Taylor & Francis explicitly names tools such as ChatGPT and DALL·E, and SAGE extends coverage beyond journals to books and educational products. These differences mirror broader trends in scholarly publishing where each organization tailors policies to its disciplinary focus and editorial culture (Else, 2023; Ganjavi et al., 2023; Pearson, 2024).

Table 1
Comparative Analysis of AI Ethics Policies (2025)

Aspect	Elsevier	Springer Nature	Wiley	Taylor & Francis	SAGE
Authorship	AI not allowed as author	AI not an author	AI not an author	AI not an author	AI not an author
Disclosure	Required, tool + purpose	Required, includes images	Required, tool + verification	Required, tool + purpose	Required, tool + purpose
Human accountability	Full responsibility on authors	Authors accountable	Authors accountable	Authors verify AI outputs	Authors accountable
Reviewer/Editor	Cannot upload manuscripts to AI	Strict ban for reviewers/editors	General responsibility emphasized	Ethical use stressed	Not explicit for reviewers
Images/Data	Disclosure if AI-generated	Guidance on generative images	AI-generated images must be verified	Explicitly mentions tools like DALL·E	Disclosure required
Documentation	Record-keeping encouraged	Record-keeping suggested	Mandatory record of tools, versions, prompts	Suggested for audit	Encouraged
Sanctions	Misconduct if no disclosure	Misconduct if no disclosure	Misconduct if undisclosed	Non-disclosure violates COPE	Sanctions per ethics policy

A comparison of five large publishers (Elsevier, Springer Nature, Wiley, Taylor & Francis, and SAGE) shows some convergence on key principles but divergence in implementation. The five publishers all explicitly state that AI systems are not to be given authorship credit, stating that authorship entails intellectual contribution, accountability, and the ability to respond to peer review, which AI cannot fulfill (COPE, 2023; Thorp, 2023; Bozkurt, 2024; Wise et al., 2024; Wiwanitkit & Wiwanitkit, 2024). This consensus reiterates previous calls to

challenge the phenomenon of detaching human authorship from knowledge production and to protect against what some are calling the “disappearing authorship problem” in the digital age (Krausová & Moravec, 2022; Casal & Kessler, 2023).

But when it comes to disclosure, the publishers split off. According to Elsevier (2023), “the AI tools and the tasks they performed should be clearly stated, and authors should ensure that all content was validated by human.” Wiley (2023) raises the

stakes even higher, mandating that documents include documentation of AI use, e.g., versioning and prompt records—a clear indication of an emerging trend toward procedural rigor. The argument Taylor & Francis (2023) makes for explicitly mentioning generative tools like ChatGPT and DALL·E seems pragmatic, given that they are already in use (Else, 2023; Stokel-Walker & Van Noorden, 2023). In contrast, SAGE (2023) positions AI ethics as relevant across an array of scholarly genres, spanning the journal, book, and educational experience. Springer Nature (2023) stipulated that editors and reviewers must not input manuscripts into AI systems to avoid potential breaches of privacy and intellectual property (Pearson, 2024; Nguyen et al., 2023). It also placed greater emphasis on author confidentiality protections as a key consideration.

Accountability and sanctions are another area with differing views. Every publisher says that ultimately the responsibility lies with a human author, but procedures for ensuring compliance vary. Though Elsevier and Wiley place a premium on editorial checks, both may ask authors for further clarification; Springer Nature notes the potential professional implications. Instead of being punitive, Taylor & Francis and SAGE frame accountability as fostering trust and transparency (Ganjavi et al., 2023; Stahl & Eke, 2024; Cheng et al., 2025). Such differences signal continuing tensions in scholarship over whether research regulation or a more collective scholarly virtue should govern practice (Andrade-Hidalgo et al., 2024; Hicks et al., 2024; Malik et al., 2025).

The third element is coverage—demonstrating how far they all felt AI ethics should have reached.

