

# Journal Of Islamic Marketing Researchgate

Handbook of Islamic Marketing Islam, Marketing and Consumption The Principles of Islamic Marketing Islamic Marketing Islamic Marketing Marketing across cultures with a focus on Islamic Marketing Strategic Islamic Marketing Islamic Marketing Islamic Marketing and Branding Emerging Research on Islamic Marketing and Tourism in the Global Economy Research on Islamic Business Concepts Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control Contemporary Business Research in the Islamic World Advances in Islamic Finance, Marketing, and Management Fundamentals of Islamic Marketing Handbook Research on Islamic Business Concepts Journal of Islamic Marketing Halal Marketing: Concept and Strategies (UUM Press) Islamic Branding and Marketing Brand Identity Factors: Developing a Successful Islamic Brand Özlem Sandıkçı Aliakbar Jafari Baker Ahmad Alserhan Djavlonbek Kadirov Čedomir Nestorović Sanja Hajdarpasic Baker Ahmad Alserhan Atia Alam T. C. Melewar El-Gohary, Hatem Veland Ramadani Rishi, Bikramjit John Fraedrich Dilip Mutum Md. Shariff Haniff Veland Ramadani Sany Sanuri Mohd Mokhtar Vedad Alihodzic

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Öthis is an especially timely publication given the current metamorphosis of politics in the middle east and north africa zlem sandökcö and gillian rice are to be congratulated for having sensed the need for a handbook that will alert marketers to the vast market opportunities offered by muslim consumers it is essential to become attuned to the values and principles of islamic cultures that will drive consumption product and service choices brand preference and brand loyalty in coming years the scholars who have contributed to this handbook come from many different

backgrounds to offer a kaleidoscope of research and recommendations on how best to serve this previously overlooked segment of consumers who make up a quarter of world markets — Lyns' (2013) at Saint Louis University. This ambitious and timely collection will be enormously valuable to readers in the practice and study of the growing field of Muslim marketing and branding. Essays range expertly across key sectors notably finance, food and fashion and territories of Muslim majority and minority population contributors elaborate the diversity of Muslim experiences, beliefs and practices that must be taken into account by marketing professionals seeking to exploit this newly recognized market. Academic authors provide helpful postscripts for marketers making clear the links between their nuanced historicized understanding of contemporary transnational global and local forms of Muslim identity and practice. This book provides an essential guide to those who study and those who participate in Muslim branding and marketing. — Reina Lewis (2013) at the London College of Fashion. UK. The *Handbook of Islamic Marketing* provides state-of-the-art scholarship on the intersection of Islam, consumption, and marketing and lays out an agenda for future research. The topics covered by eminent contributors from around the world range from fashion and food consumption practices of Muslims to retailing, digital marketing, advertising, corporate social responsibility, and nation branding in the context of Muslim marketplaces. The essays offer new insights into the relationship between morality, consumption, and marketing practices and discuss the implications of politics and globalization for Islamic markets. This comprehensive handbook provides an essential introduction to the newly emerging field of Islamic marketing. It is invaluable for researchers and students in international marketing who are interested in the intersection of Islam and marketing as well as those from anthropology and sociology studying Muslim consumers and businesses. The book also supplies vital knowledge for Muslim and non-Muslim business leaders generating commerce in Islamic communities.

In recent years a critically oriented sub-stream of research on Muslim consumers and businesses has begun to emerge. This scholarship located both within and outside the marketing field adopts a socio-culturally situated approach to Islam and investigates the complex and multifaceted intersections between Islam and markets. This book seeks to reflect various unheard and emerging critical voices from within the Muslim world and provide a series of critical insights on how, if and why Islam matters to marketing theory and practice. It questions the existing assumptions and polarising discussions which underpin the portrayal of Islam as the 'other' of modernity while acknowledging that Muslims themselves are partially responsible for creating stereotyped representations of Islam and the Muslim. This wide-ranging and insightful collection will advance emerging critical perspectives and provide new insights that will influence the generation and application of knowledge in the context of Muslim societies. It will open up fresh conversations for scholars in marketing as well as the broader humanities and social sciences.

