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# Islamic Principles of Honesty In Business and Trade: A Study In the Light of The Qur'an and Sunnah

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**Abstract**

Honesty is one of the fundamental moral values emphasized in Islam and has an important place in commercial and economic activities. Islam does not regard business merely as a means of earning wealth; rather, it provides ethical principles to ensure justice, trust, fairness, and mutual benefit in commercial dealings. This study examines the Islamic principles of honesty in business and trade in the light of the Qur'an and Sunnah. The study focuses on the Islamic concept of truthfulness and trustworthiness and examines their importance in commercial transactions. The study adopts a qualitative and descriptive-analytical research approach based on library and documentary sources. The Qur'an, Hadith, and relevant Islamic literature are used as the primary sources for examining Islamic teachings concerning honest business practices. The study particularly discusses truthfulness, trustworthiness, fair measurement and weighing, disclosure of defects, mutual consent, and the prohibition of fraud, deception, false oaths, and unjust consumption of wealth. The study also considers the relevance of these principles to contemporary business practices. Modern commercial activities, including advertising, consumer dealings, product disclosure, and online business, require honesty and transparency to establish trust between buyers and sellers. The study argues that Islamic business ethics provide a comprehensive moral framework that can contribute to fair and responsible commercial practices. The study concludes that honesty is not only a


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desirable personal quality in Islam but also an essential principle of ethical business conduct. Adherence to Islamic teachings concerning honesty, justice, and trustworthiness can strengthen confidence between business parties and contribute to a more ethical and socially responsible commercial environment.

**Keywords:** Islam, Honesty, Business Ethics, Trade, Qur'an, Sunnah, Truthfulness, Trustworthiness

## Introduction

### Background of the Study

Honesty in business is the cornerstone of trust, integrity, and sustainable success. It forms the basis for transparent transactions, reliable relationships, and a positive reputation. Honest dealings with customers, partners, and employees create an environment where people feel safe, valued, and motivated. By actively promoting and fostering a culture of honesty, organizations can strengthen their ethical foundations and create an environment where employees are more likely to make choices aligned with the values and principles of the organization Meyer and Li (2025). Honesty is one of the fundamental moral values emphasized in Islam. Islam provides guidance not only about worship and spiritual matters but also about social, economic, and commercial activities. Business and trade are important parts of human life because people depend on buying, selling, employment, production, and exchange of goods and services to meet their needs. For this reason, Islam establishes ethical principles that guide Muslims in their economic and commercial dealings. The Islamic approach to business is based on the principles of justice, truthfulness, trustworthiness, fairness, and mutual benefit. Wealth may be earned through lawful business activities, but the method of earning is also important. Islam does not permit a person to obtain wealth through fraud, deception, dishonesty, exploitation, or violation of the rights of others. Commercial transactions should therefore be conducted with honesty and fairness. The Qur'an provides important guidance regarding economic and commercial behavior. Muslims are instructed to consume one another's wealth through lawful means and not through unjust methods. Allah Almighty states:


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"O you who believe! Do not consume one another's wealth unjustly, but only through trade by mutual consent."

**(Qur'an 4:29)**

This verse establishes an important principle for business dealings: wealth should be exchanged through lawful transactions based on mutual consent rather than through exploitation or deception. The Qur'an also strongly condemns dishonest measurement and weighing. In Surah Al-Mutaffifin, Allah warns those who give less than what is due when measuring or weighing. Similarly, Prophet Shu'ayb (AS) advised his people to give full measure and weight and not to deprive people of their rights. These teachings demonstrate that honesty in trade is not merely a social preference but an important moral responsibility. The Sunnah of the Prophet Muhammad ﷺ also provides significant guidance concerning business ethics. The Prophet ﷺ emphasized truthfulness, trustworthiness, transparency, and fair treatment between buyers and sellers. He also warned against deception in commercial transactions. The famous Prophetic teaching, **"**Whoever deceives us is not one of us**,"** highlights the seriousness of fraudulent and deceptive behavior in business.

The Prophet Muhammad ﷺ himself was known for his honesty and trustworthiness even before his prophethood. His reputation as **Al-Sadiq** (the truthful) and **Al-Amin** (the trustworthy) demonstrates the importance of these qualities in Islamic character. His example provides Muslims with a practical model for ethical conduct in personal as well as commercial relationships. Honesty is particularly important because business relationships depend heavily on trust. A buyer needs accurate information about a product, while a seller expects fair payment from the buyer. When honesty is absent, commercial relationships can become difficult and may result in disputes, financial losses, and social mistrust. On the other hand, truthful and transparent business practices can strengthen relationships and contribute to a stable commercial environment.


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In the contemporary world, business activities have become more complex. Modern trade includes supermarkets, multinational companies, online shopping, digital marketing, social-media advertising, electronic payments, and international transactions. These developments have created new opportunities but have also introduced new forms of dishonesty, such as misleading advertisements, hiding product defects, false claims, fake reviews, manipulation of information, and online fraud. Therefore, the Islamic principles of honesty remain relevant to contemporary business practices. The Qur'an and Sunnah provide a moral framework through which commercial activities can be evaluated. Studying these principles can help explain how Islamic teachings promote ethical business behavior and protect the rights of buyers, sellers, and society.