SAGE and Wiley embrace expansive approaches to include text generation, as well as image/data creation, and the (1) roles of educators and editors. Elsevier and Springer Nature narrow their focus even further to textual outputs/peer-review processes. Taylor & Francis is in the middle ground: while named specifically, guidance on the use of these tools is limited to manuscript production (Bozkurt, 2024; Hostetter et al., 2024; Vetter et al., 2024; Wiwanitmitkit and Wiwanitkit, 2024). This variability complicates compliance for authors submitting to multiple venues and underscores the need for standardized international guidelines (van Dis et al., 2023; Zarghami et al., 2023).

Evolution of Guidelines (2022–2025)

The phases through which the policies evolved are displayed in Table 2. Two thousand twenty-two was the year in which we could not count on any explicit regulations coming into effect regarding AI, although concerns about plagiarism and potential conflicts of interest had drawn some attention. After the release of ChatGPT in 2023, publishers rolled out emergency responses stating that AI could not qualify as an author (Thorp, 2023; Stokel-Walker & Van Noorden, 2023; van Dis et al., 2023) and needed to be declared. Operational guidelines that included reviewer/editor roles, copyright concerns about generative images, and best practices for transparency began trickling out by 2024 (Wiwanitmitkit & Wiwanitkit, 2024; Stahl & Eke, 2024). There were clear features of a shift from reactive to proactive regulation (Cheng et al., 2025; Granjeiro et al., 2025; Lin, 2025): procedural templates for disclosure, standardized metadata requirements, and broader institutional integration.

Table 2
Evolution of AI Ethics Guidelines in Academic Publishing (2022–2025)

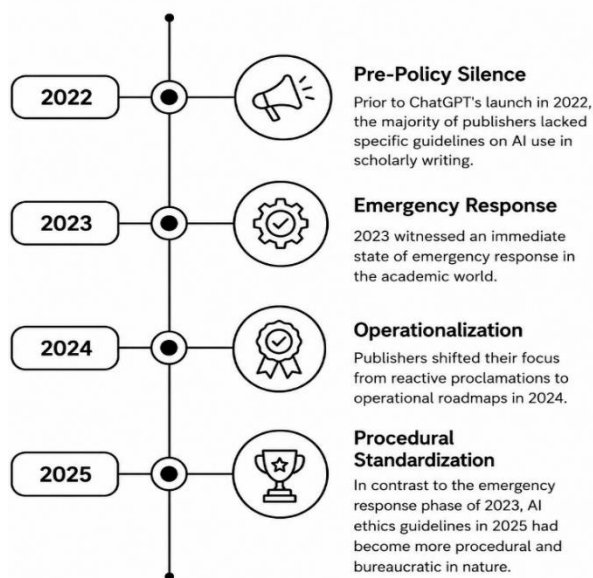
Year / Phase	Key Characteristics	Publisher Responses	Scholarly / Ethical Concerns	Key References
2022 – Pre-Policy Silence	No explicit AI regulations; focus on plagiarism, COL, and digital ethics.	Major publishers silent on AI; reliance on general research integrity policies.	Concerns about future of authorship, originality, and accountability.	Gill (2021); Karimian et al. (2022); Gupta et al. (2022); Mabaso (2021); Krausová & Moravec (2022).
2023 – Emergency Response	AI banned as author; disclosure required; short FAQs issued.	Elsevier, Springer Nature, Wiley, Taylor & Francis, SAGE issue policy notes.	Risks of plagiarism, fabricated references, bias, and erosion of scholarly trust.	Else (2023); COPE (2023); Thorp (2023); Stokel-Walker & Van Noorden (2023); Dergaa et al. (2023).
2024 – Operationalization	Policies expand to peer review, editor/reviewer roles, copyright, and documentation.	Springer Nature prohibits AI use in peer review; Wiley demands detailed documentation; others refine disclosure.	Critiques of transparency, enforceability, and AI literacy in academia.	Springer Nature (2023); Wiley (2023); Bélisle-Pipon et al. (2023); Stahl & Eke (2024); Adel et al. (2024).
2025 – Procedural Standardization	Standardized disclosure templates, metadata integration, and editor training introduced.	Publishers adopt more systematic rules and harmonization practices.	Focus on compliance, harmonization, and balancing sanctions vs. academic culture.	Cheng et al. (2025); Granjeiro et al. (2025); Lin (2025); Zhang et al. (2025); Wise et al. (2024).

