

Conference Paper

## The Importance of Applying Business Ethics in E-Commerce

Putri Mulya Purwaningsih, Trisnawati, Leonita Siwiyanti, Halimah Nursiva\*

Retail Management Study Program, Muhammadiyah University of Sukabumi, Indonesia

\*Corresponding author:

E-mail:

halimahnursiva001@ummi.ac.id

### ABSTRACT

At this time, the evolution of the use of e-commerce is very clear and many people use e-commerce to buy and sell in technical media. E-Commerce has many advantages, but this system also has many disadvantages. such as fraud because the goods were not sent after the transfer, and the physical goods did not match the picture of the goods listed. For this reason, the role of Islamic business ethics is very important in buying and selling online, because Islam strongly recommends doing justice in business and prohibiting fraud to achieve happiness in the hereafter. Seeing this, we are interested in researching to be able to analyze and find out the application of business ethics in E-Commerce. The research method used is a qualitative method with a literature study. Data collection was carried out by collecting thirteen related articles selected from several journals and websites. The results of this study indicate that e-commerce in the sale of goods and services requires high consumer trust. This high trust needs to be supported by business ethics that must be implemented by all economic executors. E-commerce transactions can be well received by consumers if the business entity applies good business ethics. According to one source cited by the author of Keraf, there are five principles of business ethics: autonomy, honesty, doing good and not doing evil, justice, and respect for oneself. Business people who support the ethical values of Islamic business generally include business people with high integrity.

*Keywords: Business ethics, islam, e-commerce*

### Introduction

In today's technological era the evolution of the use of e-commerce is very clear and many people use e-commerce to buy and sell in technical media. We must know what is meant by e-commerce. E-Commerce is a dynamic technology pool, the applications and the processes that connect businesses, consumers, and specific communities through e-commerce and trade in goods, services, and information. When it was developed in the 1790s, electronic commerce was called e-commerce. E-Commerce was first developed in 1998 by the United States and several European countries. The growth of e-commerce is getting faster with the emergence of online businesses that run the use of e-commerce (online applications) to support SME businesses and large companies. However, in the application of e-commerce, it seems that many people cannot apply business ethics in running a business. Business ethics is the basis of entrepreneurial behavior and has a significant impact on business activities to avoid unwanted deviations (Kreitner, 1983; Kuru, 2020; Rendtorff, 2019).

Morality or ethics comes from the plural form of the Greek word *ethos* (ta *ethos*), meaning "habit". The concept of ethics refers to a way of life that exists both in individuals and in societies or communal groups. Business is the exchange of mutually beneficial goods, services, or money. A business can also be understood as an individual business activity organized or institutionalized to produce and sell goods and services for profit by meeting the needs of the community..

*How to cite:*

Purwaningsih, P. M., Trisnawati, Siwiyanti, L., & Nursiva, H. (2022). The importance of applying business ethics in e-commerce. *2<sup>nd</sup> Universitas Bangka Belitung Business and Economic Conference 2022*. NST Proceedings. pages 38-46. doi: 10.11594/nstp.2022.2606

Businesses also value mutual trust. Through mutual trust, businesses will grow because they have a trustworthy and trusting relationship. The fact is that deal makers believe that what they expect from a product or service can be used as expected, but many consumers are disappointed. Islam is proof of the existence of complete teachings on this earth, as evidenced by the existence of God's command to harmonize aspects of worship (Hablum Minallah) with aspects of muamalah (Hablum Minannas).

Trade has existed since the time of the Prophet, even the Prophet taught humans to earn a living through trade according to his saying, "O Messenger of Allah, what is the best livelihood? He said, "a man's work with his own hands and every sale and purchase that is mabrur (blessed)" (hr. Ahmad 4:141). Hadith shows that buying and selling bring great benefits to fellow human beings. Not only as an opportunity to make friends, buying and selling transactions can also help people by meeting their needs.

While E-Commerce has many advantages, this system also has many disadvantages. such as fraud because the goods are not sent after the transfer, and the physical goods do not match the picture of the goods listed in the E-Commerce. For this reason, the role of Islamic business ethics is very important in buying and selling online, because Islam strongly recommends doing justice in business and prohibiting fraud to achieve happiness in the hereafter (Wulandari et al., 2017).

