Exchange Theory in Business Ethics: Building Trust and Business Sustainability

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ABSTRACT

This article presents an in-depth review of the role of exchange theory in the context of business ethics, with a focus on how this theory plays a key role in building trust and sustainability in business interactions. Exchange theory is a key foundation in understanding ethical business behavior, which considers relationships between stakeholders, mutual benefits, and social responsibility. We begin by discussing the origins of exchange theory, which is rooted in utilitarianism, and explore core concepts such as utilitarianism, fairness, transparency, and social responsibility. We outline how exchange theory provides a foundation for quality business decision making, by foregrounding the moral aspects of business. Furthermore, the purpose of writing this article is to determine the relevance of exchange theory in the modern business environment. We explore how companies can leverage the principles of exchange theory to build strong relationships with customers, shareholders, and society as a whole. We discuss the role of exchange theory in dealing with ethical dilemmas in global business, where different cultures and norms collaborate. Additionally, this article highlights the role of exchange theory in the context of sustainable business. We discuss how the principles of exchange theory can guide companies in confronting pressing environmental and social issues, and making positive contributions to society. By investigating various dimensions of business ethics through the lens of exchange theory, this article emphasizes that strong business ethics are key to building sustainable businesses and realizing stakeholder trust.
INTRODUCTION

In an era of turbulent globalization, business dynamics around the world continue to change and present increasingly complex ethical challenges. Business is no longer just about seeking profit, but has also become a platform where ethical considerations play a central role. Business ethics involves the moral aspects and values that govern organizational behavior, creating standards for interactions with various stakeholders such as customers, employees, business partners, and society as a whole. In response to these changes, Exchange Theory in Business Ethics has emerged as an important framework that guides organizational behavior in the context of values, morality, and social responsibility.

In the last decade, there has been a significant shift in the way companies operate and interact with the outside world. Modern companies increasingly understand that their long-term success is not only measured by financial numbers, but also by their social and environmental impact. Awareness of the importance of corporate social responsibility (CSR) and sustainable business practices has strengthened the role of business ethics in defining organizational goals and behavior.

However, amidst this transition towards more ethical and sustainable business, a key question arises: How do we understand and apply ethics in a business context? How can organizations build sustainable relationships with customers, business partners and society? How can businesses achieve sustainability while meeting stakeholder needs and expectations?

This is where Exchange Theory in Business Ethics plays an important role. This theory emphasizes the exchange of value between organizations and stakeholders with the aim of creating trust and sustainability in business relationships. This exchange theory allows us to understand how organizations can build solid and mutually beneficial relationships with customers, shareholders, business partners, and society.

The importance of understanding and applying Exchange Theory in Business Ethics lies not only in enforcing ethical principles within organizations, but also in its impact in creating trust. Trust is the main foundation of any successful business relationship. When consumers, business partners, and the public feel trust, they are more likely to invest in a long-term relationship with an organization. This leads to sustainable business growth, long-term profits, and positive contributions to society.

According to Saban Echdar and Maryadi in the book "Business Ethics and Entrepreneurship: Business Ethics and Entrepreneurship" (2019), business ethics are the methods used and applied in business activities, covering all aspects related to companies, individuals and society. Business ethics help create long-term sustainability. Companies that adhere to ethical principles in their relationships with employees, customers, society and the environment will build a solid foundation for sustainable development.

Exchange Theory in Business Ethics highlights the significance of building profitable and ongoing relationships between parties involved in business interactions. The main focus of this theory is on the exchange of value between a company and its stakeholders, with the intention of creating trust and continuity in business relationships. (Saban, 2019).
In analyzing aspects of business ethics, important steps involve identifying relevant ethical values, understanding existing ethical theories, and considering the implications of decisions for various stakeholders.

The main alignment of Exchange Theory in Business Ethics is in its crucial contribution to building trust between the company and the parties involved. Trust is a key basis for forming business relationships that run well. Through building trust, companies can gain loyalty from customers, cooperation from business partners, and support from the community. (Saban, 2019).

