

# Role of Ethics in Modern Business

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**Abstract:** *The paper aims at exploring ethics as one of the cardinal aspects of the current business world and how ethical issues could either contribute to the success of an organization as well as shaping stakeholder's confidence. While organizations are being challenged to become more accountable this research meets the emerging call for deeper understanding of ethics in a rapidly evolving global economy. With reference to secondary research data collected from online databases and reference journals, it is established that sound business ethics yields high returns on a firm's reputation, high client retention, and high employee satisfaction, which are main success indicators to business. But in the same studies, organizations were found to struggle in maintaining ethical practices all the time, especially in cut-throat markets. Finally, this paper is left with the proposition that while it is correct to think of ethics as being a moral concern, it is also important to consider how ethics can be a part of business strategy and the fact that such inclusion is very relevant in today's business world as a way of achieving sustainable growth and as far as business competition is concerned a way of sustaining competitiveness.*

**Keywords:** Business Ethics, Corporate Social Responsibility (CSR), Stakeholder Trust, Sustainable Business Practices, Ethical Leadership, Corporate Governance