### **Ethics**

Ethics are all general procedures or "rules" to be followed in business and are the source of noble values and good conduct (Hardilawati, 2020; Ratnasingam, 2003; Sahetapy, 2017). Ethics is needed when doing business because it can help in making behavior or decisions about actions to be taken and we also need to comprehend that ethics apply to all aspects of life. According to Achyar from Nawatmi 2010, practical ethics are moral values and habits, whether they must be practiced or not. Ethics as a reflection of moral thinking. Ethics reflect our ideas about what we should and shouldn't do. From a philosophical point of view, ethics as the study of morality has far-reaching implications (Hassan, 2016; Rendtorff, 2019).

Ethics has three functions and characteristics. The first is descriptive ethics, which expresses moral experience descriptively to find the motives, wills, and goals of human behavior. Second, normative ethics attempt to explain why people do what they do and whether those principles are based on human life. Third, metaethics seeks to clarify the meanings, words, language, and ideas used to justify ethical statements used in ethical debates. Meta ethics doubts the meaning contained in the appropriate language used to evoke a moral reaction (Aydin, 2020; Hassan, 2016; Ismaeel & Blaim, 2012; Nawatmi, 2010).

#### 1. Ethics According to Etymology

According to the Greek language, ethics has two meanings: ethics, which means habit, character, and personality, and ethics, which means good behavior and deeds. Ethics itself is actually almost the same as a moral term for habits, personality, and order of life. If morality is defined as a science that explains the meaning of good and bad, then ethics is a lesson or science to understand good and bad (A'yun et al., 2021)

#### 2. Ethics According to Terminology

Meanwhile, in terms of terminology, ethics means from the Sanskrit word, "morals". This means showing the basic rules, not the rules of life, or combining the meanings of Sila and Su. So Susila is defined as the basic principle for a better life.

#### 3. Ethics in Arabic

In Arabic, ethics is called *akhlaq* and can be divided into two types. Namely, morals are *maheasy* (good or commendable morals) and *madzmumah* morals (can be explained by bad or cunning, inappropriate and bad morals) (A'yun et al., 2021).

---

## **Business**

1. Business in General  
Business is an activity carried out by individuals and organizations that create value through products and services to generate profits and meet the needs of society.
2. Business According to Islam
3. The teaching of Islam is that the business itself is the arrangement of some activities in which the asset value of the assets of a product or service turns into profit, but how to get it, and its use is also very important with limited benefits. It is accepted, that everything in the business world adheres to Islamic principles and whether he conducts halal business activities from the production process to distribution, far from Haram (A'yun, et al, 2021).

The following is the character of the Prophet Muhammad in doing business that can be emulated (Antonio, 2011):

1. Honest, which can be used as an example in business. Honesty is important in buying and selling transactions. This is related to the hadith of the prophet narrated by Ibn Maja, "Muslims are not allowed to sell anything that brings shame unless they declare their shame."
2. Justice, not picky consumers. Here every consumer already knows all the information about the condition and quality of the goods.
3. Friendly. Hospitality creates a close bond between merchants and consumers. As the Prophet said, *"God has mercy on a person who is gracious and tolerant in business"* (Narrated by Al Bukhari)
4. A businessman must know what products to sell. This is to ensure that consumers are satisfied with the information provided by the seller. Rasulullah SAW said, *"The best work is buying and selling that complies with the Shari'a and one's work with one's own hands"* (HR Ahmad and At Tabrani)
5. Happy to help customers. Doing business in Islam is not only for profit but also based on the attitude of *ta'awun* (helping each other).
6. Protect consumer rights. To maintain consumer trust, the Prophet has put consumer rights, such as the right to make choices and decisions. As the words of the Prophet Muhammad SAW "both parties in a trade transaction have the right to cancel the transaction as long as they have not separated. If they speak the truth and explain things clearly, their transaction will be blessed. But if they hide something and lie, the blessings that are in their transaction will be erased" (Al-Bukhari)
7. Please don't accuse other people's business. Some parties harm their competitors because consumers rely on them to win customers. However, such an attitude can backfire and result in consumers being reluctant to respect them. Allah's Apostle said *"Let no one among you sell intending to discredit what others are selling"* (Muttafaq 'Alaih)

Trust growth begins with the involvement of sellers and consumers. Commitment is defined as wholehearted service, honesty, fairness, kindness, ability, and the joy of helping customers. Protecting consumer rights and not harming competitors' reputations has been advocated by prophets since ancient times to stimulate the growth of trust among consumers, business partners, and the general public. This is a code of ethics. Accelerating the growth of consumer confidence is a process that is driven by self-quality (professionalism) and a commitment to maintaining ethical and moral values (Antonio, 2011; Ismaeel & Blaim, 2012).