The *Principles of Islamic Marketing* fills a gap in international business literature

covering the aspects and values of islamic business thought it provides a framework and practical perspectives for understanding and implementing the islamic marketing code of conduct it is not a religious book the islamic economic system is a business model adopted by nearly one quarter of the world s population baker alserhan identifies the features of the islamic structure of international marketing practices and ethics adherence to such ethical practices elevates the standards of behaviour of traders and consumers alike and creates a value loaded framework for meaningful cooperation between international marketers and their muslim markets his book provides a complete guide for an organization when managing its entire marketing function or when customising part of its offering to suit muslim customers it addresses the challenges facing marketers involved in business activities with and within islamic communities the knowledge needs of academic institutions and the interest of multinationals keen on tapping the huge islamic markets along the way baker alserhan provides insights into key elements such as distribution channels retailing practices branding positioning and pricing all within the muslim legal and cultural norms this second edition brings the book up to date and features a number of new case studies and two additional chapters on maqasid al shariah and the islamic economy and a strategic perspective on islamic marketing and branding

this book focuses on islam congruent marketing conduct market processes mechanisms and structure both individual and collective marketing practices and activities marketing institutions and market systems islamic marketing is the discipline concerned with excellence in consumption behavior and marketing practices within different markets the purpose of islamic marketing is not profit maximisation or revenue generation rather its main purpose is to benefit others while minimising harm

this book analyzes the current islamic marketing environment since the muslim world is extremely diverse in terms of economic development customs and traditions and political and legal systems it is vital for companies and marketers to analyze the environment before attempting to address these markets the author emphasizes that it is ineffectual to elaborate the distribution and promotion strategies if the market does not exist in terms of purchasing power or demographics if potential consumers do not believe that products and services answer their needs and demands or if there are political and legal barriers to companies wanting to enter these markets the book offers detailed insights into the economic socio cultural and politico legal environment in the muslim world which are essential for marketers to understand and form the foundations of effective marketing strategies

bachelor thesis from the year 2014 in the subject communications public relations advertising marketing social media grade a oxford brookes university course islamic marketing language english abstract due to the acceleration of globalization and enormous growth of muslim population interest in islamic marketing increased significantly in the past years the study of this dissertation aims to investigate to what extent islam as a religion affects marketing and its components it was hypothesized

that islam affects marketing in islamic markets significantly depending on the country and on the specific industry the author intends to fill in a research gap in this area by narrowing its focus on the promotional strategy of products and services in islamic markets the conclusion of the study is based on evaluation of primary and secondary research data the outcome of the study showed that islam indeed has meaningful impact on the business issues generally particularly on the marketing marketers and companies should bear in mind the existing distinction between certain industries and countries as islam does not affect all of them equally

marketing in the emerging islamic markets is a challenging business function since international companies must contend with unfamiliar customs cultural differences and legal challenges this book provides marketers who want to reach this emerging and very lucrative consumer base with essential research based insights on these aspects and how to deal with them this book redefines marketing practice and conduct and challenges conventional marketing wisdom by introducing a religious based ethical framework to the practice of marketing the framework opens a whole new array of marketing opportunities and describes the behavior of the consumer community and companies using a different approach than conventional marketing thought

introduction to islamic marketing considers various aspects of islamic marketing including an extensive overview of islamic marketing and related terms it includes introduction of marketing islamic marketing basic concepts in islam the largest integrated approach in the history of marketing the psychographics of muslim consumer principles of islamic marketing provides the reader with insights into the development of its history so as to understand prophet muhammad peace be upon him as a dealer and monitor the women and islamic marketing conventional and islamic marketing