The policies evolved through four stages. There are no explicit AI regulations in 2022, other than a focus on plagiarism and conflicts of interest. On the heels of ChatGPT, 2023 saw emergency responses from publishers proclaiming that AI is not an author and must be disclosed (Thorp, 2023; Stokel-Walker and Van Noorden, 2023; van Dis et al., 2023). The operational guidelines were then solidified by 2024 and included reviewer/editor roles (Wiwanitmit & Wiwanitkit, 2024), copyright concerns for generative images (Stahl & Eke, 2024), and best practices for transparency. In 2025, we began to pursue longer-term plans and projects: regulatory agencies started publishing procedural templates for disclosure, institutionalized the standardization of metadata requirements and broader integration with more global bodies — our governance approach changed from reactive to proactive measures (Cheng et al., 2025; Granjeiro et al., 2025; Lin, 2025).

The state of AI Ethics in Academic Publishing from 2022 through 2025 can be understood as a four-phase evolution, with phases reflecting shifts from ignorance and panic to operating procedures that may move the norms of professional publishing closer to procedural standardization.

Figure 1

Evolution of AI Ethics Governance in Academic Publishing: From Pre-Policy Silence to Procedural Standards (2022–2025)



2022: Pre-Policy Silence

The vast majority of publishers lacked clear policies on AI in academic writing before the public release of ChatGPT in 2022. Rather, ethical debates in this period centered on broader topics such as plagiarism detection (Gill, 2021), conflicts of interest (Karimian et al., 2022; Gupta et al., 2022), and digital education ethics (Tirri, 2022; Oravec, 2022). Although there were already voices among scholars

sounding the alarm about the risks of AI to authorship and rights (Mabaso, 2021; Krausová & Moravec, 2022), generative AI had not yet been recognized as disruptive enough to warrant urgent regulation in publishing.

2023: Emergency Response

ChatGPT debuted in how to bootstrap a nascent field dominated by scholars and grassroots organizations, but also fraught with political peril. 2023 witnessed an immediate state of emergency response in the academic world. Publishers such as Elsevier, Springer Nature, Wiley, Taylor & Francis, and SAGE published position statements on the issue, asserting that AI cannot be recognized as an author and that the use of AI needs to be disclosed (Else, 2023; Elsevier, 2023; Springer Nature, 2023; Taylor & Francis, 2023; SAGE, 2023). In 2023, COPE (Committee on Publication Ethics) issued recommendations focused on human accountability, reiterating the basic tenet that no intellectual responsibility can be transferred to machines (COPE 2023). At the same time, editorials and commentaries warned of fake citations, bias, and loss of trust in Academia (Thorp, 2023; Stokel-Walker & Van Noorden, 2023; Caprioglio & Paglia, 2023; Dergaa et al., 2023).

2024: Operationalization

With the charts published in 2024, publishers shifted their focus from reactive proclamations to operational roadmaps. Policies not only included authorship/disclosure but also editor/reviewer aspects. Springer Nature, for instance, highlighted confidentiality, explicitly banning reviewers from entering manuscripts into AI systems to prevent intellectual property violations (Springer Nature, 2023; Pearson, 2024). Wiley upped the ante on documentation requirements, requiring authors to specify versions and prompts (Wiley, 2023; Ganjavi et al., 2023). Some scholars contested the enforceability of such rules, while others condemned the opacity surrounding AI systems and demanded increased transparency in policy frameworks (Bélisle-Pipon et al., 2023; Stahl & Eke, 2024; Hicks et al., 2024). In education, however, studies emphasized the rapid adoption of artificial intelligence in teaching and student writing—further pressing publishers to have firm policies in place (Adel et al., 2024; Nguyen et al., 2023; Aler Tubella et al., 2024)