## **Business ethics**

1. General business ethics
2. Business ethics is the way we do business and encompasses all aspects of our dealings with businesses, society, and individuals. The role of business ethics in a company is to shape the behavior of employees and managers in ways that preserve healthy

relationships between employees, the company, and various other internal and external stakeholders. In addition, business ethics can be used as guidelines and standards for employees and management to carry out daily operations based on a transparent and moral professional attitude (Renada 2021; Supriyanto, 2012; Tampanguma et al., 2020)

### 3. Business Ethics According to Islam

Islamic business ethics is moral in doing business, applying the values of Islamic teachings without having to worry about doing business because it is considered true and believed. A lot of good things apply to entrepreneurial activity, which is always beneficial for many people.

The values of business ethics associated with the Qur'an and Al-Hadith give birth to several things: Tawhid/Unity is an entity that provides economic and social interactions that create crucial issues for the Islamic order. Of course, an equilibrium which means balance and justice is needed to practice justice in Islam, especially in companies where cheating is strictly prohibited to cause hostility. Free will means free will. Freedom in this case does not harm other parties and plays a crucial role in Islamic business ethics. Responsibility is the responsibility of every person to fulfill the interests and unity as his right to act on all activities that are imposed on all humans and all organizations (A'yun et al., 2021; Abuznaid, 2009; Wulandari et al., 2017).

### *E-Commerce*

As the development of information technology advances, it helps increase the opportunities for businessmen to expand their market reach. The emergence of e-commerce certainly helps business people in making buying and selling transactions because they are not limited by space and time. E-commerce is a procedure transaction that uses communication network electronics for example Internet which worn good in developed countries also developing countries, so that their activities are not constrained by geographical limitations and efficiency in doing business and can increase speed (Chan & Al-Hawamdeh, 2002; Nacar & Ozdemir, 2022; Wulandari et al., 2017).

Purwanti and Pujawati also said that e-commerce is all forms of information exchange processes, products, services, and payment processes between organizations and stakeholders based on electronic media through telephone lines, internet connections, and other digital access. When processing online purchases and sales, and live transactions. However, in this transaction, the parties do not meet directly (Nacar & Ozdemir, 2022; Purwanti et al., 2021; Ratnasingam, 2003).

### **Material and Methods**

This study uses a qualitative method in the form of a literature study. Qualitative methods are methods that focus on detailed observations. Therefore, the use of qualitative methods in research can lead to a more comprehensive study of the phenomenon (Wibisono, 2019). Literature study is a way to solve problems by tracing the sources of previously written works so that researchers can collect various research references in the form of journals and treatises (Kartiningrum, 2015; Salma, 2021). The criteria in the reference article in this study relate to e-commerce business ethics.

### **Results and Discussion**

#### ***Application of ethics in e-commerce transactions***

The growth of technology makes people more creative in the field of business. Evidence that the existence of e-commerce is online sales as much. People can buy things whenever they need them and wherever they are. Even with such advances and technological sophistication, there are still things to consider (Boateng et al., 2008; Wong et al., 2004). It should be noted that this is very important because traditional transaction business ethics also face many obstacles and problems.

In addition, it has certain characteristics compared to modern trade. It means that there is no meeting between producers and consumers.

The growth of today's technology automatically facilitates the growth of the dynamism of human life. With modern technology, people want easier and faster access when doing their daily activities. E-commerce has become a new business technology. The lifestyles of this new era are regularly exploited with the aid of using sure events for unilateral and irresponsible gain (Ratnasingam, 2003; Rehatalanit, 2021; Wulandari et al., 2017). Parties pursuing unilateral and irresponsible interests tend to lead to certain crimes and frauds. This scam starts with businessmen's habits, methods, and procedures in doing business. Therefore, to run a sustainable business, businesses need to increase consumer confidence in their e-commerce transactions.