islamic marketing and branding theory and practice provides a concise mix of theory primary research findings and practice that will engender confidence in both students and practitioners alike by means of the case study included in each chapter through three main parts branding and corporate marketing religion consumption and culture and strategic global orientation this book provides readers from areas across the spectrum covering marketing organisational studies psychology sociology and communication and strategy with theoretical and managerial perspectives on islamic marketing and branding in particular it addresses insights into branding and corporate marketing in the islamic context an introduction to islamic consumption and culture rules and regulations in brands and consumption in islamic markets an identification of how the strategic global orientation of the islamic approach is practised and how it works in different islamic countries such as emerging countries readers are introduced to a variety of business and management approaches which once applied to their business strategies will increase their chances of successful implementation addressing both theoretical and practical insights this book is essential reading for marketing and branding scholars and students as well as ceos brand managers and

consultants with an interest in this area

this book offers in depth perspectives on the influence of islam on consumer behavior the travel industry product development and the promotion of goods and services focusing on current trends and tools comprehensive interviews questionnaires and emerging research provided by publisher

this proceedings volume presents selected chapters from the 13th global islamic marketing conference featuring contributions from renowned experts from around the world the chapters offer an up to date overview of research and insights into islamic business practices with a specific focus on islamic marketing and entrepreneurship strategies authored by experts hailing from diverse countries such as malaysian indonesia india pakistan united arab emirates jordan and morocco the chapters collectively provide a comprehensive understanding of the subject matter covering a wide range of topics including understanding muslim consumer behavior and marketing halal tourism and healthcare entrepreneurship and business in muslim societies women empowerment and entrepreneurship islamic ethics and values in organizations psychological factors and social issues technology and future trends and social and labor issues in muslim societies this book encompasses a global perspective on the subject matter with the expertise and diverse backgrounds of the contributing authors this book serves as an invaluable resource for researchers interested in delving into the intricacies of islamic business practices it also offers valuable insights and practical implications for business consultants seeking a deep understanding of conducting business in islam oriented regions the collective knowledge and experiences shared by these renowned experts contribute to a comprehensive exploration of the topic making this volume a significant contribution to the field of islamic marketing and business studies

in today's increasingly connected business world there is new pressure for local brands to go global and a need for already global corporations to cater to new audiences that were previously ignored islamic perspectives on marketing and consumer behavior planning implementation and control brings together the best practices for entry and expansion of global brands into islamic countries this book is an essential reference source for professionals looking to incorporate the laws and practices of islam into the global presence of their company and presents a cutting edge look at worldwide retail for marketing researchers and academics

this proceedings volume presents a cutting edge exploration of islamic marketing delving into the details of muslim consumer behavior and halal business practices while offering invaluable strategies for navigating the dynamic world of commerce in islam oriented regions featuring selected chapters from the 14th global islamic marketing conference it provides a comprehensive overview of research and insights into islamic business practices focusing on innovative marketing strategies readers can expect to find detailed analyses and practical guidance on topics such as the impact of neurotransmitters on islamic research the influence of religiosity on muslim

consumers adoption of cryptocurrency and how perceived price quality and trust affect purchase intentions for halal products the volume also explores whether halal hotels in malaysia align with green practices factors driving customer behavior in online banking and the digitalization of halal food supply chains through blockchain further chapters investigate customer loyalty in islamic traditional markets the factors influencing brand love in moroccan football and the impact of sustainability and corporate governance in bangladeshi microfinance institutions discussions include the economic implications of incomes of married women in islamic contexts and models for the key drivers of islamic insurance readers will also find comparative studies on challenges in online sales contracts within islamic and jordanian legal frameworks and insights into the role of e trust in the success of virtual organizations through knowledge sharing the volume addresses contemporary issues such as consumer empowerment and privacy the challenges and opportunities for islamic microfinance during covid 19 and self regulating social media behaviors among muslim consumers it also explores the integration of ai driven chatbots in halal marketing communication and the concept of faith centric consumerism offering a research agenda for halal brand attitudes this proceedings volume is an invaluable resource for academics and researchers seeking to deepen their understanding of these specialized topics and for business consultants looking for effective strategies to engage with markets in islam oriented regions it provides both a theoretical framework and practical insights making it a vital reference for anyone interested in the rapidly evolving fields of islamic business marketing and economics

