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ADHERENCE TO ISLAMIC ETHICAL PRINCIPLES IN BUSINESS: A CASE STUDY OF BAHRIA TOWN, PAKISTAN

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Abstract

The case study of Bahria Town, the top real estate corporation in Pakistan, allows us to examine the degree to which Islamic principles are upheld in the economic world. This study lays emphasis on decision making process, CSR practices and Islamic view of Bahria Town subject matter. Bahria Town possesses high standards in control mechanisms and they apply Shariah settlement as well within their company which indicates that they are obliging to follow Shariah. The CSR initiatives of the above company support socially deprived groups and strengthen communities, as the Qur'an reminds us of charity and community-oriented duties. Consequently, conforming to the norms and countering the cultural mismatches could be a stumbling stone along the way of rigidly following the Islamic principles. To maintain alignment



with Islamic beliefs, advices that can be referred to serve the purpose. This appeal to government, business, and culture relativeness, among other issues, is probably one of those that we may hear. To examine the meaning and consequences of Islam for business, the choice of future research may be further enriched with a range of methods, such as, for instance, extended case studies, comparison of cases, quantitative methods, and joint studies.

Keywords: Islamic ethics, business ethics, Bahria Town, Pakistan, real estate development, case study

INTRODUCTION

The business and economics world are concentrating more and more on issues of Islamic ethics and morality. This is partly because of the fact that many feel the need to do that because of the beliefs of their faith. Islam attributes great importance to equal access, honesty, truthfulness in all realms, including financial dealings (Aman, 2019). Sharia law leads to an ethical business idea under the Islamic principle of societal welfare, equity and fair distribution.

Ethics should be seen as the backbone of the corporate world today, an area that had been despised and had negatively affected many companies in the global competitive economy where once unethical practices had been the order of the day. This openness does not confine to Muslim-majority nations but rather to a bigger number of people who are seeking out new ways of conducting their business with responsibility. The Islamic ethical principles give a model of trustworthy companies as they demand social responsibility, paying people equitably, and morality (Sulaiman et al., 2022).

The study which details the application of Islamic ethics in business in a country whose society is mostly Muslim would be an exciting venture. In the realm of real estate development, Bahria Town is far and away the leading edge of the rest of the Pakistani competitors (Mysorewala, 2021). Its unique approaches to city planning and the many, large infrastructure projects that it undertakes are the reason it is so well known. Using Islamic ideas which relate to Bahria Town's operations gives a chance to evaluate the practice of these concepts and their influence on decision-making, how judiciaries are governed and personal relations.

Research objectives

- To examine the extent to which Bahria Town, Pakistan, integrates Islamic ethical principles into its business operations, including decision-making processes and governance structures.
- To analyze the role of Islamic finance practices within Bahria Town's business model and assess their alignment with Islamic ethical principles.

- To identify and evaluate the challenges faced by Bahria Town in implementing Islamic ethics in its business activities and stakeholder relationships, and to propose recommendations for addressing these challenges effectively.

LITERATURE REVIEW

The academics and business areas are showing more interest in putting into business practice the concept of Islamic principles. As a result of that, these people decide to look into the corporate activities so that they can find out that there are no corruption scandals. In this review, we seek to offer a thorough and comprehensive review of the main arguments, ideas, and findings that have been advanced in the area of the application of Islamic ethics in business, especially as it concerns the case of Bahria Town, Pakistan.

Islamic Ethical Principles in Business

We have a structured platform for maintaining ethical behavior from the Islamic ethics, according to which ethics are brought from the Islamic teachings and Islam's law (Shariah). Impartiality (fairness), justice (greater fairness), honesty (hasanat), and reliability (sureness) are some of the building principles of Islam (Hidayah et al., 2021). Across the board they insist on integrity, impartiality, and corporate/social responsibility. Islamic ethics focus on sets of rules regarding good and bad things, for instance, forbidding one to receive interest or trading with unclear share. Also, they describe how to help others, to distribute money fairly and to make moral investments.

Application of Islamic Ethics in Business

Applying Islam as a company's ethical framework is a sign that all areas of its activity, decision-making processes and relations among the stakeholders are in agreement with the Islamic principles and values. Islamic business ethics consist of Shariah-controlled systems, ethical financial commitment, offering halal commodities and services and CSR activities (Zulni & Achiria, 2019). Companies domiciled in or doing business in Muslim-majority countries or selling to Muslim customers must follow Islamic principles in order to have an appeal, gain trust and meet local religious and cultural norms.