**Statement of the Problem**

Business and trade are essential for economic development and human welfare. However, commercial activities can create ethical problems when individuals prioritize financial gain over honesty, justice, and the rights of others. Fraud, deception, false advertising, inaccurate measurement, concealment of product defects, and other dishonest practices can damage trust between buyers and sellers. Islam provides detailed moral guidance for commercial dealings and emphasizes truthfulness, trustworthiness, justice, and fairness. Despite these teachings, dishonest practices can still be observed in different forms of contemporary business. The development of online commerce and digital marketing has also created new challenges concerning transparency and truthful representation of products and services. The problem addressed by this study is therefore the need to understand the Islamic concept of honesty in business and trade and to examine how the principles derived from the Qur'an and Sunnah can provide guidance for ethical commercial behavior in contemporary society.

**Objectives of the Study**

The main objective of this study is to examine the Islamic principles of honesty in business and trade in the light of the Qur'an and Sunnah.


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The specific objectives are:

1. To examine the concept of honesty and truthfulness in Islamic teachings.
2. To explore the importance of trustworthiness in business and commercial dealings.
3. To identify the major Islamic principles governing honest and fair trade.
4. To examine Islamic teachings regarding fraud, deception, false measurement, and concealment of product defects.
5. To study the guidance of the Prophet Muhammad ﷺ concerning ethical business practices.
6. To examine the relevance of Islamic principles of honesty to contemporary business and trade.
7. To suggest ways in which Islamic ethical principles can contribute to fair and responsible commercial practices.

**Research Questions**

This study seeks to answer the following questions:

1. What is the concept of honesty and truthfulness in Islam?
2. What importance does Islam give to honesty and trustworthiness in business and trade?
3. What are the major principles of honest and fair trade according to the Qur'an and Sunnah?
4. What forms of fraud and deception are prohibited in Islamic commercial dealings?
5. What guidance did the Prophet Muhammad ﷺ provide regarding ethical business practices?
6. How are Islamic principles of honesty relevant to contemporary business and trade?
7. How can Islamic business ethics contribute to fair and responsible commercial practices?

**Significance of the Study**

This study is significant because it examines business ethics from the perspective of Islamic teachings. Business is not simply an economic activity; it also involves moral responsibilities toward other people. The study highlights that earning wealth through lawful means should be accompanied by honesty, fairness, and respect for the rights of others. The study may be useful for students of Islamic Studies because it provides a focused understanding of Islamic teachings concerning commercial ethics. It may also help students understand how Qur'anic principles and Prophetic guidance can be applied to practical issues in everyday life. The study can also be useful for business students,


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entrepreneurs, traders, and professionals. Understanding Islamic principles such as truthfulness, trustworthiness, transparency, and justice can help businesspersons develop ethical relationships with customers, employees, suppliers, and other stakeholders. For consumers**,** the study highlights their rights in commercial transactions and explains why sellers should provide accurate information about products and services. The study is also relevant to contemporary society because modern commerce has introduced new challenges, particularly in online shopping, digital marketing, and electronic business. Islamic principles of honesty can provide a useful ethical framework for dealing with these challenges. Finally, this study may provide a foundation for future researchers interested in Islamic business ethics, Islamic economics, consumer rights, commercial morality, and the application of Islamic teachings to contemporary economic activities.

**Scope of the Study**

The scope of this study is limited to the examination of honesty in business and trade from the perspective of the Qur'an and Sunnah. The study focuses primarily on Islamic ethical principles relevant to commercial transactions.

The study covers concepts such as:

- Honesty and truthfulness
- Trustworthiness
- Justice and fairness
- Mutual consent
- Accurate measurement and weighing
- Disclosure of product defects
- Prohibition of fraud and deception
- Prohibition of false oaths
- Lawful earning and consumption of wealth
- Ethical relationships between buyers and sellers

The study also discusses the relevance of these principles to selected contemporary business practices, including advertising, product disclosure, consumer dealings, and online business.


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The research is primarily library-based and documentary. It does not attempt to conduct a large-scale empirical investigation of traders, consumers, companies, or markets. Therefore, the conclusions are based mainly on Islamic primary sources and relevant academic literature rather than on statistical data collected through questionnaires or interviews.

**Research Methodology**

This study adopts a qualitative, descriptive, and analytical research methodology. Since the research focuses on Islamic teachings concerning honesty in business and trade, it is primarily based on library and documentary research.

**Nature of the Study**

The study is qualitative in nature. It examines Islamic teachings, concepts, principles, and ethical guidance rather than relying on numerical measurement or statistical analysis.

**Sources of Data**

The major sources of information include:

**Primary Sources:**

- The Holy Qur'an
- Hadith and Sunnah of the Prophet Muhammad ﷺ

**Secondary Sources:**

- Books on Islamic Studies
- Books on Islamic economics and business ethics
- Scholarly articles and research papers
- Relevant academic publications
- Reliable educational and research resources

**Research Approach**

A descriptive-analytical approach is used. First, relevant Qur'anic verses and Prophetic teachings concerning honesty and commercial dealings are identified and described. These teachings are then analyzed to understand the principles underlying ethical business behavior. The study also relates these Islamic principles to selected contemporary commercial practices. The purpose is not to claim that every modern


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business problem is directly discussed in classical Islamic sources, but to examine how established Islamic ethical principles may provide guidance for contemporary situations.

**Method of Analysis**

The collected material is organized according to major themes, including truthfulness, trustworthiness, justice, fair measurement, disclosure of defects, mutual consent, fraud, and deception. The relevant Islamic teachings are then discussed and their ethical significance for business and trade is examined. The study does not involve human participants, questionnaires, interviews, or statistical testing. It is therefore designed as a documentary study based on available literature and Islamic sources.

**Concept of Honesty In Islam**

**Meaning of Honesty**

Honesty is a fundamental moral quality that refers to speaking the truth, fulfilling responsibilities, dealing fairly with others, and avoiding deception. In Islamic teachings, honesty is not limited to truthful speech. It also includes sincerity in actions, fulfilling promises, protecting entrusted responsibilities, and respecting the rights of other people.

