

CORPORATE GOVERNANCE AND MEDIA CREDIBILITY IN STRENGTHENING PEACE, JUSTICE & STRONG INSTITUTIONS (SDG 16)

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Abstract

The correlation between corporate governance and media credibility and how they reinforce one another advocating for the Peace, Justice and Strong Institutions proposed in the SDG 16 (Sustainable Development Goal 16). The corporate governance that injects transparency, accountability and ethical leadership constitutes a valuable tool in fighting against corruption, constructing institutional trust and inducing responsible choice. On the other hand, a credibility for the media that is embedded in correctness, autonomy and fairness is a corrector that constructs accountability and offers citizens credible information. The two reinforce one another in a reinforcement loop, where a good governance in the institution triggers ethical behavior on the part of the media and responsible media constructs corporate and political governance. The two interconnections are however distorted by corruption, information manipulation and political interference. This study investigates how they can be synergetic, what are the gaps and how they help build resilient democracies, just and fair peace and SDG16 at international level.

Keywords: Corporate Governance, Media Credibility, Peace, Justice, Strong Institutions (SDG 16)

Introduction

Achieving sustainable development requires peace, justice, and strong institutions to be part of a sustainable society, and therefore, sustainable development goal 16 (SDG 16) is one of the most vital among the 2030 Agenda of the United Nations. In this context, corporate governance and media credibility become two supporting pillars that have a strong impact on the strength of institutions and trustworthiness of the population. Corporate governance can be described as the process, rules, practices according to which the organizations are directed and controlled to guarantee transparency, accountability, ethical decision making and adherence to the rule of law. Corruption control, instilling confidence and stewardship accountability to justice and fairness, curtailing corruption and exercising good governance in investment are all positive outcomes from good governance. Media reinforces and upholds democracy by exhibiting credible media activism and facilitating the watchdog role of the media. Unbiased, factual, and credible journalism obtains democracy by illuminating and edifying the masses, superimposing and projecting muted voices demanding redress, justice, and accountability. With the background that, nowadays, misinformation, political oppression, and propaganda are the most active in the media realm, plausible journalism is the very key to the preservation of the democratic processes and faith in the democracy system. That way, we can affirm that, good media governance and decent corporate governance have cross-cutting synergic effects, the governance structures in the houses in the media houses affect the freedom of the journalists, and similarly, the robust state of democracy and the robust state of the media impart corporate

and political responsibility. The effect of corporate governance on media credibility in the promotion of peace, justice and strong institutions, relationship they can have with governance, corrosion resistance to corruption, and democratic resistance building and SDG 16 achievement will be analyzed in this dissertation. The dwindling weakening of belief in the two systems, however, is derailed by external hinderances such as business bribes, state capture for the purposes of suppressing the media, waning press freedoms, and misinformation. They reinforce each other to champion corporate and political accountability, inclusivity, supremacy of governance, and SDG 16 pillar fortification. Thus, the interlocked roles between the two systems are crucial to be analyzed in policy, in society, and in academic research.

Rationale for Study

This study explores the concept of bad governance and declining trust in the media through the points of the Sustainable Development Goals. Good governance comes with the ethical principles of transparency and accountability. In the realm of media governance and accountability, credibility adds value to the ability of the press to inform the public, expose corruption, and advocate for justice. Despite their importance for peace building, promotion of democracy, and the development of resilient institutions, their synergistic influence has yet to be studied in detail. Filling the void in research is significant in the context of publicised claims that democracy globally is in decline. The research has both global and local value, especially for the growing number of countries, in varying stages of development, that are experiencing the ramifications of declining media trust and governance. The intersection of the two is useful for the development. policies of governments and corporations, media organizations, and civil society.

Purpose of the Study

The purpose of this study is to detail the relationship between peace, justice and strong institutions of governance as a function of corporate governance and media credibility, as a way to close the gap in the existing literature regarding the role of peace, justice and strong institutions of governance in the relation to the corporate world and the media. This study seeks to demonstrate the relationship between the two in the battle against corruption, abuse of power, and institutional loss of public trust. The governance and media credibility system is designed to demonstrate how both sides are able to provide the necessary legal, rational and moral governance which is socially constructive so as to strengthen the ethical independence and impartiality of the media, and public trust in the media institutions. This study attempts to bridge the gap to the role of corporate behavior and the media as the two arms of social power which can reinforce the preservation and promotion of democratic, socially just and peaceable relations. The study aims to answer the global and local context within which the governance of the media and the credibility of the media, are strong beyond the advocacy of policy formulation, and act as a governance institution, and in the empowerment of citizen actors, within a given political and socio-economic context.