of interest to both academics and practitioners who assist in making shariah centric strategies this work is particularly important as asia holds a major percentage of islamic assets in south asia southeast asia and the middle east with new opportunities opening in central asia

this book presents selected chapters from the proceedings of the 12th global islamic marketing conference june 2021 the chapters provide an up to date overview of research and insights into islamic business practices in general and islamic marketing strategies in particular papers include topics such as understanding muslim consumer behavior services marketing implications and implementation of halal business practices social media marketing ecommerce strategies and overall business strategy this book is helpful for researchers interested in the specialties of the topic and also for business consultants who wish to have an in depth understanding of doing business in islam oriented regions

the book halal marketing concept and strategies aims to fulfil the gap in the literature by encompassing all the perspectives and ethical values of islamic marketing this is not a spiritual enlightenment book but an outline of the practical aspects of islamic marketing this book presents a useful combination of islamic concept with marketing and consumption various topics including fashion cosmetics consumption advertising branding and corporate social responsibility have been covered in this book the comprehensive themes which encompass the nexus between islam and marketing

have been covered in this book as well it is worthwhile for practitioners and academicians to study the connection between islam marketing as well as sociology the book provides knowledge not only for muslim practitioners but also to non muslim practitioners the authors of the book recognize the dimensions of islamic marketing in practices as well as in morality the book delivers a comprehensive guideline for the organizations when trying to customize their marketing activities and offerings products according to the islamic consumer group the book sheds light on the topics of supply channels positioning pricing and cultural norms as well

the interest in understanding the relationship between islam and consumption and marketing practices has been increasing in recent years although traditionally islam enforces the idea of halal for all the products in accordance to teachings of the holy quran scholars have time and again debated the connection of this traditional islamic branding to the modern branding and marketing theories modern branding and marketing techniques focus on creating a demand among the target population which is then met by supplying adequately halal islam and muslims will always cause brand academics and practitioners problems the understanding of what is halal and islamic brands is very crucial and if muslim consumers are not encourage and nurture the islamic brands will be may remain as cultural products and the status of being halal is temporal islamic branding and marketing brings together up to date information on the impact of islamic marketing and branding on consumer perception this book investigates the promising new subject matter of islamic branding which is yet to receive the academic and researchers attention it deserves it provides a better understanding of islamic branding through conceptualizing the terms relevant to the brand islamization efforts of non muslim brands by identifying the necessary branding to muslims practices it differentiates between islamic products and islamic brands identifies and explains the various types of islamic branding and links them to the islamization of originally non muslim brands that is international brands and it discusses various halal related issues that an islamizing firm needs to adhere to in order to improve its chances of success in the islamic market this book is intended to explore the reasons underlying the recent interest on islamic marketing discusses past research on the topic and offers a future research perspective this book will serve as an essential guide for upper level students researchers academicians professionals and practitioners scientists and executive managers as well as for those who study and those who participate in muslim branding and marketing

the market for islam compliant products is getting more and more important due to the high impact of religious obligation on muslim consumer behaviour according to studies the market for muslim compliant brands has increased dramatically with a global worth of 1 5 trillion a year however the market for islam compliant brands seems to be underdeveloped in europe when compared to the rest of the world surprisingly little research is conducted in this highly attractive segment although islam is assumed to be the fastest growing religion with a total of 1 6 billion followers furthermore especially young muslim consumers constantly demand brands which

enable an islamic lifestyle when creating brands the concept of brand identity is highly important as it provides brand uniqueness and the main idea of what a brand stands for furthermore this concept is a fundament for making target group specific decisions in brand management the central question within this study concerns the fact that within the global environment muslims especially in non muslim countries do not know whether a brand is compliant with islamic standards and can thus be consumed this study contributes to close the gap in this segment by identifying several brand identity factors which can help to create an islam compliant brand identity a model is created which helps to manage brand identity in order to attract muslim consumers furthermore it allows balancing each brand identity according to the needs of a target group and consequently enables muslim consumers to identify a brand as islam compliant

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