2025: Procedural Standardization

In 2025, AI ethics guidelines had a more procedural and bureaucratic character. To address this, most major publishers released standardized disclosure templates that required authors to indicate areas and methods of AI used in their preparation (Cheng et al., 2025; Granjeiro et al., 2025; Lin, 2025). A few policies went so far as to propose metadata

submission, anticipating a future in which use of AI would be trackable across the publication process (Zhang et al., 2025; Malik et al., 2025). Simultaneously, research oriented towards practical matters began to emerge, including improvements in AI literacy, training of editors, and a set of common guidelines among publishers (Tseng et al., 2025; Yılmaz Virlan & Tomak, 2025). However, challenges remained, and questions arose about whether to regulate or nurture AI ethics (through penalties or academic culture cultivation) (Andrade-Hidalgo et al., 2024; Wise et al., 2024; Vetter et al.).

In short, the trajectory from 2022 through to 2025 shows a swift path towards normalized AI ethics in academia, progressing from silence to patchy emergency measures and now further towards more systematic but still heterogeneous procedural arrangements. This timeline reflects advancements across many fronts, but continuing gaps underscore the need for global harmonization in addition to local contextualization.

Key Ethical Dimensions

Three ethical aspects stand out across publishers. First, the criteria for authorship: AI is not capable of accountability and intellectual responsibility (COPE, 2023; Bozkurt, 2024; Wise et al., 2024). Second, disclosure: transparency is a must, but there are

different rules on how detailed you need to be, which creates problems for enforcement (Elsevier 2023; Wiley 2023; Taylor & Francis 2023).

Third, accountability — although human authors have ultimate responsibility, this is less clear when AI draft generation is extensively used (Nguyen et al 2024; Vetter et al. 2024). Fourth, peer review: Springer Nature, in particular, forbids reviewers from feeding manuscripts into AI systems to protect confidentiality (Springer Nature, 2023; Pearson, 2024).

Lastly, documentation: some publishers require prompts, system versions, and the extent of AI release to be reported, but compliance is inconsistent (Ganjavi et al., 2023; Zhang et al., 2025). These three dimensions demonstrate both the evolution and intricacy of infusing ethics into the fabric of academic publishing.

This comparative contextual analysis draws attention to a number of fundamental ethical foundations that underpin publishers’ policies on the use of AI in academic writing. Though there is consensus at the conceptual level, operational practices diverge widely among publishers, reflective of institutional ‘lane’ and disciplinary context.

Table 3
Comparative Matrix of AI Ethics Policy Dimensions in International Publishers

Ethical Dimension	Elsevier (2023)	Springer Nature (2023)	Wiley (2023)	Taylor & Francis (2023)	SAGE (2023)
Authorship	AI cannot be listed as author; human accountability emphasized.	Same prohibition; stresses intellectual responsibility.	Explicit prohibition; aligns with COPE.	AI not allowed as author; authors must ensure originality.	Rejects AI as author; applies to journals, books, and educational products.
Disclosure & Transparency	Requires disclosure of AI use and its scope.	Requires disclosure; focus on authors’ role.	Most detailed: requires tool names, versions, and prompts.	Explicit mention of ChatGPT/DALL·E and similar tools.	Requires disclosure across all publications, including books.
Human Accountability	Full responsibility rests on authors.	Strongly emphasizes authors’ liability for accuracy.	Authors accountable for all AI-assisted content.	Accountability framed as reinforcing scholarly trust.	Human authors ultimately accountable for integrity.
Peer Review & Confidentiality	Restricts editors/reviewers from unapproved AI use.	Prohibits reviewers from uploading manuscripts into AI systems; strict confidentiality.	Mentions reviewer responsibility but less detailed.	General confidentiality emphasis, no detailed AI rules.	Extends confidentiality principles to reviewers and educators.
Documentation & Procedural Rigor	Encourages explanation of AI use but not overly detailed.	Moderate: requires explanation but not technical detail.	Strong: requires detailed documentation (prompts, versions, scope).	Limited documentation requirement, focused on naming tools.	Broader documentation expectations across multiple scholarly formats.
Ownership, Creativity & Integrity	Frames AI as a tool, not a creator; originality required.	Reinforces originality and intellectual contribution.	Highlights reproducibility and transparency in creative processes.	Focus on preventing plagiarism and maintaining originality.	Stresses inclusive practices but preserves academic integrity.