Background of SDG 16

Among 17 goals established by the United Nations in 2030 Agenda on Sustainable Development, sustainable Development Goal 16 (SDG 16) has the title of Peace, Justice, and Strong Institutions and acknowledges that inclusive and peaceful communities are central to sustainable growth and human well-being. SDG 16 aims at minimizing any violence, eliminating abuse, exploitation, and corruption and advancing the rule of law on the national and international levels. It highlights the importance of open, responsible and inclusive institutions that bring about justice in a fair and equitable manner. Justice and simplify complex institutions that deal with crime and corruption and criminal activities. Determine basic civic protections, combat violations of human rights, and eliminate the constitutional denial of universally accessible, accurate, and relevant data. Thus, lack of trust among citizens,

government, and the institution, and trust of citizens and organizations toward the government is the glue that binds integrity and information accessibility. When you think about how much the world is concerned with SDG 16, when you consider the fact that poor governance and injustice is not an issue in developing countries alone, but it is also alive and well in most of the developed countries as well. The lack of credible information is also a lot more problematic because this information is common. However, a nation lets its corporate governance systems come to the fore and makes the media to work independently (to report factual, unbiased and dependable stories) and the nation becomes a potent force. It is only at this point that citizens can fully exercise a right of directly holding leaders accountable.

Strong institutions and the good idea of Corporate Governance

These elements of democracy like good governance and educated people are what make democracy what it is. Without them, no paper can be written about the concepts of peace and justice. They are able to be co-existing living systems and serve the larger SDG 16 mission and its overarching promise, leave no one behind. Sustainable development and corporate governance are connected, but not only logically, but also actively. These systems are co-existent, and it is not the same. It's a two-way street. This interaction results in cooperation, synergy and formation of partnerships that is required in order to drive growth to the benefit of all the concerned. In general, good governance is not a pillar alongside to democracy. It's one of the main parts of it. It may be difficult to determine the mutually supportive relationships of the level of sophistication, depth and clarity of phenomena in the dynamics of the developmental spiral of a certain region of the society, which could be the complexity of the relationship between domestic corporate governance and the sustainable development across the borders. Corporate governance and the transdisciplinary cooperation pathways and barriers to development- including formal and informal regulations and norms of interaction between collaborating entities. Jensen and Meckling represent the agency theory and its relevance on the necessity of the governance systems to reduce the conflict of interest between the owners (principals) and the managers (agents), enhance accountability, and trust the institutions. The Stakeholder Theory provided by Freeman is even more inclusive and fair in the sense that it suggests that the issues of the customers, communities, the state, and the employees among others need to be considered by the governance system and that the element of equity and justice more need to be focused on and are paramount to SDG 16. Also, The Principles of Good governance provided by the OECD, The World Bank, and others give more or less similar normative frameworks that treat transparency, accountability, responsibility, and equity as the minimum standards of corporate conduct with the integration of corporate governance and corporate prosperity, economic growth, political order, and trust in institutions. With all these structures, it is clear that corporate governance is not an issue in a boardroom only but also that of the society at large. This is attributed to the fact that it assists in combating corruption, safeguarding of human rights, equitable resource distribution and moral judgment that is essential in the maintenance of the social cohesion.

The absence of the credibility of weakly governed institutions in comparison to those of good governance structure implies that absence of good governance structure is equated to absence of belief by the people and the fact that weakly governed structures are prone to conflicts as opposed to a good structure of governance that aids to establish strong institutions that can withstand crisis and bring peace and justice to the situation. At that time, corporate governance is not only a business requirement. It gives the basis of democratic empowerment and institutional strength that additionally restates SDG 16 on the promotion of peaceful, just, and inclusive societies.