Trust is a key element of e-commerce because it does not exist between manufacturers and consumers. Therefore, any e-commerce transaction involving the sale of goods or services does not reflect the condition of the goods originally sold to the consumer. This situation creates opportunities for economists to sell goods and services of inferior quality. Again, consumers are unaware of the trustworthiness of the retailers that sell their goods and services. Consumers should therefore have a high level of confidence when purchasing goods and services. This high level of trust must be underpinned by business ethics that must apply to all areas of business. Business people involved in e-commerce must recognize that business ethics are essential to running a sustainable business (Nacar & Ozdemir 2022; Sahetapy, 2017; Sihotang & Farquharson, 2022).

According to Keraf (2010), there are five principles of business ethics:

1. The principle of autonomy. Self-control is a person's attitude and ability to act according to his conscience. Autonomous behavior requires the freedom to make decisions and act on those decisions. Autonomy also includes responsibility. In the business world, personal responsibility includes the responsibility to ourselves, business owners, consumers, governments, and society.
2. Fairness principle. Fairness is a very important ethical business principle to ensure business continuity. Here are some examples of fairness in doing business:
  - a. Good faith in selling or offering goods at a price commensurate with the quality of the goods being sold or offered for sale.
  - b. The integrity of the company's activities affects the working relationship between managers and employees.
  - c. Contract Integrity. Both in contracts and sales and other contracts.
3. The principle of doing good and not doing evil. Doing good (charity) and not doing evil (non-evil) is a moral principle for doing good to others.
4. Principles of Justice. The principle of fairness is the principle in business relationships in which one conducts business and treats others according to their rights.
5. Self-respect principle. This principle is similar to the self-respect principle in that people have a moral obligation to treat each other as individuals who share the same values in conducting business relationships.

In the case of e-commerce, the first principle based on the above principles is autonomy, the self-conscience attitude that commercial entities in e-commerce have toward expected transactions. Take responsibility based on self-awareness. E-commerce cannot be classified in the business world without subliminal responsibility. This means that e-commerce also involves the business community, and its responsibilities include the responsibility to business owners, consumers, governments, and society. This responsibility is part of our business ethics that everyone doing business, including e-commerce, must follow.

The second principle is honesty. Integrity is very important in business ethics as it ensures business continuity. Without the principle of honesty, a business will slowly collapse. An e-commerce business requires honesty to sell or offer products at prices that reflect the quality of the products being sold or offered, as sellers never meet consumers face-to-face.

The third principle of business ethics is to do good (profit) and do no evil (harmlessness). Even if you are not in business, you must do good and do not harm. Especially in business competition, those who cheat for big profits often forget to do good and not do evil. Doing good and not doing evil is the moral principle by which all people do good to others. This means that these moral principles must be inherent in every person. Humans were created with a conscience.

The fourth principle is the principle of justice as it applies to the world of business. Balance the rights and obligations of producers and consumers. Fairness refers to the rights and obligations of both economic agents and consumers. Fairness is a business principle that requires conducting business according to the rights of others. For e-commerce to comply with the rules, e-commerce must also be fair.

The final principle is the principle of self-respect. This principle is consistent with the self-esteem principle that people have a moral obligation to treat each other as individuals who share the same values in conducting business relationships. In e-commerce, this principle is necessary because the business actor is not only the businessman but also the consumer. This means that these business actors are consumers of different companies. So, if the agent is in the consumer's shoes, then the agent is in the consumer's shoes. Agents have a basic moral obligation to treat themselves as individuals with the same values (Al-Nashmi & Almamary, 2017; Surajiyo, 2016; Wulandari et al., 2017).

The basic principles of business ethics above must be applied to e-commerce that is carried out to fulfill the basic rights of consumers, as regulated in the Consumer Protection Law no. 8 of 1999 that consumer rights must be presented as several things that consumers want when they want to buy a product through e-commerce.

1. Get clear information about the product you are purchasing.
2. The belief is that the products you purchase will not adversely affect your mental health and safety.
3. The purchased product meets my expectations in terms of quality, size, price, etc.
4. Consumers know how to use it.
5. Make sure that the product you purchased is useful and works properly.
6. Consumers receive compensation in the form of goods or money if the product purchased is not suitable or cannot be used.