Authorship

For all publishers, there was agreement: AI could never be listed as a co-author under any circumstances. This practice is based on the assumption that authorship implies intellectual accountability, responsibility, and an ability to respond to reviewers—things which a piece of AI cannot fulfill (COPE, 2023; Thorp, 2023; Bozkurt, 2024; Wise et al., 2024; Wiwanitmitk & Wiwanitkit, 2024; Krausová & Moravec, 2022; Casal & Kessler, 2023).

Disclosure and Transparency

While standards vary, the main thing now is transparency on how AI tools are being used. Elsevier (2023) asks authors not only whether AI was used, but also for what purposes (e.g., language editing, idea generation). Wiley (2023) does not stop here and demands specific documentation, including tool versioning and the prompts used (Ganjavi et al., 2023; Zhang et al., 2025). Naming specific tools, such as ChatGPT, and recognizing their widespread adoption (Else 2023; Stokel-Walker & Van Noorden 2023) are discussed well in Taylor & Francis (2023). However, critics point out that self-reporting is unreliable (Andrade-Hidalgo et al., 2024; Hicks et al., 2024), and, to date, policies lack monitoring mechanisms.

Human Accountability

Publishers all make clear that ultimate responsibility for all content is retained with human authors, even when tools are involved in drafting or editing (Elsevier, 2023; SAGE, 2023; Springer Nature, 2023; Wiley, 2023; Taylor & Francis, 2023). This is consistent with ethical principles that stress human judgment, intellectual contribution, and liability (Bozkurt, 2024; Vetter et al., 2024; Stahl & Eke, 2024). Collaboratively, however, this becomes challenging when the AI contribution may be non-negligible but cannot be easily separated and thus needs to be indicated (Nguyen et al., 2024; Malik et al., 2025; Bélisle-Pipon et al., 2023; Andrade-Hidalgo et al., 2024).

Peer Review and Editorial Confidentiality

The second dimension concerns the use of AI in peer review and editorial processes. For example, Springer Nature (2023) prohibits reviewers from submitting manuscripts to AI tools due to the risk of violating confidentiality and possibly intellectual property (Pearson, 2024; Nguyen et al., 2023; Elsevier, 2023; Wiley, 2023; Huang, 2023; Wise et al., 2024).

Documentation and Procedural Rigor

A notable trend is the need for comprehensive documentation of AI use, particularly in Wiley's policies (Wiley, 2023; Ganjavi et al., 2023), which asks authors to document different versions,

prompts, and outputs of generative AI. Such an approach represents a higher level of procedural rigor, geared toward reproducibility and transparency. Yet, contention remains as to whether detailed reporting is feasible or indeed enforceable, given the informal manner in which researchers may utilize AI tools (Cheng et al., 2025; Zhang et al., 2025; Hicks et al., 2024), and those who argue that it may create additional burden on authors and editors without ensuring compliance with workforce guidelines.