Challenges in Implementing Islamic Ethics in Business

Islamic business rules are not the easiest to implement, yet in the long term, consideration of them has benefits (Abbas et al., 2019). These challenges, among others, include the clash between regulatory frameworks that may be in disagreement with Shariah

principles, resisting the cultural and organizational barriers to change, keeping up with the complex Shariah regulations, and avoiding the odds of misconduct within the business. In the globalized business arena, it may be very difficult for businesses to follow the Islamic principles, while they also keep up with the different social, cultural and economic settings.

Case Studies on Islamic Business Practices

Islamic business strategies and Sharia principles are used widely in different industries and situations as the case studies have depicted below. Embracing Islamic concepts in the operations of the corporations is a challenge, and an opportunity, as the cases showed. Some famous instances are as follows:

Islamic Banking and Finance: The principles as well as the practices of Shariah-compliant financing that incorporates assets-based lending (Ijarah), partnership (Musharakah) and profit-sharing (Mudarabah) is explained in Islamic banking and finance case studies. Case study of Bank Islam Malaysia Berhad focus on how the bank produces products and services that fits into two categories, namely, the concepts of shariah in economy and the ethical framework of shariah in the banking sector. This includes Islamic savings accounts, Islamic financing and Takaful that is its insurance counterpart (Furqani et al., 2020).

Halal Food Industry: The halal food industry offers a repertoire of case studies that demonstrate how businesses ensure compliance with Islamic Moral guidelines and follow the production of halal food. Halal clearance protocols have been introduced by firms such as Nestlé Malaysia in order to take care of Muslims consumers' needs without forfeiting on safety, quality and standards (Udin et al., 2022). Honesty, transparency of supply chain, and trust in clients are crucial for the industry which can be seen through the case studies.

Islamic Microfinance: Islamic microfinance case studies manifest how microfinance services can be structured in such a way that is Shariah-compliant, thus benefitting the people with low-income and enterprises. One instance is Grameen-Jameel Microfinance Limited in Bangladesh that helps the rural women to move out of the countries poverty cycle by giving them interest-free loans to uplift their lives (Haron et al., 2020). These cases show the positive contributions of Islamic microfinance in the capacity of individuals to borrow, start and develop their own businesses, and contribute to the bettering of the society as a whole.

Islamic Hospitality Industry: As to the Islamic hospitality industry, case studies reveal how hotels and resorts for Muslims integrate Islamic concepts into the actual delivery of services and

facilities. Take the case of Shaza Hotels in the Middle East where it provides for Muslim guest service offerings including halal-certified food options, prayer space, and family friendly accommodation (Pamukcu & Sariisik, 2020). Islamic tourism industry is still nascent and ever-changing, and these case studies prove the necessity to invest into existing hotel services which are Shariah-compliant.

Islamic Fashion and Apparel: Islamic fashion and apparel case studies show how companies designed and distributed clothes that comply with Islamic rules of dress and cultures. Modanisa is the name of a Turkish- Online Shop for Muslim women seeking modest items such as hijabs, abayas and dresses (Zaki & Elseidi, 2023). These case studies provide a vivid representation of the variety and innovation of business in Islamic fashion. But, for Muslim clients we conserve their culture, too, by ensuring religious identity and humbleness.

Islamic business methods can be used in a major of sectors and places will become evident from these case updates. They also showcase the manifold forms of Shariah compliance, ethical conduct, and competitive positioning that are applied in the practices. Examining how Islamic business principles are used in the real-world examples may facilitate academics, legislators, and entrepreneurs to understand if there is benefit or not to Islamic economics in modern corporate environment.

Research Gap and Rationale

Business ethics of Islamic religion has gained much attention but there is need for further empirical research, especially in particular sectors in advance. The viability of the Sharia principles in a leading real estate development company working in a predominantly Muslim country provides a chance to the Bahria Town, Pakistan scenario as the case study. The chief aim of assessing of Bahria Town in this comprehensive case study is to help academics acquire a better knowledge of the Islamic corporate ethics. Furthermore, it will be information source for the purpose firms cooperate with Islamically based principles.

RESEARCH METHODOLOGY

This study used qualitative research design to investigate whether or not businesses in Bahria Town, Pakistan, strictly complied with the morals of Islam. Analyzing Islamic perspective of management through investigating organizational processes, decision making frameworks, and stakeholders' perspectives was done by a mixture of data collecting and research methodologies.