Consumer-preferred terms must be agreed upon with commercial entities such as B. Electronic Commerce Obligations. For example, if a consumer wants to know clear information about a product that they want to buy, the company provides that information to the consumer so that it meets the consumer's desired conditions and can be purchased with confidence because it is provided by an economic entity. We recommend that in this case, the electronic commerce conducted can be considered an ethical business practice. This means that commercial players can respect existing standards.

An ethical company combines noble values based on conscience, empathy, and standards. An ethical company when business stakeholders always conduct business with a conscience. Are the products they sell well? Is he advertising not to cheat? Also, does the company conduct business activities honestly? Ethicseffort can as a raw guide for the perpetrator's effort which is noble, honest, transparent, and carry out their daily work with professional ethics. Jtooisheinvolvedonpracticeeffort which honest? Ethicseffort can as a raw guide for the effort which operates using an ethical basis which noble, honest, transparent, and professional.

There are also other ideas about the value of business ethics, as assessed by Adiwaman Karim, President of Karim Business Consulting that should not be violated:

1. Honesty: for profit. This is wrong. Integrity is one of the keys to business success. Being stable in business competition is an important factor.
2. Justice: Treat all people according to their rights. For example, pay your employees a standard wage and don't hesitate to give bonuses when the company makes more profit. Also note the reasonableness of the price be do not harm consumers.

3. Modesty: Don't do business with an arrogant personality. For example, exaggerate your product with an image, or go so far as to ignore a competitor's product. Ultimately, consumers have the opportunity to judge the reliability of the product/service. Also, many believe that looking and sounding too perfect can have bad consequences.
4. Sympathetic: Coping with emotions. Show a friendly and friendly demeanor. Not only in front of clients and customers, but also in front of employees, secretaries, and other people who support the business.
5. Intelligence: To make a reasonable profit, entrepreneurs need intelligence to execute their business strategy by regulations. Intelligence also enables entrepreneurs to detect and avoid unethical crimes their business partners may be committing. Do better as a businessman and don't follow the rules. Also, pay attention to norms, cultures, or religions in business life. Methods deemed appropriate in one country or region may not necessarily be appropriate and may be suitable for use in another country or region. This is important if entrepreneurs want their businesses to run uninterrupted.

Vonder Embase and RA, Wagley, said in an article entitled "Difficult Business Ethical Decisions on Soft Criteria" in *Advance Management Journal* (1988), three basic approaches to formulating ethical behavior:

1. Benefits Approach: Treatment should be outcome-based. Therefore, when we act, we must find ways to do the best for society without causing harm and at the lowest possible cost.
2. Individual Rights Approach: Everyone has fundamental rights in their behavior and behavior that must be respected. However, you should avoid doing anything that might conflict with the rights of others.
3. Fair Approach: Decision makers, individually or as a group, act impartially and fairly when serving consumers.

Why do we feel that business ethics is so important in today's companies? A solid foundation is needed to form a strong company that is highly competitive and can generate high-added value.

There is also some debate that ethics is the basis for doing business. Durin (2020), states that:

1. Companies need to consider human values not only in the pursuit of profit but also so that society is ethically interested in doing business.
2. Exploitative Approach: All actions should be directed toward their consequences. Therefore, we need to pursue the path that can bring the greatest benefit to society, not harm, and at the lowest possible cost.
3. Business is conducted in a highly competitive environment, so even in an increasingly professional business environment, those who compete in business are aware of ethical standards.
4. Legality and morality are related, but legally permissible activities are not necessarily ethical and are therefore distinguished from one another.
5. Ethics need to be prominent from experimental technology primarily based totally on repeated phenomena or records on the way to produce universally relevant medical laws.
6. Special circumstances leading to ethical exclusion cannot be used as a reason to determine whether a company is unethical.
7. Protests everywhere show that there are still many people who want to do good business and respect ethical standards.

Business ethics outlined in modern commerce principles such as E-commerce should be considered. According to Keraf, these principles are outlined in a book called *Business Ethics, Building His Image of Business as a Noble Work*. These principles are written without forgetting the uniqueness of the values. Growing Business, Inclusive. This principle means that people are free to admit that they are considered good. In other words, the freedom that exists is the freedom that is the responsibility (Nawatmi, 2010; Wulandari et al., 2017).

