

Business Ethics 4.0 Industrial Revolution Era: Systematic Literature Review

**Haryadi Sarjono, Okta Prihatma Bayu Putra, Andrew P. Purnawan,
Sultan R. A. Radhi, Vincent Polim, Yohanes**

BINUS Business School Undergraduate, Universitas Bina Nusantara, Jl. KH Syahdan No. 9,
Palmerah, Jakarta Barat, Indonesia 11480

haryadi_s@binus.ac.id, okta_bayuputra@binus.edu, andrew.purnawan@binus.ac.id,
sultan.radhi@binus.ac.id, vincent.polim@binus.ac.id, yohanes011@binus.ac.id

Abstract

Industry 4.0 provides a lot of changes to the development of technology and business. In this Industrial Age, business people are given a new opportunity to build their business using advanced technology. Thus there will be many benefits in the Industrial era and of course there will also be various problems and threats that can occur. Business forms related to Industry 4.0 can be such as Digital Marketing, E-Business, E-Commerce, and E-Marketing, while related software forms can be such as Industrial Control System (ICS), Supervisory Control And Data Acquisition (SCADA), and Artificial Intelligence (AI). Therefore, in doing business in the industry, it is necessary to apply the correct business ethics to avoid the destructive impacts that can occur. In this study, the Systematic Literature Review method was used to analyze how the industrial world supports business ethics and identify what threats, problems, and challenges can be faced in industry 4.0 by applying laws and provisions in business ethics. This research produces an analysis of business activities in E-business, ethical issues in E-Marketing and several challenges that can threaten business ethics in Industry 4.0.

Keywords:

Business Ethics, Industrial 4.0.

Haryadi Sarjono as a permanent lecturer majoring in management with specialization in operations management, Bina Nusantara University, West Jakarta, Indonesia, since 1996, has received the best paper at IEOM 2021 Surakarta, Indonesia.

Okta Prihatma Bayu Putra is a lecturer and researcher in area of business, organization, and people management. He teaches several subjects such as strategic management, human capital management, sustainability management, etc. He was majored in computerized accounting from BINUS University in 2006. In 2014, he accomplished his MBA from Gadjah Mada University (UGM), majored in Strategic Management. Now he is a doctor candidate in Human Capital knowledge area at BINUS Doctor of Research in Management (DRM).

Andrew Prasetyo Purnawan is a student from the Department of Management at Bina Nusantara University who specializes in Free Electives.

Sultan Rafi Athariq Radhi is a student from the Department of Management at Bina Nusantara University who specializes in Free Electives.

Vincent Polim is a student from the Department of Management at Bina Nusantara University who specializes in E-Business.

Yohanes is a student from the Management Department at Bina Nusantara University who specializes in E-Business.