LITERATURE REVIEW

In this article, we will explore Exchange Theory in Business Ethics in more depth, revealing the core principles and concepts that make up this framework. We will also outline how this theory is relevant in the context of increasingly interconnected global business and in corporate efforts to achieve sustainability. Additionally, we will explore the role of this theory in guiding organizations in facing complex ethical dilemmas.

Through a better understanding of the Exchange Theory in Business Ethics, we can gain deeper insight into how companies can build ethical, trustworthy, and sustainable businesses. This approach is not only relevant in the business sphere, but also creates a greater impact in the communities and environments we serve.

METHODOLOGY

In this research, the author used qualitative descriptive research. According to Sugiyono (2008), qualitative research is research that aims to analyze data by describing or illustrating the data that has been collected as it is, without aiming to draw conclusions or make broad generalizations. This research uses observations which are explained descriptively using the researcher's analytical skills which are supported by theoretical studies from various sources.

The type of data used is qualitative data, namely: Secondary Data. Secondary data is data obtained in the form of ready-made (available) publications and information published by an organization or company and can also be understood as a data source other than words and actions, in particular it can be a text source.

Moleong further explained that data considered as textual sources can be divided into sources from books, scientific journals, personal documents and official documents (Kotler and Keller, 2007, p. 177). In this research, researchers collected information from secondary data which can be accessed through various media such as company websites, magazines, documents and general rulebooks about business.
RESULTS AND DISCUSSION

Exchange theory emerged as a response to social theories that often sidelined the role of individuals in social processes, with a greater focus on structural dominance. According to exchange theory, the behavior of individuals who are members of institutions or communities has a central role in shaping patterns and dynamics in social structures. In essence, this theory emphasizes that social and historical development is not only determined by structural factors, but also by individual actions. (Santoso, 2022).

George C. Homans played an important role in developing this exchange theory. He combined principles from behavioral psychology and utilitarian economics into his theoretical framework. Psychology is at the basic root of social interaction, and these principles can be applied to explain behavior at various levels, from small groups to large societies. (Santoso, 2022).

The essence of exchange theory is that social interaction is a form of exchange in which both material and non-material goods, such as moral values, awards, symbols, prestige, and achievements, are the subject of exchange. This exchange occurs with the aim of obtaining optimal rewards while minimizing costs incurred. When someone gives something to another person, there is usually an expectation that they will receive something in return. When rewards are received, this creates a feeling of obligation to give rewards back. (Santoso, 2022).

In fair interactions, the exchange relationship between two parties reaches practical balance. However, if the situation changes and the rewards received by one party decrease, then that party tends to adjust its behavior. They may seek alternative exchanges that offer greater rewards to restore balance. For more complex situations, humans often develop new social structures that involve complex rules. This relates to the human capacity to produce superior or effective leadership, as well as implementing moral rules that guide behavior. Such surpluses are considered “social investments” and can be the basis for the creation of more complex social structures. In this context, rewards must be large enough for those who support and maintain the social structure. With this surplus, the social structure can be provided to members of society, which in turn allows the structure to develop and remain effective. (Santoso, 2022).

The behavior that Homans describes becomes more efficient and effective when there is the development of complex and detailed exchange systems. For example, when exchange systems are specifically regulated, such as the use of currency as a common medium of exchange, differences in human activities can be valued equally. This ensures that individuals are treated fairly and appropriately. Principles that can be explained explicitly can be applied to both individuals and society at large, known as “generalized reinforcers.” Homans also provides an understanding of how complex social interactions relate to social change. A new innovation or discovery can produce a surplus that can be used to develop new social structures. With this surplus and the spread of new social structures, individual needs can be met and a balanced exchange situation can be achieved to enter a more complex social structure. Conflicts that arise as a result of changes in social institutions can become a driver of greater social change. (Santoso, 2022)
Peter Blau attempted to overcome the differences between sociological analysis on a large scale (macro) and on a small scale (micro). He argued that one should not be too partial to psychological principles in explaining social interactions. According to him, social groups have unique dynamics and characteristics that are different from individuals. Blau also had disapproval of major theories such as Parsons' theory, which he said was difficult to describe true social reality and did not give a significant role to individuals. (Thomas Santoso, 2022).

