

# 1 Islamic Marketing An Introduction And Overview

The book offers an exciting overview of the marketing opportunities, challenges and traditions in Islamic countries. Providing an insight into the specifics of marketing in Islamic countries, the book is an interesting and helpful read for marketers, students and all who enjoy marketing challenges presented by less well-known emerging markets.

Modern marketing practices have evolved to become a dynamic meeting point for technology practitioners and business professionals. Digital technologies have added a new paradigm to the way businesses are projected, communicated, and developed through their marketing activities, from message delivery to content production. Digital Marketing Strategies and Models for Competitive Business is a collection of innovative research that seeks to connect theory with application, identifying best practices over digital marketing to business purposes.

While highlighting topics including consumer analysis, search engine marketing, and marketing communications, this book is ideally designed for marketers, managers, executives, advertisers, graphic designers, researchers, practitioners, entrepreneurs, policymakers, and educators. 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.

An Introduction to Islam, Fourth Edition, provides students with a thorough, unified and topical introduction to the global religious community of Islam. In addition, the author's extensive field work, experience, and scholarship combined with his engaging writing style and passion for the subject also sets his text apart. An Introduction to Islam places Islam within a cultural, political, social, and religious context, and examines its connections with Judeo-Christian morals. Its integration of the doctrinal and devotional elements of Islam enables readers to see how Muslims think and live, engendering understanding and breaking down stereotypes. This text also reviews pre-Islamic history, so readers can see how Islam developed historically.

The first volume to explore Muslim piety as a form of economy, this book examines specific forms of production, trade, regulation, consumption, entrepreneurship and science that condition – and are themselves conditioned by – Islamic values, logics and politics. With a focus on Southeast Asia as a site of significant and diverse integration of Islam and the economy – as well as the incompatibilities that can occur between the two – it reveals the production of a Muslim piety as an economy in its own right. Interdisciplinary in nature and based on in-depth empirical studies, the book considers issues such as the Qur'anic prohibition of corruption and anti-corruption reforms; the emergence of the Islamic economy under colonialism; 'halal' or 'lawful' production, trade, regulation and consumption; modesty in Islamic fashion marketing communications; and financialisation, consumerism and housing. As such, it will appeal to scholars of sociology, anthropology and religious studies with interests in Islam and Southeast Asia.

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.

The SAGE Handbook of Marketing Ethics draws together an exhaustive overview of research into marketing's many ethical conundrums, while also promoting more optimistic perspectives on the ways in which ethics underpins organizational practices. Marketing ethics has emerged in recent years as the key and collective concern within the ever-divergent fields of marketing and consumer research. This handbook brings together a rich and diverse body of scholarly research, with chapters on all major topics relevant to the field of marketing ethics, whilst also outlining future research directions. PART 1: Foundations of Marketing Ethics PART 2: Theoretical and Research Approaches to Marketing Ethics PART 3: Marketing Ethics and Social Issues PART 4: Issues in Consumer Ethics PART 5: Ethical Issues in Specific Sectors PART 6: Ethical Issues in the Marketing Mix PART 7: Concluding Comments and Reflections

Proceedings - International Academic Conference on Management, Economics and Marketing in Vienna 2015  
Islamic Branding and Marketing: Creating A Global Islamic Business provides a complete guide to building brands in the largest consumer market in the world. The global Muslim market is now approximately 23 percent of the world's population, and is projected to grow by about 35 percent in the next 20 years. If current trends continue, there are expected to be 2.2 billion Muslims in 2030 that will make up 26.4 percent of the world's total projected population of 8.3 billion. As companies currently compete for the markets of China and India, few have realized the global Muslim market represents potentially larger opportunities. Author Paul Temporal explains how to develop and manage brands and businesses for the fast-growing Muslim market through sophisticated strategies that will ensure sustainable value, and addresses issues such as: How is the global Muslim market structured? What opportunities are there in Islamic brand categories, including the digital world? What strategies should non-Muslim companies adopt in Muslim countries? More than 30 case studies illustrate practical applications of the topics covered, including Brunei Halal Brand, Godiva Chocolatier, Johor Corporations, Nestle, Unilever, Fulla, Muxlim Inc, and more. Whether you are in control of an established company, starting up a new one, or have responsibility for a brand within an Islamic country looking for growth, Islamic Branding and Marketing is an indispensable resource that will help build, improve and secure brand equity and value for your company.