The Islamic concept of honesty is closely connected with the broader principles of morality and righteousness. A Muslim is expected to maintain honesty in personal relationships as well as in social and economic activities. Therefore, honesty has an important role in family life, education, employment, business, trade, and other areas of human interaction.

In business and trade, honesty means that a person should provide correct information about goods and services, avoid concealing important defects, fulfill agreements, use accurate weights and measures, and refrain from taking the wealth of others through unlawful means. A trader who is honest does not mislead customers merely to obtain greater profit.

Honesty also creates confidence between people. When individuals know that others are truthful and trustworthy, relationships become stronger and disputes can be reduced. In


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commercial activities, this trust is particularly important because buyers and sellers often depend on information provided by one another.

From an Islamic perspective, honesty is therefore both a personal virtue and a social responsibility. It contributes to justice, trust, and peaceful relationships and supports an ethical environment in which people can conduct their affairs fairly.

**Ṣidq (Truthfulness)**

The Arabic term **Ṣidq (صدق)** generally refers to truthfulness, sincerity, and being truthful in one's words and actions. Truthfulness is one of the important qualities encouraged by Islam. A truthful person attempts to ensure that his or her statements correspond with reality and does not intentionally mislead others.

The importance of Ṣidq can be understood from the Qur'anic command:

"O you who believe! Fear Allah and be with those who are truthful."

**(Qur'an 9:119)**

This verse demonstrates that truthfulness is closely associated with righteousness and consciousness of Allah. Muslims are encouraged not only to avoid lying but also to develop relationships with people who demonstrate truthful and upright character.

Truthfulness has particular importance in business and trade. A seller should accurately describe the quality, quantity, condition, and characteristics of a product. If a product has a significant defect, hiding that defect from the buyer contradicts the principle of truthful dealing.Similarly, a buyer should also fulfill his or her commitments. Truthfulness is therefore not a principle that applies only to sellers. Both parties involved in a transaction have a responsibility to act honestly.

Ṣidq also involves consistency between words and actions. A person who makes promises but intentionally fails to fulfill them may damage the trust of others. For this reason, truthfulness should be reflected in communication, agreements, promises, and practical conduct. In Islamic ethics, Ṣidq is consequently an important foundation for


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trustworthy human relationships. In commercial dealings, it helps establish confidence and reduces the possibility of disputes, exploitation, and deception.

**Amānah (Trustworthiness)**

**Amānah (أمانة)** refers to trustworthiness, responsibility, and faithfully fulfilling something that has been entrusted to a person. The concept has a broad meaning in Islam. It includes protecting the rights and property of others, fulfilling responsibilities, keeping entrusted matters safe, and honoring legitimate commitments.

Allah Almighty commands:

"Indeed, Allah commands you to render trusts to whom they are due..."

**(Qur'an 4:58)**

This teaching establishes the importance of fulfilling trusts and responsibilities. A person who receives something belonging to another person has a moral responsibility to protect it and return it properly. Amānah is particularly important in commercial relationships. A businessperson may be entrusted with money, goods, customer information, business property, or professional responsibilities. Such trust should not be violated for personal benefit.For example, an employee who handles company funds has a responsibility to use them honestly. A trader who receives goods on behalf of another person should protect those goods.

Similarly, a seller should provide the product that was actually agreed upon rather than deliberately replacing it with an inferior product. Amānah is also closely connected with transparency and accountability. A trustworthy businessperson does not exploit the ignorance or weakness of another person. Instead, he or she respects the rights of all parties involved in a transaction. Therefore, Ṣidq and Amānah complement each other. Ṣidq emphasizes truthfulness, while Amānah emphasizes responsible and trustworthy conduct. Together, they form an important ethical foundation for Islamic business and trade.


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**Importance of Honesty in Islam**

Honesty occupies a significant position in Islamic moral teachings. Islam encourages Muslims to develop good character and to maintain justice and fairness in their dealings with other people. Honesty is important because it affects both an individual's moral character and the quality of relationships within society. First, honesty strengthens a person's relationship with Allah. Truthful conduct reflects obedience to Islamic moral teachings and demonstrates awareness that human actions are accountable before Allah. Second, honesty creates trust among people. A person who consistently speaks truthfully and fulfills responsibilities develops a good reputation. In business, reputation is particularly important because customers are more likely to deal with a person or organization they consider reliable.

Third, honesty supports justice and fairness. Dishonest behavior often involves taking an unfair advantage of another person. For example, deliberately giving less quantity than promised or hiding an important defect may cause financial loss to the buyer. Honest conduct helps protect people from such unfair treatment.Fourth, honesty contributes to **social stability**. When people can trust one another, commercial and social relationships become easier to maintain. Conversely, widespread dishonesty can create suspicion, conflict, and mistrust.

Fifth, honesty is important for ethical business development. Businesses depend on relationships with customers, employees, suppliers, and other stakeholders. Truthful communication and responsible conduct can strengthen these relationships over time. Islam therefore presents honesty not simply as a desirable personal characteristic but as an important principle of social and economic life. It should be reflected in speech, agreements, transactions, and the performance of responsibilities.

**Qur'anic Teachings on Honesty**

The Qur'an contains numerous teachings concerning truthfulness, justice, fair dealing, and the protection of people's rights. These teachings provide an important foundation for Islamic business ethics.


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**Truthfulness**

Allah commands believers to remain with truthful people:

"O you who believe! Fear Allah and be with those who are truthful."