He developed the concept of “social attraction,” which explains that social exchange relationships occur because people have expectations of receiving rewards from others. These rewards are not just mere expectations, but are actually received when individuals engage in exchange. Each individual tends to try to convince others that they have something of value and that other people need. The basic principle in this kind of relationship is reciprocity, where exchanges occur more frequently as time goes by. (Santoso, 2022).

According to Santoso (2022) citing Blau's thoughts, exchange relationships not only have an integrative function to bind groups, but also create differences in social status between individuals involved in the exchange. This difference in status arises when someone is not always able to provide rewards commensurate with what they receive. To the extent that individuals can maintain balance in reciprocal relationships, they maintain a superior position, which Blau views as a clearer reinforcement of status.

Exchange relationships can turn into power relationships when one person provides a service to another, and the other party views the service as an obligation. This exchange agreement is essential for human survival. However, if one party has absolute control over the type of service required, this can result in domination by the party who has that control. Individuals who require services must follow established rules, and this can change the dynamics of the exchange. A change in the exchange relationship occurs when the recipient of the reward does not have control over when or how the reward is given, but this is determined by the party providing it in the first place. The recipient is forced to accept an exploitative situation. Therefore, exchange relationships turn into power relationships. (Santoso, 2022)

In the context of power relations, there are basic principles related to fair exchanges that are perceived by parties who have power. The relationships formed between those in power and those without power can trigger change, either directly or indirectly. To anticipate these changes, the importance of the concept of social approval, which is called “social approval,” becomes very clear. If individuals agree or accept the relationship, then the relationship is considered legitimate. Conversely, if the power relationship is considered unfair, social rejection may arise, known as "social disproval," which can lead to opposition. Situations like this are often the trigger for greater social change. (Santoso, 2022).
Propositions Regarding Forms of Social Behavior According to Homans and Blau are:

1. The more often a person gets a positive response to an action, the more likely he or she will repeat the action;

2. If a certain condition is a prerequisite for getting a reward from someone's action, then the more similar the condition is to a previously existing one, the greater the possibility that the individual will repeat a similar action as he or she has previously done;

3. The greater the benefit a person obtains from his action, the more likely it is that the action will be repeated. The principle of rationality implies that when choosing possible actions, individuals will choose the action that provides the most optimal benefit, taking into account different times, outcomes and developments;

4. When a person receives special rewards frequently, the value of those rewards becomes less meaningful;

   If someone does not receive rewards that match their desires or even receives unexpected punishment, they will feel angry and more likely to resist or rebel, and the consequences of this behavior will be more meaningful to them;

5. When a person's actions provide expected rewards, even excessive ones, or do not face unwanted punishment, they will feel good and are more likely to repeat the behavior. The ability to display behavior that supports the action that has been taken and the results of this are the types of behavior that are more valuable to the individual. (Thomas Santoso, 2022).

Understanding Ethics

The word "ethics" comes from the Greek "ethos," which refers to "custom or character" (Siagian, 1996: 3). Ethics is the main branch of philosophy that examines the values and qualities that form moral standards and judgments. Ethics involves the analysis and application of concepts such as right, wrong, good, bad, and responsibility. Another term often used for ethics is “morality,” which comes from the Latin “mores,” meaning “custom.” Morality focuses on the concepts of “right” and “wrong” in human behavior. Therefore, ethics is concerned with the question of how individuals should behave towards others.

