

Implementing the suggested measures to promote Mobily ethics will lead to lasting benefits that strengthen the company and enhance its reputation. This change is beyond mere compliance with regulations, to integrate ethical principles as a guiding main priority for Mobily's growth in a very competitive market. This faith in belonging lowers employee turnover rates, boosts continuity, and enhances innovation as they believe they can innovate and propose new projects and ideas. Through the instillation of Islamic principles and a firm ethical code within its operations, Mobily reinforces its status as a socially responsible entity. This policy reinforces its adherence to openness, particularly through practices that protect whistleblowers, well in tune with economic and cultural obligations of the Kingdom. Integrating ethical values into the company's very essence assists Mobily in defending itself against risks and positions it as a governance model in the Kingdom. Through offering transparent, timely, and accurate disclosures of financial data, Mobily will be in a position to rebuild trust and gain stakeholder trust. These technologies are capable of quick detection of any variance and reduce the likelihood of fraud, which provides protection better than traditional approaches. This governance structure gives the regulators and the investors confidence, ensures Mobily's responsibility, and positions it as a good investment opportunity. Implementation of robust internal control systems, improved management, and advanced risk management mechanisms is also in the center. This approach will protect the company's reputation and instill values of transparency and accountability in its daily operations. Transparent financial reports also reflect the company's commitment to good governance (MindBridge, 2024). Modern business companies are more under control, and the use of automation and artificial intelligence to oversee financial transactions is a powerful defense against fraud. Therefore, ethical behavior is not an expense, but an investment that makes the company more robust as well as a better competitor. Creating an ethical culture in the company is also of ultimate importance for internal dividends. It not only helps avoid past mistakes but also demonstrates a true commitment to rebuilding trust. One of the most precious among these fruits is enhancing financial transparency. Regulators and investors are more and more calling for transparent financial reports. The total goal is to create long-term value based on boosting confidence, transparency, and employee engagement, with a focus on sustainability. Failure in this will attract fines, loss of reputation, or loss of company trust. Such trust allows for investment to be attracted, lowers the cost of capital, and allows for long-term success. When employees see that their organization truly values integrity, it has a good impact on them regarding how dedicated and committed they are towards work