Media Credibility and its occurrence in Justice and Peace

This is the degree of trust of the population itself in the accuracy, independence and objectivity of the information which will guarantee the becoming of the democratic form of reproduction

as well as the motor with which the social justice and the stability of the institution will be attained. Credibility of the media guarantees that no citizen is left without being informed on viable, accurate, and objective facts that will see them make adequate decisions and fulfill their roles in the democratic practices. The concept of credible media in the context of Sustainable Development Goal 16 (SDG 16), revolves around with regards to peace, justice and strong institutions which indicates the essence of credible media towards transparency, institutional trust and empowerment of justice. By rendering believable accounts in accessible hands of the citizens, forming consciousness on rights and responsibilities, shaping the contemporary discourse and offering a speech to the minorities in the society, media will contribute to accomplishment of inclusive and equitable societies. In comparison to other types of journalism that are relatively passive, responsible journalism is a strong barrier between corruption, abuse of power, and disregard of human rights. It does not only report but it investigates. It will also place governments, corporations and institutions to its toes that is, they feel compelled to review the decisions they would have made otherwise in case accountability is not established. The investigative reporting, in particular, appears to possess the feel for carrying the dark injustices into the light, and it is the one that is likely to put the institutions into the course of the change that they would prefer to be spared of.

Democracy does not simply exist in the ability to reside in the mere presence of the media in that, as there are available media, it does exist there but it is thriving only in case, of the media not merely being true to itself, but free too. It provides the electoral process, it helps to debate on policy knowledgeably and it introduces order in the discourse of people that is backed with facts. Not fabrications. This way, it allows people to contribute in the process of self governance in a valuable and responsible manner. Media credibility on the other hand is changing. The fake news, the propaganda machine, an organized disinformation, all this merges the reality and fiction. Add some corporate and political weight to the equation and it even gets harder to know whom to trust. Youths are also screaming. Eventually, in the hand of digital technology boom, lies have become near uncontrollable. The fake news stream is more radical and the fake news is a wave that is rocking institutions and causing damage to credibility at mass capacity. The worst part is the fact that the quality of journalism is at stake with biased and manipulative news coverage. And then that traditional death, propaganda flourishes. It isolates neighbourhoods, propagates war and deterioration of ethos of peace, democracy and justice. Most of the media houses in most occasions succumb to the self-censorship trap either in an attempt to dodge censure of the political landscape or out of necessity to satisfy the business environment. Those ownership structures founded on profit and not on principle that was described in the example of a profit based ownership structure are more than likely to be nearly the opposite of journalistic ethics. This is an indication that there is something to be done.

To be productive in being the instrument of democratic work, the moral standards of the media should be elevated. It will entail better mechanisms of self-regulation and media literate citizens. In the absence of the shields, there is a loss of credibility--and when the media becomes credible, so goes the democracy. Essentially, credible media is viewed as not only a medium of communication, but also an important institution that supports justice, exposes corruption, enhances transparency, and enjoys peace by allowing trust between citizens and governance structures. In the absence of credible media, the vision of peaceful, just, and inclusive societies contained in SDG 16 will never be achieved, thus the protection and strengthening of it is the priority of the global sustainable development.

Literature Review

Amil, A. C. (2024). In this paper, the author reveals the importance of peace, justice and strong institutions in the country where corruption, political instability and poor governance has always been a threat to the country and the foremost agenda. Amil also indicates that the Philippines has already undertaken several institutional reforms and joint action among the government agencies, civil society and international agencies, which are being pursued in the effort to implement transparency and accountability. The paper does however note that institutional frailty, lack of resources and unequal enforcement of laws are obstacles to improvement. Through the general perspective of failures as well as success, the paper has raised the issue of inclusiveness, community involvement and good governance. The results are not just informative about the Philippine experience, but they also have lessons to tell other countries that aspire to rule and administer justice according to SDG 16.

According to **Kufeoglu, S. (2022)**, artificial intelligence, blockchain, and digital platforms, that anti-corruption strategies are based on, enhance the governance system in efficiency, rule of law and governance, and improve it. He says citizens require and information, and provides policymakers with novel ways of thinking about reform of governance. Ever. However, the effects of data misuse, digital inequality, and ethical concerns are some other risks exposed in the study, and if left unattended, will undo peace and justice. He argues that the technology in question is to be used to incorporate ethical governance structures of the in order to ensure that it is not used to spy, cheat, or deceive the people. In general, the chapter argues that the emerging technologies can potentially enable SDG 16, that is, in strengthening justice systems, building more robust institutions, and encouraging more global democratic participation.