Experts in the fields of philosophy and ethics have formulated various theories regarding ethical behavior. In many ways, the difference between the concepts of morals and ethics has a similar meaning, namely relating to the values and norms that guide the actions of individuals or groups in regulating their behavior. Both terms refer to a system of values that regulates how humans should live their lives. them as humans, which is often expressed in the form of habits that are inherited and develop over time, similar to customs. (Siagan, 1996).

Understanding Business

The word "business" comes from the English word "business" which developed from the basic word "busy," which refers to busy activities in the context of an individual, community, or society. In the English dictionary by Prof. Drs. S. Wojowasito and W.J.S Poerwadarminta, "business" is translated as work, company, trade, or affairs. Therefore, business can be defined as an activity or activity that aims to generate profits or added value. In the economic field, business refers to an organizational entity that is engaged in selling products or
services to consumers or other companies with the intention of achieving profits. (Suratman, 2014).

Etymologically, the concept of “business” refers to a situation in which an individual or group of people is busy with activities aimed at generating profits. The use of the term “business” has three different meanings depending on the context. The first use refers to commercial entities which are economic, legal and technical entities with the aim of seeking profit or profit. Broader usage refers to specific market sectors such as the “television industry.” (Suratman, 2014).

In a capitalist economic framework, where most businesses are privately owned, the main goal of business is to make a profit and increase the wealth of its owner. Business owners and managers receive rewards commensurate with their contributions in the form of time, effort, or capital they contribute. However, not all businesses have profit as their main priority, such as cooperatives which aim to improve the welfare of all their members or government institutions which aim to improve the welfare of society. These economic models differ from socialist systems in which large companies are often owned by the government, communities, or labor unions. (Suratman, 2014).

Business refers to an organization or individual that produces goods or services and then sells them to consumers, perhaps through distributors. Business is an activity or method used by organizations or individuals with the intention of creating or developing products or services to meet consumer needs and achieve maximum profits. The main goal of business in a country is to support the country's economic growth, because business has a very significant role in the country's economy. (Suratman, 2014).

**Understanding Business Ethics**

In simple terms, business ethics refers to the principles and behavior related to business activities, covering all aspects related to individuals, business, industry and society in general. This includes how we conduct business fairly, in accordance with applicable laws and without regard to the position of the individual or company in society. Business ethics have a broader scope than legal regulations and often describe higher standards than the minimum standards required by law, especially in business situations that are not explicitly stated in the law. (Suratman, 2014).

Business ethics implemented in a corporate environment are generally based on three main elements: seeking profit, fulfilling legal obligations, and carrying out broad moral responsibilities. The purpose of implementing business ethics in an organization or company is to prevent violations of criminal law in business operations, avoid behavior that could result in civil lawsuits against the company, and prevent actions that could damage the company's reputation. The presence of these three aspects is very important because it can potentially cause financial losses and damage the company's image. (Suratman, 2014).

**Understanding Trust**

Trust is what users of new information systems need so that they feel that new information system technology can improve individual performance in carrying out activities in the organization/business. The conceptual model of trust is more widely used in communication contexts (Gerck, 2003). Gerck emphasizes the concept of trust related to the use of Internet communication
design, where trust is required in this context. Trust is seen as something that can be conveyed concretely through certain communication rules.

In 1948, Claude E. Shannon (in Gerck, 2003) created information theory and argued that the main problem in communication is whether the copy of the message between the starting point is the same at another point when the message is sent and arrives. In this case, communication trust is applied to a new information system technology that emerges from information system users which is expected to improve individual performance.

**Practice Exchange Theory**

According to Adiwarman Karim in his book Islamic Microeconomics, European and American society was very slow in implementing a market economic system. The reality of this statement comes from an institutional economist who said that the development of market society in Europe went through a long series of processes from the 11th century to the 17th century.