Case Study Design

The researchers decided to use a case study technique and the decision was to study adherence of Bahria Town to Islamic business values. Being one of the key factors and the most recognized figures in Pakistan's property development sector, the main case study chosen was Bahria Town. The case study applied the Islamic rules in the particular corporate context. Therefore, many political economists obtained very much information about advantages and disadvantages of Islamic business techniques.

Data Collection Methods

The data collection tool used in this research project was a self-designed interview schedule. Neither the template nor the framework was constructed on the basis of the interview data from sources outside the case study. The interview questions were really designed and formulated according to the research objectives and the relative literature so that we can track the Islamic ethics in business. By manual construction of the interview questions, their sequentiality was attuned to scoop the unique experiential landscape of the focus areas, hence fit the specific research focus. To get a complete picture of Bahria Town's compliance with Islamic law, many forms of data collecting were employed-

Semi-Structured Interviews: The main actors, i.e. the top leaders, workers, customers and the different stakeholders in the community with association to Bahria Town were interviewed in a semi-structured manner. The aim was to tell us what those people thought, felt and went through in real life when the Islamic moral ideas were used in the organisation.

Document Analysis: If we take into account the observation of Bahria town towards Islamic ethics, related materials like business reports, governance papers, public statements, and interview data were studied. It described the system of governance, jurisdiction and rule implementation in the Islamic customary world.

Observation: Results of the focus group conversations and document review were supplemented by the field data of commercial transactions and activities in Bahria Town. This study intended to see how the Islamic moral principles are put into practice in real life. Therefore, researchers visited Bahria Town to do the research. The researchers noted several of the activities that usually took place in the groups, including group dynamics, and pair participation.

Data Analysis Techniques

In order to examine the qualitative data collected from interviews, document analysis, and participant observation, thematic analysis was employed:

Open Coding: The use of the open coding approach on the qualitative data to identify the codes or first groups that represent distinct aspects of Bahria Town commitment to Islamic concepts. After meticulously going through the whole material, the key aspects, ideas and themes were identified comprehensively and given numerical values.

Axial Coding: Axial coding was employed for this purpose since the first coding process after open coding and a connection among the initial codes were to be made. Axial coding process has the rigorous goal of identifying each code in detail and then linking each code to the main concepts or themes (Mohajan & Mohajan, 2022). Therefore, the research process became more involved and intense.

Thematic Coding: The information on the conformity of Bahria Town to the Islamic moral values was arranged, disaggregated and coded with the aim of establishing common patterns and reoccurring issues. The data were iteratively refined by systematizing, comparing, and layering iterations until there were themes.

Constant Comparison: Along the way throughout the data analysis process, the constant comparison technique helped to show the similarities and differences among the collection of data, codes and themes. This strategy was used several times, which gives rigour to the research and makes the data processing an easier task to identify mistakes, outliers and patterns.

Ethical Considerations

Guidelines on ethics and confidentiality, safety, and integrity responsibilities of all participants were followed all the pathways of the research. There were methods to ensure a reliable consultation process, data confidentiality and safety, human integrity and well-being, and moral clearance.

CASE STUDY: BAHRIA TOWN, PAKISTAN

Well known for putting up green and spacious towns, innovative designs, and luxury apartments, Bahria Town is the top real estate firm in Pakistan. Malik Riaz Hussain, the owner of Bahria Town, started the project at the end of the 1990s, then it began to expand to different

cities in the nation and became a leading real estate company with residential, commercial, and recreational facilities (Farooq, 2020).

Bahria Town has great reputation for the construction of well planned and designed hi-tech complexes (Li & Rama, 2023). Pakistan is the place where they are actually transforming the characteristics of cities. The most demanding projects in Bahria Town range from closed secure projects, impressive parks, latest infrastructure, and every amenities better to meet all the citizens' needs and preferences.

The fact that Bahria Town as Islamic principles and values is a major foundation of its success (Cermeño, 2021). The Islamic foundations of equity, sincerity and corporate social responsibility give rise to Bahria Town. The desire of the organization is to ensue the formation of comfortable permanent communities that promote welfare and happiness. The managerial approach, financial policies, and the CSR education of the company demonstrate the system's grounding in Islamic values.

Any type of people can be in the real estate developments of Bahria Town, what they are seeking for could be in there (Rehman, 2014). There is a wide price spectrum and kinds of accommodation under this category. As evidenced in some of the firm's projects which represent the area's cultural and historical heritage in the context of Islamic architecture and design, this is one of the prominent features of their work.