The Routledge Handbook of Halal Hospitality and Islamic Tourism provides a greater understanding of the current debates associated with Islamic tourism and halal hospitality in the context of businesses, communities, destinations, and the wider socio-political context. It therefore sheds substantial light on one of the most significant travel and consumer markets in the world today and the important role of religion in contemporary hospitality and tourism. The book examines halal hospitality and lodging, Islamic markets, product developments, heritage, certification, and emerging and future trends and issues. It integrates case studies from a range of countries and destinations and in doing so emphasises the significant differences that exist with respect to regulating and commodifying halal, as well as stressing that the Islamic market is not monolithic. Written by highly regarded international academics, it offers a range of perspectives and enables a comprehensive discussion of this integral part of Islam and contemporary society. This handbook will be of significant interest to upper level students, researchers, and academics in the various disciplines of Tourism, Hospitality, Food Studies, Marketing, Religious Studies, Geography, Sociology, and Islamic Studies.

This book includes papers presented at the 2nd Economic forum: German-Turkish perspectives on IT and Innovation Management at the FOM in Munich, organized by the FOM University of Applied Sciences and Atatürk University Erzurum. Patron of the conference was Prof. Dr. Johanna Wanka, Federal Minister for Education and Research. To mark the German-Turkish year of science, both countries picked out global and societal challenges as a central theme and explored solution strategies as well as their implementation in new technologies and innovations. The papers discuss the effects of new technologies and innovations from different perspectives – from IT management, banking and finance to the special challenges of SMEs.

This book entitled "Introduction to Islamic Finance & Banking" provides basic introduction about Islamic Finance and Banking in a precise way. It covers the topics related to the Business Ethics in Islam in a detailed way. It highlights the principles of Islamic Shari'ah as pertinent to finance and banking along with the Conventional banking. It provides a brief and to the point discussion of the key Islamic banking concepts like: Musharakah, Mu'arabah, Murabah, Ij'rah, and Istisnah.

Due to the fierce competitive environment in the banking industry, several service providers implement marketing tactics to compete in order to achieve customer loyalty. Particularly, Islamic banks around the world are struggled to compete against conventional in terms of marketing activities development and gaining customer loyalty. Relationship marketing tactics such as price, service quality, communication, customization and reputation considered as the tools that marketers can use to enhance trust and commitment and subsequently customer loyalty. This study investigates the impact of relationship marketing tactics, trust and commitment on customer loyalty in Algerian Islamic banks. Data were collected through self-administered questionnaires delivered to 308 customers of two leading Islamic banks in Algeria. Data were analyzed using Structural Equation Modeling through Smart PLS. The results found that only communication and customization are related to trust, and reputation positively related to commitment. Communication and service quality significantly predicted customer loyalty. In addition, the results provided a substantial support that trust and commitment acts partially as the mediators on the relationship between relationship marketing tactics and customer loyalty. Findings also have contributed to new knowledge of evaluating a model of relationship marketing tactics with the role of trust and commitment on loyalty. Finally, it would be useful to examine more variables; future research can include different tactics such as reciprocity, tangible rewards, direct contact, value proposition, and customer satisfaction as well.

Islamic Thought is a fresh and contemporary introduction to the philosophies and doctrines of Islam. Abdullah Saeed, a distinguished Muslim scholar, traces the development of religious knowledge in Islam, from the pre-modern to the modern period. The book focuses on Muslim thought, as well as the development, production and transmission of religious knowledge, and the trends, schools and movements that have contributed to the production of this knowledge. Key topics in Islamic culture are explored, including the development of the Islamic intellectual tradition, the two foundation texts, the Qur'an and Hadith, legal thought, theological thought, mystical thought, Islamic Art, philosophical thought, political thought, and renewal, reform and rethinking today. Through this rich and varied discussion, Saeed presents a fascinating depiction of how Islam was lived in the past and how its adherents practise it in the present. Islamic Thought is essential reading for students beginning the study of Islam but will also interest anyone seeking to learn more about one of the world's great religions.

This book introduces the influence and impacts of green economy and green growth on sustainable economic development. Combining empirical and theoretical information, it provides detailed descriptions of state-of-the-art approaches, methods and initiatives from around the globe that illustrate green policies and demonstrate how green growth can be implemented on an international scale. It also includes analyses of specific issues, such as public policies and sustainable development plans that influence industry and increase trade in environmental goods and services – the way to a greener economy, green tourism, green agriculture, green learning and green equilibrium in modern society. Matters such as green procurement, environmentally oriented implementation strategies, and the importance of employee skills in the development of a sustainable future workforce are described, as well as a selection of tools that can be used to foster sustainable growth, green economies and green growth. The book also offers a timely contribution to the dissemination of approaches and methods that improve the way we perceive and utilize natural resources and the technologies designed to protect them. Puts forward new ideas for creating a more sustainable future.