This research outlines the theory of social exchange which is recognized as an important concept in sociology. This theory emerged as a response to approaches that tended to emphasize dominant social structures, often ignoring the role of individuals in social processes. Within the framework of exchange theory, George C. Homans played a central role by combining the principles of behavioral psychology and utilitarian economics into this concept. This theory emphasizes that social interaction is basically a form of exchange, including the exchange of material objects and non-material values such as morals, respect and prestige. This exchange is carried out with the intention of obtaining maximum rewards while minimizing costs incurred. When someone gives something, there is an implicit expectation that something in return will be given, and receiving a reward results in a feeling of obligation to provide a commensurate return. (Karim, 2015).

Furthermore, this theory describes how social interactions develop in communities and wider society. In more complex situations, humans can develop new social structures with complex rules, allowing for the creation of surpluses or effective leadership. This became the basis for the development of more complex social structures. Clearly defined principles of exchange can be applied to individuals and society in general. This leads to the concept of "generalized reinforcers." (Karim, 2015)

In addition, this research highlights Peter Blau's contribution in overcoming the differences between sociological analysis on a large and small scale. He developed the concept of "social attraction" which explains that exchange relationships occur because of the expectation of receiving rewards from others, and this creates a reciprocal or reciprocal relationship. These relationships can influence the social status between individuals in an exchange. Additionally, Blau identifies how exchange relationships can turn into power relationships, especially when one party has control over the type of service required. (Karim, 2015).

This research also explores the implications of changes in exchange relationships for larger social change. When reward recipients lose control over rewards, exchange relationships can shift to power relationships, which in turn can trigger social change. The principles of social approval and social disapproval become important in this context. (Karim, 2015).
Finally, this theory is applied in a business context, leading to a discussion of business ethics. Business ethics involves the application of moral principles in business operations outside the constraints of the law. This is related to the concept of ethics in a business context, which emphasizes the need for organizations and individuals to run business in a way that is fair, according to the law, and with applicable moral responsibilities. Business ethics is important in preventing legal violations and maintaining a company's image, and can be interpreted as a basis for understanding how the principles of social exchange apply moral values in the business world. (Karim, 2015).

1. The Nature of Business

In essence, a corporation (Smith, 2016) is an organization that operates within society, a community that operates among other communities, an interpersonal discourse that interacts with other discourses. The quality and competitiveness of a business entity is also determined by the quality of the global business environment and the proactive attitude of the business world towards its social environment. Business organizations that want to excel in global competition must first understand the cultural values or characteristics of the society in which they operate. According to (Nugroho 2001) In reality, business as an organization exchanges goods and services in certain relationships that contain contractual obligations. There are several basic legal elements that can be determined in relation to contracts, including:

1. By mutual agreement (oral, written or implied by the actions of the parties involved depending on various situations and sometimes based on written rules).

   (Nugroho, 2001).

2. Capacity of the parties concerned (they are sane and from a legal perspective have made an agreement on their own behalf).

   (Nugroho, 2001).

3. Exchange of goods (exchange of goods and services that have value). Apart from that, in order for a contract to truly bind the parties involved and be legally enforceable, it must exist.

   (Nugroho, 2001).

4. Legal objectives. This means that these legal obligations do not require people to do something that is impossible or against the law. Based on understanding the cases above, it can be concluded that this in itself is not a form of "greed". Greed itself arises within the framework of unhealthy business competition as a manifestation of the understanding of business as a mere profit-making activity. (Devine, 1997; Keraf & Imam, 1995). Profit is considered the only main goal of business which ultimately leads to the principle that all means justify.

So, greed is not at the business actor himself, but at the level of the person who is an entrepreneur. Greed is a human problem, not a business problem.
2. The Role of Exchange Theory in the Context of Sustainable Business

1. Build Sustainable Relationships

   Exchange theory views business as an exchange of value between the parties involved. In sustainable business relationships, businesses strive to meet the needs of stakeholders, such as customers, employees, and business partners, by providing consistent value. This creates sustainable relationships and can have a positive impact on the sustainability of the business itself. (Adreson and Narus, 1990).