**(Qur'an 9:119)**

This verse establishes truthfulness as an important characteristic of believers. In commercial life, this principle requires individuals to communicate honestly and avoid deliberately misleading others.

**Lawful Commercial Transactions**

The Qur'an states:

"Do not consume one another's wealth unjustly, but only through trade by mutual consent."

**(Qur'an 4:29)**

This verse provides a fundamental principle for commercial transactions. Wealth should not be obtained through unjust methods. Legitimate trade should be based on lawful exchange and mutual consent.This principle is especially relevant to dishonest business practices in which one party attempts to obtain another person's wealth through deception or manipulation.

**Fair Measurement and Weighing**

The Qur'an strongly emphasizes fairness in weights and measures. Allah says:

"Give full measure and do not be among those who cause loss."

**(Qur'an 26:181)**

The following verses also instruct people to weigh with a correct balance and not deprive others of their property (Qur'an 26:182–183).Similarly, Surah Al-Mutaffifin condemns those who demand full measure from others but give less when measuring or weighing for them (Qur'an 83:1–3).These teachings demonstrate that honesty in trade includes accuracy in the quantity and quality of goods exchanged.


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**Fulfillment of Trusts**

The Qur'an states:

"Indeed, Allah commands you to render trusts to whom they are due..."

**(Qur'an 4:58)**

The principle of fulfilling trusts is relevant to business because commercial relationships involve many forms of responsibility. Employees, employers, sellers, buyers, partners, and agents may all have obligations that should be fulfilled honestly.

**Justice in Dealings**

Islamic teachings also emphasize justice. Allah commands believers to stand firmly for justice and not allow personal interests to lead them away from fairness. Justice in commercial dealings requires people to respect the rights of others and avoid exploitation.

Thus, the Qur'anic approach to honesty is comprehensive. It includes truthful communication, lawful earning, and fulfillment of trusts, accurate measurement, justice, and protection of other people's rights.

**Prophetic Teachings on Truthfulness**

The life and teachings of Prophet Muhammad ﷺ provide practical examples of honesty and ethical conduct. Before his prophethood, he was known among his people for his truthful and trustworthy character. His example demonstrates that honesty should be maintained in all areas of life, including commercial activities.

The Prophet ﷺ strongly warned against deception. A well-known narration in Sahih Muslim reports that when the Prophet ﷺ observed dishonest conduct involving food, he instructed that the hidden wet portion should have been placed where buyers could see it and stated:

"Whoever deceives us is not one of us."

This teaching establishes an important principle of commercial transparency. A seller should not deliberately hide information that could affect the buyer's decision. Another


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important Prophetic teaching concerns the relationship between truthfulness and the blessing of a transaction. The Prophet ﷺ taught that when a buyer and seller are truthful and clearly disclose relevant information, their transaction is blessed; when they lie or conceal information, the blessing of their transaction is diminished. This teaching demonstrates that honesty is not merely a legal requirement but also a moral and spiritual principle.

The Prophet ﷺ also encouraged truthful speech generally. Truthfulness develops good character and strengthens trust between individuals. In contrast, habitual lying can damage relationships and lead to other unethical behaviors. The Prophet's example is particularly important for businesspersons because he demonstrated that commercial success should not be separated from moral conduct. A Muslim trader is expected to seek lawful earnings while maintaining honesty, fairness, and trustworthiness.

**Honesty as a Character of the Believer**

Prophetic teachings connect good character with faith and righteousness. Truthfulness is therefore not merely a technique for gaining customers. It is part of the moral character that a Muslim should develop. A businessperson who tells the truth even when dishonesty could produce greater short-term profit demonstrates commitment to Islamic ethical principles. Such conduct can create long-term trust and strengthen relationships with customers and business partners.

**Disclosure and Transparency**

The Prophetic guidance regarding buying and selling also emphasizes transparency. If a product has a defect that is relevant to the transaction, concealing it is inconsistent with honest dealing. Buyers should be able to make decisions based on accurate information. This principle has direct relevance to contemporary markets. Product descriptions, advertisements, online listings, and customer communication should provide information accurately rather than deliberately creating false impressions.


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**Relevance to Contemporary Business**

The Prophetic teachings on truthfulness remain relevant in modern commercial environments. Whether a transaction takes place in a traditional market or through an online platform, the fundamental ethical responsibility remains the same: parties should communicate honestly and should not deliberately deceive one another.

Therefore, the Qur'an and Sunnah together establish a comprehensive foundation for honesty in business and trade. **Ṣidq** encourages truthful communication, while **Amānah** requires responsible and trustworthy conduct. When these principles are applied together with justice and fairness, they provide a strong ethical framework for commercial dealings.

**Islamic Principles of Honesty In Business and Trade**

Islam provides a comprehensive ethical framework for business and trade. Commercial activity is permitted in Islam when it is conducted through lawful means and without violating the rights of others. The Qur'an and Sunnah emphasize truthfulness, trustworthiness, justice, transparency, and mutual consent in commercial dealings. At the same time, practices such as fraud, deception, dishonest measurement, and misleading customers are strongly discouraged or prohibited. This section discusses the major Islamic principles that should guide business and trade. These principles are not limited to traditional marketplaces; they can also provide ethical guidance for contemporary commercial activities.

**Truthfulness in Commercial Dealings**

Truthfulness is one of the most important principles of Islamic business ethics. A Muslim engaged in business is expected to provide accurate information and communicate honestly with customers and business partners. A seller should not make false claims about the quality, quantity, origin, price, or condition of a product simply to increase sales.