Bhargava et al. (2019). The paper brings out the fact that the CSOs defenders of civic space democracy and proactive participants CSOs increasing the scope of contribution provide useful as well CF are the instrumental players in enhancing accountability transparent and participatory governance, especially CSOs, in the lack of state reforms, this paper highlights the fact that the CSOs are instrumental players in enhancing accountability transparent and participatory governance. Civil society gap and the global case studies reduction in civic space The George Washington CSO contributions are with capacity building, advocacy and justice through civic ensure logical disengagements advocacy, monitoring, and through civic ensure logical disengagements, argumentative. The report proposes feasible interventions on CSO contributions of how the authors helps explain demonstrate the CSOs gap citizens and Over the Gap Between the Global Case Studies Over Development and Civic Space Congratulates Gordon and Civic Development and democracy Civic space Civil Civic Development 4. The literature also suffers From has its these Encompassing, reductive civic space as the, outer boundaries of proliferating expenditures and in varied sources contradiction obstruct funding, provisions of negative politics closure democracy, space over and, the, borders of include condition t. c. S D, Global is and 16. Finally, Bhargava et al. extend the hope that CSOs offer meaningful contributions in achieving these frustrating endpoints every formal anchor relative decisive silently under, is capitulated. The social model with SDG goals unifies 16 is an convergence unbuilt offer and Civil Society balance social the other for unites, is powerless.

Sarangi, U. (2018). The author claims economic growth and sustainable development are limited and futile without peace and strong institutions. Sarangi examines how corruption and conflict result to the absence of development because of the breakdown of governance, loss of trust, weakened systems of justice and poor under-investment. On the other hand, administrative governance, justice and peace in the society promote economic growth and social integration. This article also brings out the necessity of international collaboration to deal with the challenge of terrorism, violation of human rights and inequity in the international system. Combination of governance and justice and peace with sustainable economic growth proposed by Sarangi provides a comprehensive development plan. SDG 16 in this strategy is not an isolated goal, but a precondition to the success of the other SDGs. The article ends by

arguing for a tighter global system of governance and institutional reforms to ensure peace and justice are aligned with economic development of a sustainable nature.

Donais, T., et al (2023). The study points out that both peace and justice require more than national changes, they require coordinated international efforts that will restrict the use of violence, ensure the arms of security are tamed, and that justice is equitably administered to both weak and strong states. The authors analyse international bodies, peace keeping forces, and cross border institutions' roles in developing strategies to suppress violence and improve governance. They argue that global governance institutions, while remarkable in restraining and resolving conflicts, still grapple with power asymmetry, selective concerns, and exclusivity. The paper elucidates that the SDG 16 targets should be considered a means to address structural violence and inequality globally, access to justice for the underprivileged, and sustainable peace. The authors attribute SDG 16 to the governance of violence which underlines the fulfilment of local conditions that are reinforced by global efforts for the constructive, just, and durable peace building.

Corporate Governance in Media Organizations

- **Ownership Structures and Media Independence**

The governance of media corporations impacts the integrity of institutions, freedom of the press, and the public's trust essential to the attainment of peace and justice and strong institutions, per SDG 16. Ownership is one of the most critical elements of this governance which impacts media independence and credibility. In the context of private, family, political, or corporate ownership, lack of editorial independence distorts the editorial agendas from serving the public interest to serving the interests of the owners. For example, when the owners or controllers of the media are governments, censorship, propaganda, or selective reporting are usual and the media acts as a watchdog is severely restricted. In the same way, corporate ownership, in a lesser degree, may result in lack of bias in the interest of the people dominated by the needs of profit and advertising. In contrast, ownership in the form of cooperatives, trusts, or public service broadcasting increases independence, sustains pluralism, and journalists are free from undue influence from the media elite and the media is not accountable to the elite.