Business people who engage in unethical behavior can lead to consumer and public retaliation that can be highly counterproductive, such as boycotts, driving bans, and driving bans. On the

other hand, business actors who uphold business ethics generally include business actors with high integrity. In other words, economic agents always consider good and bad when doing business and choose to do good.

## Conclusion

E-commerce to sell goods and services requires a high level of consumer trust. This high level of trust must be underpinned by business ethics that must be applied by all economic actors. E-commerce can be well received by consumers if business actors follow good business ethics. Based on the sources cited by the author, Keraf says that in business ethics he has five principles. Autonomy, honesty, doing good, not doing evil, justice, and self-respect.

Business ethics sets standards and guidelines for business people to conduct their day-to-day business with integrity, honesty, transparency, and professional ethics. A solid foundation is needed to form a strong company that is highly competitive and can generate high-added value. Usually based on a transparent process system that is supported by strategic planning, good organization, consistent and consistent corporate culture, and business ethics.

Business is conducted among people so ethics as a guide for decision-making and human behavior requires ethical norms in an increasingly specialized business environment. Frequent protests explain that there are still many people and groups of people who want their businesses to do well and their ethical standards to be respected.

Business people who engage in unethical behavior can lead to consumer and public retaliation that can be highly counterproductive, such as boycotts, driving bans, and driving bans. On the other hand, business people who support Islamic business ethical values generally include business people with high integrity. In other words, economic actors always consider the good and the bad in doing business and decide to do good.

## References

- Abuznaid, S. A. (2009). Business ethics in Islam: The glaring gap in practice. *International Journal of Islamic and Middle Eastern Finance and Management*, 2(4), 278–88. doi: 10.1108/17538390911006340.
- Al-Nashmi, M. M., & Almamary, A. A. (2017). The Relationship between Islamic Marketing Ethics and Brand Credibility. *Journal of Islamic Marketing*, 8(2), 261–88. Doi:10.1108/JIMA-03-2015-0024.
- Antonio, M. (2011). *Muhammad SAW encyclopedia of leadership & management "The Super Leader Super Manager*. Jakarta: Tazkia Publishing.
- Aydin, N. (2020). Paradigmatic Foundation and Moral Axioms of Ihsan Ethics in Islamic Economics and Business. *Journal of Islamic Accounting and Business Research*, 11(2), 288–308. doi:10.1108/JIABR-12-2016-0146.
- A'yun, Q. A. N., Chusma, N. M., Aulia, C. N., & Putri, F. N. L. (2021). Implementation of islamic business ethics in online buying and selling transactions on popular e-commerce in Indonesia. *Darussalam Islamic Banking Journal (JPSDa)*, 1(2), 166–81.
- Boateng, R., Heeks, R., Molla, A., & Hinson, R. (2008). E-commerce and Socio-economic Development: Conceptualizing the Link. *Internet Research*, 18(5), 562–94. Doi: 10.1108/10662240810912783.
- Chan, B., & Al-Hawamdeh, S. (2002). The development of e-commerce in Singapore. *Business Process Management Journal*, 8(3), 278–88. doi: 10.1108/14637150210428970.
- Durin, R. (2020). The Importance of Running Ethics in Business. *Journal of Currency*, 6(1), 32–40.
- Embse, V., & Wagley, R. A. (1988). *Advanced management journal entitled managerial ethics hard decisions on soft criteria*.
- Hardilawati, W. L. (2020). MSME survival strategy amid the covid-19 pandemic. *Journal of Accounting and Economics*, 10(1), 89–98. doi:10.37859/jae.v10i1.1934.
- Hassan, A. (2016). Islamic ethical responsibilities for business and sustainable development. *Humanomics*, 32(1), 80–94. doi:10.1108/H-07-2015-0047.
- Ismaeel, M., & Blaim, K. (2012). Toward applied islamic business ethics: responsible halal business. *Journal of Management Development*, 31(10), 1090–1100. doi: 10.1108/02621711211281889.
- Kartiningrum, E. D. (2015). *Guidelines for the preparation of literature studies*. Mojokerto: Majapahit Health Polytechnical Research And Community Service Institution.
- Keraf, S. (2010). *Environmental ethics*. Jakarta: PT Kompas Media Nusantara.
- Kreitner, R. (1983). Needed: Formal Instruction in Business Ethics for Managers. *Journal of Management Development*, 2(2), 16–25. doi: 10.1108/eb060113.
- Kuru, S. A. (2020). The relationship between ethical leadership and organizational identification: Mediating role of person-organization fit. *Business and Economics Research Journal*, 1(3), 1–5.
- Nacar, R., & Ozdemir, K. (2022). *From Commerce to E-Commerce and Social Commerce: How Global? How Local?*. 95–109 in Industry 4.0 and Global Businesses. edited by E. Yakut. Emerald Publishing Limited.
- Nawatmi, S. (2010). Business Ethics in Islamic Perspective. *Iqtishodiyah: Journal of Islamic Economics and Business*, 9(1), 50–59.
- Purwanti, N., & Purjawati, A. (2021). Application of islamic business ethics in e-commerce transactions. *Al-Mujaddid*, 3(1), 62–77.