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The Qur'an repeatedly encourages believers to speak truthfully and to avoid falsehood. Allah says:

"O you who believe! Fear Allah and speak words that are appropriate." **(Qur'an 33:70)**

Truthfulness in business means that a trader should represent a product according to its actual condition. For example, an ordinary product should not be presented as a high-quality product through false claims. Similarly, a seller should not promise a particular service or quality if he or she knows that the promise cannot be fulfilled.

The Prophet Muhammad ﷺ also emphasized honesty in buying and selling. In the well-known hadith concerning a buyer and seller, the Prophet ﷺ taught that if both parties are truthful and clearly explain relevant information, their transaction receives blessing, whereas lying and concealment remove the blessing from the transaction.

Therefore, truthfulness is important not only because it protects customers but also because it establishes trust between the parties involved in a commercial transaction.

**Trustworthiness**

Trustworthiness, or **Amānah**, is another essential principle of Islamic commercial ethics. Business relationships frequently involve responsibilities concerning money, goods, information, agreements, and property. A person who accepts such responsibilities should fulfill them honestly.

Allah Almighty commands:

"Indeed, Allah commands you to render trusts to whom they are due..." **(Qur'an 4:58)**

In business, trustworthiness can take many forms. A seller should deliver the goods that were agreed upon. A buyer should make the agreed payment. An employee should perform assigned responsibilities honestly. A business partner should not secretly misuse partnership resources for personal benefit. Trustworthiness also requires protecting the interests of customers and business partners. A person should not take advantage of


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another person's lack of knowledge or inability to verify information.For example, if a trader knows that a product has a significant defect, deliberately hiding that information violates the spirit of Amānah. Similarly, using money entrusted for a specific purpose for personal benefit is inconsistent with Islamic trustworthiness. Thus, Amānah establishes a relationship of responsibility and accountability in business. It encourages businesspersons to understand that their commercial responsibilities are also moral responsibilities.

**Fair Measurement and Weights**

Fair measurement and accurate weighing are important requirements in Islamic commercial ethics. A seller should provide the quantity promised to the customer and should not deliberately reduce the amount while demanding full payment.

The Qur'an strongly condemns dishonest measurement. Allah says:

"Give full measure and do not be among those who cause loss."

**(Qur'an 26:181)**

The Qur'an also warns those who give less when measuring or weighing for others while demanding full measurement for themselves (Qur'an 83:1–3).These teachings demonstrate that honesty in business includes accuracy in quantity. A trader who uses incorrect scales, deliberately reduces the weight of a product, or provides less quantity than promised violates the principle of fair dealing.

Fair measurement is also relevant to contemporary commerce. Although modern businesses may use digital scales, packaging systems, electronic billing, and standardized measurements, the underlying ethical principle remains the same: customers should receive what they have paid for. Honest measurement protects consumers and contributes to confidence in the marketplace. It also demonstrates that Islamic business ethics are concerned not only with major financial transactions but also with everyday commercial practices.


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**Disclosure of Defects**

One of the important requirements of honest trade is the disclosure of relevant defects in goods or services. A seller who knows that a product has a significant defect should not deliberately hide that information from a potential buyer.The Prophetic teachings strongly emphasize transparency in commercial transactions. In a well-known narration, the Prophet Muhammad ﷺ condemned deceptive conduct when a seller attempted to hide the defective or wet portion of food beneath the visible portion. The Prophet ﷺ made it clear that such conduct was inconsistent with honest dealing.

This principle establishes an important ethical rule: the buyer should receive sufficient information to make an informed decision.For example, if a seller knows that a vehicle has a serious mechanical problem, selling it without informing the buyer would be inconsistent with honest commercial conduct. Similarly, a business should not deliberately conceal important limitations or defects in a product or service.

Disclosure of defects is especially relevant to modern consumer markets. Customers often depends on information provided by sellers because they may not have the technical knowledge needed to identify every problem themselves. Honest disclosure therefore protects consumers and strengthens trust between buyers and sellers. It also reflects the Islamic principle that commercial profit should not be obtained by intentionally causing unfair harm to another person.

**Prohibition of Fraud and Deception**

Islam strongly discourages and prohibits fraudulent and deceptive practices. Fraud involves deliberately using false information, concealment, manipulation, or other dishonest methods to obtain an unfair advantage.

The Prophet Muhammad ﷺ said:

“Whoever deceives us is not one of us.”

This Prophetic teaching establishes a strong moral warning against deception. A Muslim businessperson should not intentionally mislead customers or business partners for personal financial gain.


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Fraud may take different forms, including:

- Misrepresenting the quality of a product
- Providing false information about a product or service
- Hiding important defects
- Using inaccurate weights or measurements
- Making false claims in advertisements
- Selling counterfeit goods while presenting them as genuine
- Manipulating information to mislead customers
- Failing to fulfill agreed commercial obligations

The Qur'an also prohibits unjust consumption of wealth. Allah says:

"Do not consume one another's wealth unjustly..."

**(Qur'an 2:188)**

This principle demonstrates that wealth should not be obtained by violating the rights of others. Fraud does not only cause financial loss. It can also damage social trust and the reputation of businesses. When customers repeatedly experience deception, they may lose confidence in the marketplace. Islamic business ethics therefore require commercial success to be achieved through lawful and honest means rather than through manipulation and deception.

**Prohibition of False Oaths**

Islam also warns against using false oaths to promote or sell goods. A seller may sometimes attempt to convince a customer by falsely swearing that a product is of a particular quality or that a particular statement about the product is true.Such behavior contradicts the principles of honesty and sincerity. The use of Allah's name to support a false commercial claim is particularly serious because it combines dishonesty with misuse of a sacred concept.