2. Build Trust

   Trust is an important foundation in successful business relationships. Exchange theory emphasizes the importance of building trust between organizations and stakeholders. By meeting commitments, behaving fairly, and delivering consistent value, an organization can build trust in its relationships with stakeholders, which in turn supports business sustainability. (Doney and Cannon, 1997).

3. Increased Customer Satisfaction

   Research has shown that businesses that apply the principles of exchange theory well tend to experience higher customer satisfaction. Business sustainability is often linked to high customer satisfaction, as satisfied customers tend to return and maintain long-term relationships with the company. (Mahr and Speakmen, 1994).

4. Risk Management

   By understanding and applying exchange theory, businesses can better manage the risks associated with business relationships. By building strong, mutually beneficial relationships, businesses can reduce the risks associated with disconnection or conflict with stakeholders. (Sarkar and Cavusgil, 1998).

5. Increased Business Sustainability

   Businesses that apply the principles of exchange theory often have more sustainable relationships with customers, employees, and business partners. This can help businesses achieve long-term growth and sustainability. (Sarkar and Cavusgil, 1998).

3. The Relevance of Exchange Theory in the Modern Business Environment

   Exchange Theory has significant relevance in the modern business environment. Following are some aspects of the relevance of exchange theory in today's business context:

1. Customer Relations
   Exchange Theory helps understand the importance of mutually beneficial relationships between companies and customers. In modern business, customers tend to seek long-term relationships with companies that provide added value and ongoing satisfaction. Exchange Theory helps companies understand customer needs and preferences to build strong, mutually beneficial relationships. (Nootboom and Noordeven, 2007).

2. Business Partnership
   Exchange Theory is also relevant in the context of business partnerships. In modern business, many companies enter into partnerships with suppliers, strategic partners or other stakeholders. Exchange Theory helps understand
the importance of mutually beneficial exchange in building successful and sustainable partnerships. (Dyer and Singh, 1998).

3. Business Ethics
Exchange Theory can also be applied in the context of business ethics. The principles of exchange theory, such as mutual benefit and fairness, can help companies make ethical business decisions. In modern, increasingly complex business, exchange theory can be a guide in considering the social, environmental and economic impacts of business decisions. (Crane and Matten, 2016).

4. Innovation dan Kreasi Nilai
Exchange Theory is also relevant in the context of innovation and value creation. In modern competitive business, companies need to continue to innovate to meet customer needs and expectations. Exchange Theory helps companies understand how to create added value for customers and maintain competitive advantage. (Vargo and Lusch, 2016)

4. Challenges in Applying Exchange Theory in Business Ethics
The application of Exchange Theory in Business Ethics which aims to build trust and sustainability in business interactions is not without challenges. The following is an explanation of some of the challenges that may be faced in applying exchange theory in business ethics:

1. Subjective Perception
One of the main challenges is that perceptions of what is considered a fair exchange can vary from individual to individual. What one party considers to be an advantage may not be the same as what another party considers to be an advantage. This can blur the lines between ethical and unethical practices in business. (Donaldson and Dunfee, 1994).

2. Conflict of Interest
Businesses are often faced with situations where the interests of stakeholders differ or even conflict. Balancing the interests between internal (e.g., shareholders) and external (e.g., society) stakeholders can be a complex challenge. (Mitchell and Wood, 1997).

3. Value Measurement
Determining how value in exchange is measured and attributed can be problematic. Does value have to be measured financially or can non-financial value such as environmental or social value also be calculated? This is a question that arises in the application of exchange theory to business ethics. (Epstein and Roy, 2001).

4. Power Inequality
In some cases, there is an inequality of power between the parties involved in the exchange. The party with greater power can exploit this situation to gain disproportionate advantage, which can be unethical. (French and Raven, 1959).