Lastly, what Bahria Town is also renowned for are not only its commercial and residential developments (Gul et al., 2018). Its stress on social development and altruism which is another factor that makes it popular. The motto of the establishment, which seeks to improve the lives of the population and also to contribute in the economic and social developments of the nation, is "a better life for its citizens and for the country as a whole". The corporation has, therefore, started with various community service initiatives like construction of parks, schools, hospitals and churches.

Many people in India together with others have talked surprisingly good about Bahria Town because of its passion for excellence, sustainability, and social responsibility. In its development projects for communities, the company encompasses prosperity, technology, and progress.

Bahria Town, known for being a property market leader since its foundation, has its hands tainted with lawful problems. Bahria Town is equally dedicated to bring about new paradigm in the existing pattern of urbanisation in Pakistan as well as beyond (Shaukat, 2017). Their main objective is to achieve living standards that are blossoming and thriving as they are embedded with Islamic values and principles.

FINDINGS AND ANALYSIS

This research paper deals with the practical implementation of Islamic ethical theory as a case study of Bahria Town, Pakistan. Several themes and notions from the wide spectrum of the qualitative research data have been explored in our analysis. Among these, wise suggestions on how to use Islamic rules in the working environment were given.

Governance Structures and Decision-Making Processes

One of the foremost concepts revealed was the necessity of introducing Islamic moral ethics into the decision-making frameworks and governance of Bahria Town. Such controls became evident when I discuss the issue with upper-level management and they are the ones that make sure that the business adheres to Islamic teachings. Krugman representing ethical department and Shariah advisory boards are the examples of this. By it, corporate policies become Shariah-compliant, investment decisions are as well as the patterns of business operations.

Integration of Islamic Finance Principles

The Practice of Islamic Banking Principles in Bahria Town's Business Structure is another main factor that is explored in this research. To finance its investments in real estate and its projects, the company has adopted the Shariah-compliant approach of mobilizing funds, including Musharakah and Mudarabah (Home, n.d.). When interviewed, financial experts pointed out that this kind of investment should be based on ethics and not investing in businesses, which Muslims regard as bad and interested in.

Corporate Social Responsibility (CSR) Initiatives

The survey results marked the town's participation to the corporate social responsibility (CSR). Being an integral component of its community charity strategies, the company has been responsible for the construction of schools, hospitals, and churches, among others, and the aim has been to help improve the lives of people and promote social progress. In Brief the positive impact of these CSR initiatives is evident as some of the residents said that they really appreciate the CSR the Bahria Town is doing as demonstrated in some of the people interviewed.

Challenges and Opportunities

Results demonstrated that Bahria Town implemented its Islamic ideology within the business with some loopholes, nevertheless characterized by commitment to uphold Islamic

standards in all its business affairs. Among the hurdles are conflicts of compliances to the regulatory and legislative frameworks, addressing the safety issues related to Shariah, and overcoming the resistance from the culture and organization against changes. Bahria town may arrest its Islamic norms adoption, according to the research. To start with, it may be possibly, in other ways, more transparent, engage the stakeholders more, and use moral leadership techniques.

Stakeholder Perceptions and Trust

The views of stakeholders about Bahria Town practices and their level of trust in its compliance with Islam ethics were the research's focus. The positivity came in from all, from workers to customers and the community around. An important part of the worth of trust and positive reputation among the stakeholders is paid for by the company's clean reputation for fairness, reliability, and social responsibility, said people.

Alignment with Islamic Values and Identity

Finally, the results emphasized this point- the companies need to make sure they take into consideration Islamic identity and value system while conducting their activities. As a result of numerous references to Islamic architecture, design, and historical past, Bahria Town was regarded by some as a new creation of Islam idea and objectives built on newly constructed buildings. They are recognized as the best examples of Islamic teachings and principles, and so, the initiatives by Bahria Town were shown acceptance by the questioned residents and consumers. It is through this that everybody in the community shares a connected atmosphere and consequently feels at home.

DISCUSSION

Islamic morality was established to guide businessmen and define organizational structure according to research done in Bahria Town, Pakistan. The presentation further provides an analysis of that finding by contrasting important concepts and their broader applications.