- 
- Ratnasingam, P. (2003). *Rust and business-to-business e-commerce communications and performance*. 359–434 in Evaluating Marketing Actions and Outcomes, 12, Advances in Business Marketing and Purchasing, edited by AG Woodside. Emerald Group Publishing Limited.
- Rehatalanit, YL. (2021). "The role of e-commerce in business development. *Journal of Industrial Technology*, 5(0):62–69.
- Renada, R. (2021). *Understanding business ethics, objectives and examples*. Great Day HR. Retrieved June 24, 2022 (<https://greatdayhr.com/id-id/blog/pengertian-etika-bisnis/>).
- Rendtorff, J. D. (2019). Sustainability and business ethics in a global society. in *Philosophy of Management and Sustainability: Rethinking Business Ethics and Social Responsibility in Sustainable Development*. Emerald Publishing Limited, 19–28.
- Sahetapy, W. L. (2017). Business ethics in e-commerce. *Tambun Bungai Journal of Law*, 2(2), 1-5.
- Salma. (2021). *Literature study: Definition, characteristics, and data collection techniques*. Depublish. Retrieved June 24, 2022 (<https://penerbitdeepublish.com/studi-literatur/>).
- Sihotang, L., & Farquharson, J. S. (2022). *Application of business ethics in the development of e-commerce*. Serambiriau.Com. Retrieved June 21, 2022 (<http://serambiriau.com/news/detail/4465/Opini/pekanbaru/penerapan-etika-bisnis-dalam-perkembangan-e-commerce>).
- Siwiyanti, L. (2017). Early childhood moral development in shaping entrepreneurial ethics. *INDRIA Journal (Scientific Journal of Preschool And Early School Education)*, 1(1), 22–31. doi:10.24269/jin.v1n1.2016.pp22-31.
- Supriyanto. (2012). Business plan as the first step to start a business. *Journal of Economics and Education*, 6(1), 73–83. Doi:10.21831/jep.v6i1.590.
- Surajiyo. (2016). Principle-principles of business ethics in a philosophical perspective. *Indocompac National Seminar*, 573–92.
- Tampanguma, K. S., Kalangi, A. F., Johnny, & J. Rogahang, J. (2020). Business Collaboration on Captikus Management Revenue in Lalumpe Village. *Productivity*, 1(4), 322–27.
- Wibisono, A. (2019). *Understanding qualitative research methods*. Djkn.Kemenkeu.Go.Id. Retrieved June 24, 2022 (<https://www.djkn.kemenkeu.go.id/article/baca/12773/Memahami-Metode-Penelitian-Kualitatif.html>).
- Wong, ., Yen, D. C., & Fang, X. (2004). E-commerce Development in China and Its Implications for Business. *Asia Pacific Journal of Marketing and Logistics*, 16(3), 68–83. doi: 10.1108/13555850410765230.
- Wulandari, D. N., Santoso, B., & Athar, H. S. (2017). E-commerce business ethics based on Maqashid Syariah on Bukalapak.Com Marketplace. *Jmm Unram - Master of Management Journal*, 6(1), 125-130. doi:10.29303/jmm.v6i1.21.