The Prophet Muhammad ﷺ warned about false oaths in commercial dealings. A false oath may sometimes persuade a customer to purchase a product, but it cannot make an unlawful or dishonest transaction morally acceptable. For example, a seller who falsely swears that a product is original, defect-free, or purchased at a particular price merely to convince a customer is acting dishonestly.


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The Islamic approach encourages businesspersons to rely on truthful information rather than manipulation. A product should be sold because its actual qualities and benefits justify the transaction, not because a seller uses false religious or personal assurances. Therefore, avoiding false oaths is an important part of ethical commercial conduct.

**Mutual Consent in Transactions**

Mutual consent is an important principle governing legitimate commercial transactions in Islam. A transaction should be based on the genuine agreement of the parties involved rather than coercion, manipulation, or deception.

Allah Almighty states:

"Do not consume one another's wealth unjustly, but only through trade by mutual consent."

**(Qur'an 4:29)**

This verse establishes the principle that commercial exchange should occur through lawful trade and mutual agreement. Mutual consent means that the buyer and seller understand the basic nature of the transaction and willingly agree to it. A person's agreement should not be obtained through force, deliberate deception, or concealment of important information. For example, if a customer purchases a product after being given deliberately false information, the apparent agreement may not represent fully informed consent. Similarly, forcing a person to enter a commercial transaction is inconsistent with the ethical principles of Islamic trade. Mutual consent also encourages transparency. The parties should have sufficient information about the transaction to make a reasonable decision. This principle remains highly relevant in contemporary commerce. Whether the transaction occurs in a traditional market, shopping mall, or online platform, customers should be given accurate information about price, product characteristics, terms, and relevant conditions.


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**Justice and Fairness in Trade**

Justice (ʿ**Adl**) and fairness are central principles of Islamic morality. In commercial activities, justice requires individuals to respect the rights of others and avoid taking unfair advantage of their position.

The Qur'an commands believers to uphold justice. Allah says:

"Indeed, Allah commands justice, excellence, and giving to relatives..."

**(Qur'an 16:90)**

Justice in business means that both parties should be treated fairly. Sellers should not exploit customers, and customers should not intentionally violate the rights of sellers. Employers, employees, suppliers, and business partners also have corresponding rights and responsibilities.

**Fairness can be demonstrated through:**

- Honest pricing
- Accurate measurement
- Proper fulfillment of contracts
- Timely payment
- Truthful advertising
- Fair treatment of customers
- Respect for employees and business partners
- Avoidance of exploitation
- Protection of property and contractual rights

Justice does not necessarily mean that every product must be sold at the same price. Rather, it means that commercial dealings should be free from unlawful exploitation, deception, and deliberate injustice. Fairness is particularly important when there is an imbalance of information or power. A businessperson should not use another person's lack of knowledge to obtain an unfair benefit. In contemporary business, justice can also be connected with consumer protection, transparent contractual terms, fair employment practices, and responsible marketing. Islamic principles therefore provide a broad ethical framework that can guide different forms of commercial activity.


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**Relevance to Contemporary Business Practices**

**Honesty and Consumer Rights**

Honesty is one of the most important principles of Islamic business ethics. Islam requires businesspeople to deal with customers truthfully, fairly, and respectfully. A seller must provide accurate information about the quality, quantity, price, and characteristics of a product or service.

Islam also recognizes the rights of consumers. Customers have the right to know what they are purchasing and to receive a product that corresponds to the description given by the seller. A trader should not take advantage of a customer's lack of knowledge or hide important information about a product.

The Prophet Muhammad ﷺ strongly condemned deception in business. He said:

**"Whoever deceives us is not one of us."**

This teaching demonstrates that honesty is essential for developing trust between businesses and consumers. In contemporary business, respecting consumer rights, providing accurate information, dealing with complaints fairly, and avoiding exploitation are important applications of Islamic business ethics.

**Misleading Advertising**

Advertising is an essential part of modern business. Companies use advertisements to inform customers about their products and services. Islam does not prohibit advertising, but advertisements must be truthful and should not contain deception, false claims, or misleading information.

Misleading advertising may include claiming that a product is completely pure when it is not, presenting a fake discount, exaggerating the benefits of a product, or claiming features that the product does not actually possess.

From an Islamic perspective, advertisements should be based on truthfulness, transparency, and honesty. Businesses should present the real qualities and benefits of their products rather than misleading customers merely to increase sales.


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Ethical advertising can increase consumer confidence and contribute to long-term relationships between businesses and their customers.

**Product Quality and Disclosure**

Islam gives great importance to the quality of products and services. A seller has an ethical responsibility to provide a product that meets the promised standard. If a product has a significant defect, the seller should disclose that defect to the customer.

For example, if a mobile phone has a technical problem, clothing has a major defect, food is close to its expiry date, or a vehicle has an important mechanical problem, the seller should inform the customer before completing the transaction.

Islamic business ethics require sellers to:

- Clearly describe the quality of their products.
- Disclose known defects.
- Avoid reducing the weight or quantity of products.
- Provide accurate expiry-date information.
- Avoid selling counterfeit or substandard products.
- Ensure that the product delivered matches the product advertised.

These practices protect consumers and help establish trust and fairness in the marketplace.

**Online and Digital Business**

Modern technology has transformed the way business is conducted. Today, people can purchase products and services through websites, social media, mobile applications, and e-commerce platforms.

The principles of Islamic business ethics also apply to online and digital businesses. In fact, honesty is particularly important in online transactions because customers often cannot physically examine a product before purchasing it.