Ownership, Creativity, and Integrity

Finally, the dimensions of ownership and creativity open up broader philosophical and ethical questions. Together, with considering September 2023 when generative AI comes to the assistive and creating space for new horizons that raise moral questions as original content limits its borders, in the context of a new creation because the generative AI tool creates some nonoriginal work (Bozkurt et al., 2024; Semrl et al., 2023; Vetter et al., 2024). Scholars have warned about the potential erosion of the human voice in research and a decline in critical thinking when scholars become too reliant on AI tools (Adel et al., 2024; Nadim & Di Fuccio, 2025). Others contend that, if sufficiently controlled, AI can augment creativity (i.e., Wibawa & Erizal, 2025), particularly in multilingual situations where languages overlap, and the primary tool is simply language support (Maphoto et al., 2024; Yılmaz Virlan & Tomak, 2025).

Roadmap Development for Standardized AI Ethics in Indonesia

Awareness of AI ethics amongst Indonesian journal editors and publishers remains uneven, with many relevant stakeholders recognizing the importance of AI but lacking clear guidelines for its use. Such discrepancy is reflected in global studies that highlight a lack of literacy, ethics, and institutional preparedness (Aler Tubella et al., 2024; Li, 2024; Tseng et al., 2025; Yan et al., 2024; Yılmaz Virlan & Tomak, 2025).

One of the biggest challenges is the inconsistent readiness at institutions. While smaller institutions have some way to go, bolder initiatives are producing better outcomes from universities (and journal publishers) in metropolitan areas, which are expected to be more internationally exposed (Nguyen et al., 2023; Malik et al., 2025; Shittu et al., 2024). Indonesian editors, like Indonesian civil society critics of self-reporting systems in AI ethics (Andrade-Hidalgo et al., 2024; Hicks et al., 2024), tend to express skepticism about their ability to verify compliance with disclosure requirements.

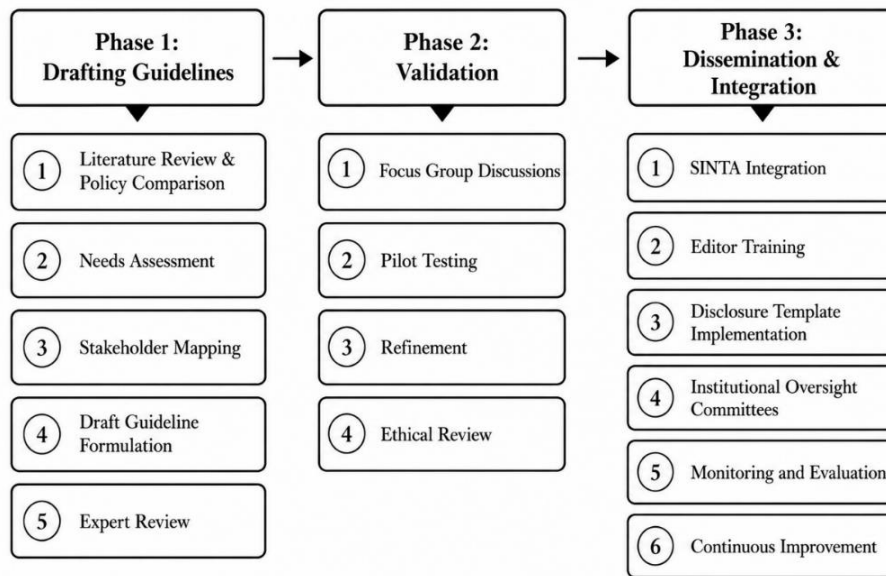
Then there's the pressure to align internationally, which increases complexity. The increasing ambitions of Indonesian journals to be

indexed in Scopus and Web of Science force them to harmonize their policies with those of larger international publishers (Elsevier, 2023; Springer Nature, 2023; Wiley, 2023; Taylor & Francis, 2023; SAGE, 2023). But this adaptation does not imply a straightforward handover of worldwide models. The relevance of AI ethics in all the parts touches local academic and cultural practices (Bozkurt, 2024; Wise et al., 2024; Vettters et al., 2024).