Comparison with Islamic Ethical Principles

Ethical practices of Bahria Town are underlined by their resemblance to Islamic principles and thus, such comparison reveals its advantages and disadvantages. Besides this, Bahria Town shows its commitment toward Sharia by establishing Shariah advisory boards and ethical committees. This means consultative approach, i.e. principles of accountability in public

decision making in municipalities and development of open dialogue (Shura). Thus, the real estate developments backed by Islamic financing techniques such as Musharakah and Mudarabah are in accordance with Islam's dictates of risk-sharing and prohibition of receiving interest (riba). Bahria Town's CSR programmes benefit the communities that they serve and also on the other hand the company is meeting the ethical expectations, and they further are in line with the Islamic values of doing charity (Sadaqah) and social welfare. These problems continue to occur, especially when trying to be restrained fully to Islamic morality, particularly in circumstances, where the legal and regulatory structures are insufficient to cater to Shariah requirements. It is probable that Bahria Town will integrate more Islamic values into its corporate culture and workings, and will also augment its projects with Islamic construction and design. The Iran comparison is illuminating for it shows Bahria Town's company's operation along Islamic standards and highlights the areas that are far more consonant with their principles.

Implications for Theory and Practice

When the Islamic ethics are taken into account in corporate ethics, the findings of this research will be very important both theoretically and practically. This work focuses on the Islamic ethical principles application in a specific and corporate context, as its aim is to enrich the available literature on Islamic ethics from a philosophical point of view. Learning the decision-making mechanisms, control systems, and corporate social responsibility (CSR) ventures of Bahria Town might give an insight into how the application of Islamic moral principles in the corporate environment can be accomplished.

Practical example might suit businesses, politicians, and workforce practitioners who would like to bring Islamic principles into the workplace. The business model of Bahria Town that features management of financial resources, governance and CSR serve as a best case scenario how business firms can develop based on sound principles of Islam without compromising the duration of their operations. Transparency, the participation of stakeholders, and showing social responsibility anchor the firm to act responsibly in the hope of gaining their confidence and building a long-lasting relationship with them.

Researching the strengths and weaknesses of Bahria Town in the area of Islamic principles discloses possibilities for innovative ideas of working principles of the company. One way organizations can step up efforts to overcome the barriers to Shariah-compliance is by either cutting through the legal hurdles or by improving the sensitivity of the organisational procedures. The culture and leadership of an organisation play a vital role in determining and

checking whether the ethical behaviour of employees coincides with their beliefs, as is evident from the outcomes.

From a macro-level prospective, this research has implications in the ongoing questions of the use of Islamic ethical principles in modern business practice which goes further than the case depicted by Bahria Town. Empirical studies operationalise and reveal practical approaches, philosophical models as well as opportunities for growth hence contributing to the advancement and application of Islamic ethics within business and management.

Recommendations for Enhancing Adherence to Islamic Ethics

The findings and analysis of the study allow us to propose the following measures that Bahria Town should take to better adhere to Islamic principles and promote ethical conduct among its employees: The findings and analysis of the study allow us to propose the following measures that Bahria Town should take to better adhere to Islamic principles and promote ethical conduct among its employees:

Strengthen Governance Structures: Bahria City can regulate its administration with the creation and upkeep of independent/autonomous boards/ committees for Shariah advice and ethics. Governance of the system through measures of transparency, accountability, and control is another way to ensure the actualization of Shariah observances and ethical behaviors.

Enhance Shariah Compliance Training: The employers should make sure that their staff attend base courses that teach them Islamic values and how to put them up in workplace. As examples, they will understand about cultural sensitivity, handling the money with Shariah law, and responsible decision.

Integrate Ethical Guidelines into Policies: To create a more unified and fair organisation, some of the strategies could be integration of Islamic moral values into the system of policy and procedures, and code of conduct. All ethical issues, such as supervising the strategy, risk management, and the result evaluation, should be taken into account.

Expand CSR Initiatives: To respond to the emerging social and environmental issues, Bahria Town should come put more efforts in its Corporate Social Responsibility program. Investment in programs that ensure the health and education of individuals, build infrastructure, and protect the environment is a great way of addressing the greater good in a way that helps the society and its members for the long term.

Promote Stakeholder Engagement: Intelligence gathering, handling issues, and building trust will be achieved when employees, clients, vendors, community organizations collaboratively and participate more. This encompasses the whereby communication, feedback, and participation in decision making are promoted.

Emphasize Ethical Leadership: Develop ethical leadership across the organisation by cultivating a climate of accountability, trustworthiness, and transparency. First of all, this will entail a leader to be seen as a role model for ethical behavior, ensuring that the employees have the necessary skills and tools to make the right choices, and also that those who do not follow the rules are sanctioned.

