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BUSINESS

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🔗 Quick Summary

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- ***86% say how a business makes its profits matters as much as how much it makes***
- ***76% believe ethical considerations should carry as much weight as profitability in major business decisions***

14 October 2026, London: The large majority of UK business professionals reject a profit-at-all-costs approach to business, according to new research commissioned by the [AlBaraka Forum for Islamic Economy](#) ahead of its [5th AlBaraka Summit in London](#).

According to a survey commissioned by the AlBaraka Forum for Islamic Economy and conducted in September 2026, 85% of the 500 UK business professionals surveyed agreed that organisations should sometimes sacrifice profit to avoid significant social or environmental harm, with 36% strongly agreeing.

More than three quarters agree that ethical considerations should carry as much weight as profitability when businesses make major decisions (76%), while **86% believe *how a business makes its profits matters just as much as the amount of profit it makes.***

The research surveyed the views of 500 UK business professionals at organisations with more than 100 employees.

Earlier in the survey, before respondents were given any explanation of Islamic finance, 60% said businesses should either accept lower financial returns where this produces significantly better outcomes for society, or avoid investments that cause significant social or environmental harm regardless of the potential return. By comparison, just 5% said maximising financial returns should be the overriding priority.

H.E. Mr. Yousef Hassan Khalawi, Secretary-General, AlBaraka Forum for Islamic Economy, said: “Profitability is essential to successful business and investment, but these recent findings suggest UK professionals are rejecting the idea that profit should be pursued without regard for how it is generated or the consequences it creates.

What matters is what happens when ethics and financial returns come into direct conflict. A clear majority say there are circumstances where businesses should accept a lower return, or walk away from an investment altogether, rather than cause significant harm.

Ethical finance cannot simply be about regulatory compliance or applying an ethical label to existing products. The more fundamental question is whether financial institutions and businesses are willing to accept responsibility for the consequences of the returns they generate.”

Later in the survey, respondents were given a short explanation of how Islamic finance works. This covered the core principles of Islamic finance: no interest, shared risk, finance tied to economic activity, limits on excessive speculation, and restrictions on investment in businesses that cause social harm.

When asked which principles should play a greater role in modern finance and business, 69% of UK business professionals said that financial institutions have a responsibility to avoid causing

social or economic harm, while 55% said that organisations should balance profitability with the impact they have on society.

Khalawi concludes, “The debate about ethical finance extends far beyond any one faith, market or financial product. Principles such as transparency, accountability, avoiding harm and connecting financial decisions with their impact on people and the real economy have much wider relevance.

Source: [85% of Surveyed UK Business Professionals Say Avoiding Harm Can Outweigh Profit](#)