Yet the Indonesian context can also provide an opportunity for such an innovation exchange. As Shittu et al. (2024) argue, whilst there may be

lessons to learn from global best practices, emerging economies can take a more proactive approach to developing ethical frameworks by localizing them. The framework is explicitly designed to function as a roadmap based on restrictions found in the global and local literature; made up of (1) limited opportunities for stakeholder engagement, (2) fast-paced technological development, and (3) enforcement challenges due to resource limitations as identified in Indonesia through both qualitative and quantitative data collection strategies (Malik et al., 2025; Tseng et al., 2025; Zhang et al., 2025)

Figure 2
Roadmap for Developing Standardized AI Ethics Guidelines in Indonesia



Phase 1 entails a systematic literature review and a policy comparison of COPE guidelines with those of the five largest international publishers. The review highlights similarities, such as not allowing AI authoring, requiring disclosure of using AI, requiring human accountability for the work produced by the authors, and differences regarding documentation policies or reviewer provisions. In accordance with these results, the new policy includes a disclosure tiered orientation: brief acknowledgment is sufficient for language editing, while detailed documentation (e.g., prompt(s), output(s), and AI version) is warranted by substantive AI-generated content (Jeon et al. 2025; Kaddoura & Al Hussein 2023; Tartaro et al. 2024). Also proposed to strengthen governance and accountability are standardized disclosure templates and oversight committees within institutions (Vasiliu-Feltes & Thomason, 2021; Verma & Garg, 2023).

The focus group discussions among SINTA journal editors, university publishers, and other national bodies, namely accreditation volunteers and COPE Indonesia members, validate the draft guidelines, which were then pilot-tested in at least

10 Indonesian journals. Compliance data, editor feedback, and implementation challenges are used to retune the guidelines before determining whether they are ready for national dissemination. This participatory and iterative model aligns with guidance on developing effective AI governance (Hostetter et al., 2024; Jeon et al., 2025; Kamila & Jasrotia, 2025).

The last phase targets nationwide rollout, with intensive training for editors, a standardized disclosure policy, and the establishment of nationally- and journal-level committees to oversee AI Ethics. It further proposes embedding AI ethics into SINTA accreditation, backed by annual compliance audits and biennial revisions of guidelines aligned with advances in technology and shifts in international standards (Li, 2024; Munn, 2023; Vasiliu-Feltes & Thomason, 2021; Verma & Garg, 2023).

CONCLUSION

This study examined AI ethics in academic writing by comparing international publisher policies and exploring the Indonesian context. The analysis

reveals broad consensus on core principles—prohibiting AI authorship, requiring disclosure, and emphasizing human accountability—yet policies remain fragmented in scope, detail, and enforcement.

This inconsistency creates confusion for authors and presents hurdles to maintaining consistency in the publishing ecosystem. Implementing minimum standards and promoting harmonized guidelines might reduce uncertainty and facilitate more consistent implementation.

The results show the challenges and opportunities for Indonesia. An uneven awareness of their issues, limited public editorial capacity, and voluntary disclosure procedures complicate governance. Nevertheless, Indonesia is uniquely positioned to create context-sensitive guidelines that strike the right balance between global alignment and local characteristics, including linguistic diversity and institutional capacity. Future efforts could establish national AI ethics committees, educate editors on developing ethical guidelines, deploy multi-step disclosure protocols for reporting, and transparently monitor data to ensure institutions adopt them uniformly.

This study highlights the importance of shifting from restrictive, reactive, tool-focused approaches to principles-based governance frameworks that emphasize transparency, accountability, and inclusivity. It thus points to ways for academic publishing to develop rigorous, broad ethical practices by combining global principles with local adaptations. Such initiatives would provide an alternative route to a sustainable future and firmly place Indonesia in the regional vanguard of responsible AI adoption in academic publishing.

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AI DISCLOSURE STATEMENT

Generative AI tools (ChatGPT-4) were used for language editing, manuscript formatting, content structuring, and consistency checking.

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