Enhance Cross-Cultural Competence: In order to give power to your employees to handle a wide spectrum of social, moral, and cultural perspectives while working, train them to be cross cultural competent. Advocacy of cross cultural comprehension, intercultural communication competency, and workplace tolerance and acceptance are an integral part of the approach.

Monitor and Evaluate Ethical Performance: Establish systems and methods to control and check the company's ethical conduct. In order to determine the degree to which the city as a whole has adopted Islamic principles, and where further improvement may be needed, ranking assessments, surveys and inspections of the city should be conducted regularly. You should ensure that you are continuously improving yourself by measuring your work against industry standards and best practices.

The above suggestions, if they were implemented, would help Bahria Town to follow Islamic guidelines even more strictly; they would also help Bahria Town to maintain its moral principles as well as its social responsibility and transparency. The endeavours like these will not only benefit the internal team but also will do the same to reputation, reliability, and longevity of the company in its field and outside of it.

Future Research Directions

From the results and limitations of this study, we may draw the following conclusions regarding the need for more research into Islamic business ethics, particularly in Bahria Town but also elsewhere: From the results and limitations of this study, we may draw the following conclusions regarding the need for more research into Islamic business ethics, particularly in Bahria Town but also elsewhere:

Longitudinal Studies: Make sure you keep close eyes on Bahria Town and see if they keep their Islamic core values. Longitudinal studies are probably the best sources of insight into the effectiveness and durability of ethical behaviors and the external influence of exogenous factors (such as regulation changes and market dynamics) on ethics.

Comparative Analysis: Compare how strictly the real estate developer Bahria Town follows the Islamic law with the other Pakistani property developers or other industries' companies which apply similar rules. The process of finding the best methods to identify a thing with which to improve such conditions as different ethical standards, political systems, and shareholder perspectives, could be accomplished by comparative research.

Quantitative Studies: The application of both qualitative and quantitative methods will result in a more holistic representation of the role of Islam in providing a prosperous, reputable, and satisfied group of shareholders to the Bahria Town investors. The results of the surveys, polls, and data analyses show that a relationship exists between Islamic ideals adherence and successful business career.

Cross-Cultural Research: Study the cross-cultural issues that are present when Islamic ethics are being practiced in multinational corporations and a culturally diverse organizational setting. Cultural research can study the variant interpretive and applied frameworks for ethical principles in Islam and also the ethnic diversification challenges and prospects they bring in terms of ethical behaviors.

Ethical Leadership Studies: Review the influence of ethical leadership among Bahria Town and communities to the expansion of Islam. The study into the numerous manifestations, features and norms of ethical leadership can shed much light on how the heads of organizations manage to create the feeling of safety within their employees and how to successfully deal with complex ethical dilemmas.

Case Studies in Other Countries: Supplementing this literature with case studies of Mauritian business practice in the Arab world, Africa and Southeast Asia would be beneficial. The implementation of Islamic ethics can be understood through comparing case studies as it is a useful tool to see the cultural, legal, and institutional factors that affect the process in different countries.

Innovation and Technology: Examine the ways in which new Islamic moral concepts and advancements of science and technology could impact Islamic ethics in Islamic finance, halal commerce and ethical supply chain management. Islamic business operations will be designed to be more transparent and to build trust and reliability through the use of new digital platforms as well as blockchain technology and other novel concepts in finance.

Interdisciplinary Research: Endeavor to encourage the scholars of the relevant disciplines to collaborate on projects in business ethics, Islamic studies, law and sociology. Business ethics may be more deeply understood, communication of complex ethical problems can be enhanced and the new ways of dealing with ethical dilemmas can be explored as a result of employing interdisciplinary methods.

These directions of investigating will help experts to gain the understanding of Islamic business ethics, use them in different contexts and practice moral behavior in many professional fields.

CONCLUSION

In conclusion, the research was done on the extent to which the company of the study applied the Islamic Moral principles for business in great detail. Through the gathering and examination of qualitative data, important deductions were made on whether the organisation takes Islamic financial principles into account, control structures, CSR programs, customer's point of view, and consistency with Islamic values. In spite of the difficulties Bahria Town is the premier real estate company in Pakistan due to the fact it produces property in light of Islamic standards that enable it to achieve more transparency, trust and social impact. Keeping in mind its goals to hold on to Islamic principles and growth in a competitive real estate market, Bahria Town needs to continue with its governance an ethical way of life, stakeholder engagement, and social responsibility.

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