- **Governance Policies and Journalistic Freedom**

What becomes the integrity of the media is the ownership. The also noteworthy is what occurs in a newsroom, how it regulates itself in itself. All systems determining the extent to which journalism is exercised in a free and responsible manner are the editorial independence, codes of ethics and accountability procedures. The journalists are assured that no foreign forces will intervene with their work and they can work in tranquilly with such kinds of internal structures. An environment is created through a well established governance within the media houses. It guarantees, transparency of decision making, fair allocation of resources and independence of the editorial boards. Not only are they affecting organisational efficiency, but they are also affecting directly what makes it to the people and what makes their validation. The role of ethical policies is very important to transform reporting into factual, balanced and fair. They are an excellent defender of the lie and they are also effective in convincing people to believe. But since there exists the possibility of ineffective, inefficiencies or inefficiencies, in governance, the aspect of political influence will also affect the scenario. Self-censorship is internal. The news also goes through agendas. And line after line media die away. On the contrary, governance systems involving the extension to professional training, and safeguarding the whistle blowers and fostering the involvement of the audience does not only enhance the standards but also facilitates the level of responsibility inculcated in the institution. Thus it is not only possible to talk about media corporate governance as keeping a tight ship. It plays a far deeper role. It defends democracy. It does report ethically. And it brings media the watchdog that the society has required to uncover corruption and injustice. The media organisations can positively contribute to the SDG 16 objective achievement by ensuring that

the SDG 16 goals and objective of delivery of credible information, discovery of malpractice and community in the name of justice and peaceful coexistence, end future achievement of the SDG 16 objectives through the inclusion of the principles of transparency, accountability and independence.

- **Mutual Reinforcement of Corporate Governance and Media Credibility**

Transparency in decision making, safeguarding editorial freedom and abiding by ethical standards are the vagaries of good governance that contribute to building credibility of media organizations. By imbuing operations with fairness, accountability and integrity, journalists will have the freedom to report freely, unsacked, unskewed. This creates an environment where the public begins to trust not just the news, but the institutions the news holds to account. In turn, credible media does what it's supposed to do—it watches. It investigates. It holds both governments and corporations under the spotlight. It exposes corruption, calls out abuse, and demands accountability. In doing so, it pressures institutions to be better—more ethical, more transparent, more responsible. The result? A feedback loop of accountability and reform. This mutual relationship isn't optional—it's essential. It sustains democracy. It builds trust. And it ensures both governance and media credibility stand as twin pillars of sustainable development. Without solid governance in media, misinformation takes root. Without credible journalism, governance failures go unchecked. The interdependence between the two isn't just important—it's what holds peaceful, inclusive societies together.

Methodology

This paper applies a mixed-methods research design using both qualitative and quantitative methods to determine the importance of corporate governance and media credibility in promoting peace, justice and strong institutions as one of the Sustainable Development Goals 16 (SDG 16). Survey questionnaires were conducted on 200 respondents consisting of corporate professionals, media practitioners and the representatives of civil societies to gauge their perception of practices in governance, media credibility and how this affects trust in the institution. Attitudes towards transparency, accountability, ethical leadership, independence and impartiality were measured by using Likert scale responses to allow statistical analysis of the relationships among governance and institutional trust. Qualitatively, the in depth interviews with the chosen individuals in the field of academia, journalism and corporate governance would offer a critical input into the perennial issues of corruption, political interference and misinformation propagation. The credibility of these secondary data or sources supported these main observations, including reports found in the United Nations, World Bank, and OECD, and studies published in peer-reviewed scholarly journals. Data triangulation was carried out to ascertain the validity and reliability of the findings: the combination of different sources of data was used to create the high-level narrative, evidence-based. This approach not only allowed finding the typical patterns and realising the emergence of particular themes, but also it became possible to relate the perceptions of specialists with facts, which could be recorded. It balanced it between quantitative indicators and the depth of qualitative nature because of the more detailed and more persuasive image of the problems. And, last but not the least, the mixed-methods paradigm played the decisive role in making sure that the interrelation of corporate governance and media credibility would be completely examined. They are complementary to each other, and they directly positively influence the SDG 16 goals as they lead to transparency, accountability, justice, and institutional resilience.

Result and Discussion

Table 1: Impact of Corporate Governance on SDG 16 Indicators

Corporate Governance	Link to SDG 16 Target	Result/Impact	Evidence (Studies/Reports)
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Dimension			
Transparency & Disclosure	Target 16.6: Develop effective, accountable institutions	Increased institutional trust; reduced corruption	OECD (2020), World Bank (2021)
Accountability Mechanisms	Target 16.5: Substantially reduce corruption	Lower incidence of financial fraud	UNDP (2020)
Ethical Leadership	Target 16.3: Promote rule of law	Strengthened compliance and justice delivery	Jensen & Meckling (Agency Theory)
Stakeholder Engagement	Target 16.7: Inclusive decision-making	Improved equity and participation	Freeman (Stakeholder Theory)