An Islamic approach to online business requires sellers to:

- Provide genuine pictures and accurate descriptions of products.
- Clearly state prices and additional charges.
- Avoid fake customer reviews and ratings.
- Provide accurate information about delivery.


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- Protect customers' financial and personal information.
- Provide a fair procedure for returns, refunds, and complaints.
- Deliver the same product and quality that were promised.

Therefore, Islamic ethics can play an important role in creating trust, transparency, and fairness in the digital marketplace.

**Fraud and Deception in Modern Commerce**

Fraud and deception can take many forms in modern commerce. These include selling counterfeit products, providing false information, creating fake invoices, conducting online scams, using fraudulent websites, and providing misleading information in financial transactions.

Islam strongly prohibits deception and fraudulent practices. The Qur'an warns against those who give less than the proper measure:

“Woe to those who give less than due.”

(Surah Al-Mutaffifin, 83:1)

This principle is not limited to traditional weights and measures. It can also be applied to modern business practices. In contemporary commerce, reducing product quantity, misrepresenting quality, hiding important information, manipulating prices, or violating agreed contractual terms can all conflict with the principle of honesty.

Businesses should therefore establish transparent systems to prevent fraud and protect customers and business partners.

**Corruption and Unethical Business Practices**

Corruption is harmful to businesses, institutions, and society as a whole. Bribery, misuse of authority, falsification of documents, tax fraud, illegal commissions, favoritism, and manipulation of business records are examples of unethical business practices.

Islam emphasizes justice, honesty, accountability, and lawful earnings. The Qur'an states:

“And do not consume one another's wealth unjustly.”

(Surah Al-Baqarah, 2:188)


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This principle provides an important foundation for ethical business conduct. Businesspeople should conduct their activities honestly and transparently. Bribery, corruption, favoritism, and abuse of authority can destroy public trust and create unfair advantages.

Organizations should therefore develop strong ethical policies, transparent procedures, and accountability mechanisms to reduce corruption and promote responsible business practices.

**Application of Islamic Business Ethics Today**

Islamic business ethics are not limited to traditional markets or historical forms of trade. They remain relevant to contemporary business practices, including e-commerce, digital marketing, online banking, international trade, and modern corporate management.

The major principles of Islamic business ethics can be applied today in the following ways:

1. **Truthfulness:** Businesses should provide truthful information about their products and services.
2. **Trustworthiness:** Businesspeople should protect the interests and rights of customers and business partners.
3. **Justice:** Prices, wages, contracts, and business relationships should be based on fairness.
4. **Transparency:** Businesses should clearly disclose important information, prices, terms, and conditions.
5. **Avoidance of deception:** Fraud, manipulation, and misleading practices should be avoided.
6. **Accuracy in measurement:** Businesses should provide the correct quantity, weight, and quality of products.
7. **Halal earnings:** Income should be earned through lawful and ethical activities.
8. **Respect for consumers:** Businesses should respect customers and protect their legitimate rights.
9. **Responsible advertising:** Marketing communications should be truthful and should not mislead consumers.
10. **Social responsibility:** Businesses should consider their impact on society and contribute positively to the community.


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## Findings, Conclusion and Recommendations

### Major Findings

The study of honesty in Islam and its relevance to contemporary business practices leads to several important findings. The major findings of the study are as follows:

**Honesty is a Fundamental Islamic Principle**

The study found that honesty is one of the fundamental principles of Islamic morality. Islam encourages Muslims to speak the truth, fulfill their promises, and conduct their affairs with sincerity and integrity. Honesty is not limited to personal relationships but also applies to economic and business activities (The Qur'an, 2:42; Beekun, 1997).

**Honesty is Essential for Ethical Business**

The study found that honesty plays a central role in developing ethical business practices. A truthful businessperson provides correct information, fulfills agreements, and deals fairly with customers, employees, and business partners. Islamic business ethics emphasize truthfulness, justice, trustworthiness, and responsibility as important principles of commercial conduct (Beekun, 1997; Ali, 2005).

**Islam Prohibits Fraud and Deception**

The study found that Islam strongly condemns fraud, cheating, and deception in commercial transactions. The Prophet Muhammad ﷺ warned against deceptive business practices, and the Qur'an strongly condemns dishonest measurement and weighing (The Qur'an, 83:1–3; Muslim, 2007).

Therefore, hiding defects, providing false information, manipulating measurements, and misleading customers are inconsistent with Islamic business ethics.

**Consumer Rights are protected in Islam**

The findings show that Islamic teachings provide important principles for protecting consumers. Customers have the right to receive accurate information and fair treatment and should not be deceived in commercial transactions. The prohibition of deception in


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transactions provides an important foundation for consumer protection (Muslim, 2007; Beekun, 1997).

**Truthful Advertising is Important**

The study found that Islamic principles are highly relevant to modern advertising. Advertisements should not contain false claims, exaggerated benefits, fake discounts, or misleading information. Business communication should be based on truthfulness and transparency (Beekun, 1997; Ali, 2005).

**Honesty is Equally Important in Digital Business**

The principles of honesty and trustworthiness apply to online businesses as well as traditional businesses. Online sellers should provide accurate product descriptions, genuine images, clear prices, reliable delivery information, and fair return policies. The changing nature of commerce does not change the basic Islamic requirement of truthful dealing (Beekun, 1997).

**Honesty Builds Consumer Trust**

The study found that honesty contributes significantly to trust between businesses and consumers. When customers believe that a business is truthful and reliable, they are more likely to develop long-term relationships with that business. Islamic business ethics therefore connect ethical conduct with responsible relationships among business stakeholders (Beekun, 1997).