5. Pressure Performance Corterms
Businesses often face pressure to achieve short-term performance targets, which may conflict with long-term business ethical principles. Applying exchange theory in this context may require overcoming cultural barriers that encourage greed and immediate achievement. (Freeman and De Colle, 2010).
5. Solutions to Facing Challenges in Applying Exchange Theory in Business Ethics

Facing challenges in applying Exchange Theory in Business Ethics which aims to build trust and sustainability in business interactions requires careful thinking and appropriate strategies. Here are some solutions that can be implemented to overcome these challenges:

1. Commitment to Organizational Ethics
   Organizations need to base their corporate culture on strong ethical values and a commitment to conducting business with integrity. This includes adopting a clear code of ethics and involving all employees in the understanding and implementation of this ethics. (Travino and Nelson, 2011).

2. Stakeholder Involvement
   Organizations need to recognize the role of stakeholders and seek to involve them in the decision-making process. By listening to and responding to stakeholder concerns, organizations can build stronger relationships and support sustainability. (Mitchell and Wood, 1997).

3. Continuous Performance Measurement
   Organizations need to develop metrics that enable them to measure sustainable performance in a way that includes both financial and non-financial aspects. This allows companies to take into account their impact on society and the environment. (Epstein and Roy, 2001).

4. Employee Empowerment
   Organizations can encourage employees to report ethical violations and provide safe and effective mechanisms for reporting such violations. This can help prevent ethical violations and strengthen an ethical culture. (Miceli and Dworkin, 2008).

5. Ethical Leadership Development
   Organizations need to ensure that their leaders are role models in ethical practices. Leadership training that focuses on business ethics can help build a strong ethical culture. (Ciulla, 2004).

6. Cooperation and Partnership
   Organizations can seek partnerships and collaboration with external stakeholders, such as non-profit organizations and governments, to increase their positive impact on society and the environment. (Austin and Wei, 2004).

These solutions reflect a holistic approach to facing challenges in applying Exchange Theory in Business Ethics. Citing relevant literature, organizations need to commit to conducting business with integrity, involving stakeholders, measuring sustainable performance, and building a strong ethical culture. Accompanied by employee involvement and ethical leadership development, as well as collaboration with external parties, organizations can overcome business ethics challenges in order to support sustainability.
CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research on Exchange Theory in Business Ethics: Building Trust and Sustainability in Business Interactions, several conclusions can be drawn. The following are several conclusions in the research: Trust is a key factor in building sustainable business relationships.

In exchange theory, trust is considered an important foundation in business interactions. Strong trust between the parties involved in a business exchange can increase cooperation, mutual benefit, and the sustainability of the business relationship. Business ethics play an important role in building trust and sustainability in business interactions. Good business ethics include moral principles and values that lead to fair, honest, and responsible actions.

Ethical business practices can strengthen trust and build a good reputation in the long term. Mutually beneficial exchanges are essential to increase the sustainability of business interactions. Fair and mutually beneficial exchanges between stakeholders can create long-term and sustainable relationships. The parties participating in a commercial exchange must take into account their respective interests and ensure that the values obtained during the exchange process are balanced. Effective and transparent communication is also important for building trust and continuity in business interactions. Clear, open and honest communication between stakeholders can improve mutual understanding, reduce uncertainty and build stronger trust.

These findings demonstrate the importance of trust, business ethics, mutually beneficial exchanges, and effective communication in building long-term business relationships. By paying attention to these factors, companies can improve the sustainability of business interactions and achieve better long-term results.

Recommendation

Regarding research limitations, this research only relies on a literature review method, meaning that the conclusions drawn may not be completely comprehensive due to the limitations of previous research papers related to research regarding the application of exchange theory in business ethics. Therefore, it is recommended that further research be carried out to conduct empirical research in order to be able to provide a more accurate, in-depth and comprehensive picture of Exchange Theory in Business Ethics: Building Trust and Sustainability in Business Interactions.

FURTHER STUDY

This research still has limitations so it is necessary to carry out further research related to the topic of Exchange Theory in Business Ethics: Building Trust and Business Sustainability in order to perfect this research and increase the reader's insight.
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