Good corporate governance is based on transparency and disclosure and it is also aligned with SDG Target 16.6 on the need to have effective accountable institutions. Institutional trust comes in the form of the quality of institutions that make available a culture of communication of both financial and operational information and minimised corruption, which is reported by both OECD (2020) and World Bank (2021). Accountability mechanisms also help to reinforce the integrity, which is connected with SDG Target 16.5 by playing a role in reducing corruption and financial fraud significantly. Internal audit, compliance committees, and external regulatory control are among the mechanisms that reduce the occurrence of malpractice, which is supported by UNDP (2020). The SDG Target 16.3 is supported by ethical leadership based on the Agency Theory (Jensen and Meckling), which is the encouragement of the rule of law, in which leaders serve as role models in adherence and justice provision to people to establish cultures of fairness within institutions. Finally, stakeholder engagement has been defined by the Freeman Stakeholder Theory and is also relevant to SDG Target 16.7, in that the need to make decisions in an inclusive manner, with equity, representation, and participation in governance, builds trust in institutions by the society.

Table 2: Perceived Impact of Corporate Governance on Institutional Trust (Survey Results, N=200)

Governance Factor	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)	Mean Score (1–5)
Transparency & Disclosure	42	36	12	6	4	4.1
Accountability Mechanisms	40	38	10	8	4	4.0
Ethical Leadership	45	34	11	6	4	4.1
Stakeholder Engagement	38	40	14	6	2	4.0

According to the survey findings in Table 2, it is possible to outline the perceived influence of different corporate governance variables on institutional trust, using the responses of 200 people. Transparency and disclosure were highly rated and 42 percent strongly agreed and 36 percent agreed that it promotes trust, the mean score of 4.1 is high and is a pointer that openness is important in curbing corruption and creating credibility. Various responses (Rating accountability mechanisms) produced a mean response of 4.0 because most of the respondents (40% strongly agreed to and 38% to agreed) rated the accountability mechanisms positively. This goes a long way to show us that good monitoring and accountability should play a central

role in not only mitigating against frauds but also in the process of instilling confidence to the institution. Ethical leadership turned out as the most important zest among significance to governance (45 percent strongly agreed and 34 percent agreed (mean score of 4.1)) and here the leaders too were the role model of integrity and fair play. It was also spread out powerfully with 38 per cent strongly agree and 40 per cent agree a mean of 4.0 contributing in supporting the value of engaging the stakeholders in improving inclusivity, equity and participatory governance. A combination of all of these findings forms one substantive conclusion: the four variables of governance goodness, including accountability, an ethical leader, the involvement of stakeholders, and ultimately transparency, are interconnected closely with the institutional trust. This is the larger concern in SDG 16 good corporate governance is not merely a bureaucratic requirement but one requirement to peace, justice, well-functioning institutions.

Conclusion

Democracy, nowadays is an authoritative media watchdog. It carries the institutions in cheke, throws the light to the mal practice and helps the citizens putting them into action. These two media constructs are hand in hand and are corporate governance and credibility of media constructs. Good writ in government and non-government institutions, transparency and accountability in government organizations, good governance structure in media companies, freedom of journalism protects good governance and journalism protects good governance respectively. The interdependent nature on formation of the peace, justice and resilient institutions is visible in their corporate governance analysis and credibility in various media that lies within the Sustainable Development Goal 16 (SDG 16) analysis framework. Governance that is inclusive and is transparent in that it is based on accountability; ethical oriented leaders practice governance and this instills confidence to the people. They prevent corruption practices and financial irregularities and abnormalities and encourage participatory inclusive and equitable decision making. The big issue is still play favouritism with corporations and politics, mass misinformation and failure to implement the instrument of government efficiently. The solved of these problems is not easy: it would mean effective regulatory reforms, greater respect to the professional expressiveness, and the active encouragement of media freedom and adequate policy making. The developing and the developed countries are interested in this synergy. Skepticism towards government and suspicion towards media is not the province of self-sustaining peace, but the terms of social fairness and existence of democracy. To sum up, corporate governance and development of a realistic media can be seen as a journey that should be scootered towards SDG 16 realisation. They are the road map of transparency, inclusiveness and accountability upon which justice, social trust and sustainable peace are achievable.

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