

**READINGS IN STRATEGIC  
MANAGEMENT AND BUSINESS  
ETHICS FROM ISLAMIC  
PERSPECTIVES**

*Edited by*  
**Suhaimi Mhd. Sarif**



**IIUM Press**

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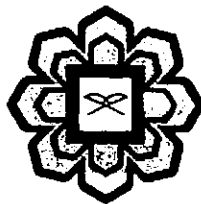
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# CHAPTER 7

## ECOSYSTEM OF BUSINESS ETHICS

Suhaimi Mhd Sarif  
Muhammad Akmal Zainal  
Badrul Syahmi Badrul Hisham

### **ABSTRACT**

*This chapter explores the possible purpose of understanding the ecosystem in business ethics. Many don't really understand the meaning of ecosystem itself and what is the relevance of studying the ecosystem in business ethics. The study uses content analysis on the literature on ecosystem and business ethics to propose framework for ecosystem in business ethics to be applied in the business environment. The outcomes demonstrate that ecosystem in business ethics is likely to be applied in the business organization provided that the practitioners are given exposure, training and education. However, the results of the study cannot be generalized due to the conceptual based analysis. The future study should use robust and comprehensive statistical tool to get required results.*

### **INTRODUCTION**

A deeper understanding about business ethics is required in order to find out the relevance and significance of studying this topic for our use in the daily life. As the business world now become more challenging, we need a true comprehension about this topic.

By using this literature review we will try to analyze, understand, and give opinion from different perspectives from our findings. The outcome might make the readers aware about their business environment as well they could use the concept in their daily life.

### **LITERATURE REVIEW**

Based on our research that we have taken, we have giving out some outline of subtopics to be discuss. We will start by stating the definition of ecosystem from dictionaries and internet review. Then we will discuss the meaning of business ethics. After that, we will relate the ecosystem and business ethics into one meaning. We will provide 5 subtopics after we have given the definition of ecosystem of business ethics.

#### **Ecosystem**

From the US Army Corps of Engineer in supporting policy information for ecosystem restoration, ecosystem is defined as “a biotic community together with its physical environment, considered as an integrated unit. Implied within this definition is the concept of a structural and functional whole unified through life processes.” Just like an organization, ecosystem also has its own hierarchic and “can be viewed as nested sets of open systems in which physical, chemical, and biological processes form interactive subsystems.” From the smallest ecosystem which is microscopic to the largest ecosystem, biosphere.

The US Army Corp of Engineer gives a brief idea about ecosystem, “That environment is formed from a combination of interactive non-living and living elements. The non-living elements include: energy, water, air, substrate, and chemical constituents such as nutrients.