**Corruption Damages Economic and Social Development**

The findings indicate that corruption, bribery, fraud, and other unethical practices can damage businesses and society. The Qur'an prohibits consuming the wealth of others through unjust means (The Qur'an, 2:188). Ethical business practices therefore require transparency, accountability, justice, and lawful earning.

**Islamic Business Ethics Remain Relevant Today**

The study concludes that Islamic business ethics are not restricted to historical forms of trade. Principles such as honesty, justice, trustworthiness, transparency, and fair dealing


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remain applicable to modern commerce, e-commerce, digital marketing, and corporate business (Beekun, 1997; Ali, 2005).

**Conclusion**

Honesty is one of the most important moral values emphasized by Islam. Islamic teachings encourage individuals to be truthful, trustworthy, fair, and responsible in all aspects of life. Business and trade are no exception. A Muslim businessperson is expected to earn a lawful income while maintaining honesty and fairness in dealings with others (Beekun, 1997).The study demonstrates that honesty has a direct relationship with ethical business practices. Truthful communication, accurate measurement, disclosure of product defects, fair pricing, fulfillment of contracts, and protection of consumer rights are important elements of Islamic commercial ethics. The Qur'an's condemnation of those who give less than due demonstrates the importance of fairness in commercial transactions (The Qur'an, 83:1–3). (Quran). Islam also strongly discourages fraud, deception, bribery, corruption, false advertising, and exploitation. The Prophet Muhammad ﷺ specifically addressed deceptive transactions and instructed Muslims to avoid deception in business dealings (Muslim, 2007). (Sunnah). In the contemporary business environment, the importance of honesty has increased because of globalization, digital marketing, social media, and e-commerce. Consumers frequently purchase products without physically examining them, making transparency and truthful information particularly important. Islamic business ethics provide principles that can be applied to these new forms of commercial activity (Beekun, 1997).Overall, the study concludes that Islamic principles of honesty are highly relevant to modern business practices. If businesses adopt honesty, trustworthiness, justice, transparency, and social responsibility, they can develop stronger relationships with consumers and contribute to a fairer and more trustworthy marketplace.

**Recommendations**

Based on the findings of the study, the following recommendations are proposed:


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**Promote Honesty in Business Education**

Islamic business ethics should be included in business and management education so that students understand the importance of honesty, justice, trustworthiness, and responsibility in professional life (Beekun, 1997).

**Ensure Truthful Advertising**

Businesses should avoid false, exaggerated, and misleading advertisements. All claims about products and services should be accurate and verifiable. Marketing communication should follow the Islamic principles of honesty and transparency (Ali, 2005).

**Protect Consumer Rights**

Businesses should provide customers with accurate information about product quality, price, quantity, warranties, expiry dates, and other important conditions. Customers should not be exploited because of a lack of information.

**Disclose Product Defects**

Sellers should openly disclose known defects or limitations of products. Customers should not be deceived into purchasing defective or substandard goods. This recommendation is consistent with the Islamic prohibition of deception in commercial transactions (Muslim, 2007).

**Strengthen Ethical Practices in Online Business**

E-commerce businesses should provide genuine product images, accurate descriptions, transparent prices, reliable delivery information, and fair return and refund policies. Islamic principles of honesty and trustworthiness should be applied equally to digital commerce (Beekun, 1997).

**Prevent Fraud and Corruption**

Organizations should establish effective internal controls, transparent procedures, and accountability systems to reduce fraud, bribery, corruption, and other unethical practices. The Qur'an prohibits acquiring or consuming the wealth of others through unjust means (The Qur'an, 2:188).


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**Encourage Fair Competition**

Businesses should compete on the basis of quality, innovation, service, and reasonable prices rather than through deception, manipulation, unfair market practices, or exploitation. Justice and fairness are central principles of Islamic commercial ethics (Ali, 2005).

**Create Awareness among Consumers**

Consumers should be educated about their rights and encouraged to report fraudulent, deceptive, or unethical business practices. Greater consumer awareness can help reduce exploitation and promote responsible commercial behavior.

**Encourage Corporate Ethical Responsibility**

Companies should develop formal codes of ethics based on principles such as honesty, fairness, accountability, transparency, and social responsibility. Islamic business ethics can provide a useful framework for developing such codes (Beekun, 1997).

**Apply Islamic Principles in Modern Commerce**

Business owners, managers, employees, and policymakers should consider Islamic ethical principles when developing and implementing business policies. The principles of honesty, justice, trustworthiness, and lawful earning can contribute to a more ethical and sustainable business environment.

**Strengthen Accountability**

Organizations should establish clear mechanisms for handling complaints and unethical conduct. Employees and managers should be held accountable for fraudulent or dishonest practices.

**Promote Honesty as a Long-Term Business Strategy**

Businesses should recognize that honesty is not only a religious and moral obligation but can also contribute to customer loyalty, positive reputation, sustainable growth, and long-term business success. Islamic business ethics therefore provide both moral guidance and a framework for responsible commercial conduct (Beekun, 1997).The findings of this


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study demonstrate that honesty is a comprehensive Islamic value with significant relevance to contemporary commerce. Islamic teachings provide practical guidance for businesses dealing with consumers, employees, suppliers, competitors, and society.The Qur'an provides clear guidance against dishonest commercial practices, particularly in relation to measurement and fair dealing (The Qur'an, 83:1–3). The Sunnah of the Prophet Muhammad ﷺ further emphasizes the importance of avoiding deception in transactions (Muslim, 2007). (Quran). By applying these principles, modern businesses can contribute to greater trust, justice, transparency, and social welfare. Therefore, honesty should not be viewed merely as an individual moral quality; it should become an integral part of organizational culture and business policy.

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