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.

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 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.

The globalization of marketing has brought about an interesting paradox: as the discipline becomes more global, the need to understand cultural differences becomes all the more crucial. This is the challenge in an increasingly international marketplace and a problem that the world's most powerful businesses must solve. From this challenge has grown the exciting discipline of ethnic marketing, which seeks to understand the considerable opportunities and challenges presented by cultural and ethnic diversity in the marketplace. To date, scholarship in the area has been lively but disparate. This volume brings together cutting-edge research on ethnic marketing from thought leaders across the world. Each chapter covers a key theme, reflecting the increasing diversity of the latest research, including models of culture change, parenting and socialization, responses to web and advertising, role of space and social innovation in ethnic marketing, ethnic consumer decision making, religiosity, differing attitudes to materialism, acculturation, targeting and ethical and public policy issues. The result is a solid framework and a comprehensive reference point for consumer researchers, students, and practitioners.

A comprehensive and fully up-to-date introductory textbook to Islamic finance and banking Islamic finance and banking is being used increasingly globally — especially in the regions of Middle East and North Africa, South East and South Asia. To cater to the need of trained Islamic finance staff, a large number of Educational institutions are beginning to offer courses, majors and minors in Islamic finance and banking. The major challenge faced by these institutions are suitable textbooks for both undergrad and post-grad levels and especially with the relevant instructor resources (PPTs, test bank, practice activities and answer keys). Luckily, Fundamentals of Islamic Finance and Banking is here to cover the most important topics related to Islamic finance and banking (IF&B) that are relevant for students of business, finance and



banking. Offers an historical background of Islamic finance Covers the principles of Sharia Law as pertinent to finance and banking Provides in-depth discussion of the six key Islamic banking products: Murabaha, Mudaraba, Musharaka, Ijara, Salam and Istisna Discusses the Islamic insurance (Takaful) Gives an overview of Islamic investment, especially Sukuks Concludes with the global standing of the Islamic Finance and Banking industry Would-be colleges and universities offering this subject as a course within their finance and/or banking program can't be without this invaluable guide.

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.

From food products to fashions and cosmetics to children's toys, a wide range of commodities today are being marketed as "halal" (permitted, lawful) or "Islamic" to Muslim consumers both in the West and in Muslim-majority nations. However, many of these products are not authentically Islamic or halal, and their producers have not necessarily created them to honor religious practice or sentiment. Instead, most "halal" commodities are profit-driven, and they exploit the rise of a new Islamic economic paradigm, "Brand Islam," as a clever marketing tool. Brand Islam investigates the rise of this highly lucrative marketing strategy and the resulting growth in consumer loyalty to goods and services identified as Islamic.

Faegheh Shirazi explores the reasons why consumers buy Islam-branded products, including conspicuous piety or a longing to identify with a larger Muslim community, especially for those Muslims who live in Western countries, and how this phenomenon is affecting the religious, cultural, and economic lives of Muslim consumers. She demonstrates that Brand Islam has actually enabled a new type of global networking, joining product and service sectors together in a huge conglomerate that some are referring to as the Interland. A timely and original contribution to Muslim cultural studies, Brand Islam reveals how and why the growth of consumerism, global communications, and the Westernization of many Islamic countries are all driving the commercialization of Islam.

ÔThis is an especially timely publication, given the current metamorphosis of politics in the Middle East and North Africa.

...zlem Sandõkcõ 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.Õ Æ Lyn S. Amine, Saint Louis University, US ÔThis 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.Õ Æ Reina Lewis, 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.

4.7. Money Laundering in the Light of Islam -- 4.8. Conflicting Concepts of Conventional Profit Maximization and Hoarding in Light of Islam -- 4.9. Discrepancy in Policy and Practice -- 5. Conclusion -- 6. Limitation and Future Research Directions -- References -- Appendix -- Chapter 8 Structural Mix of Credit Portfolios in Islamic Banking System: Evidence from a South Asian Economy -- 1. Introduction -- 2. Literature Review -- 2.1. Comparative Analysis of IBs AND CBs -- 2.2. Credit Portfolios -- 2.2.1. Sources of funding for banks -- 2.2.2. Significance of a dynamic credit mix for an emerging market -- 2.2.3. Nature of credit portfolios in banking sector -- 2.2.4. Classifications of credit portfolios -- Banking Sector of Pakistan -- 3. Research Methodology -- 4. Findings -- 5. Conclusion -- References -- Appendix -- Section II: Islamic Marketing -- Chapter 9 Islamic Marketing: Compatibility with Contemporary Themes in Marketing -- 1. Introduction -- 2. The Evolution of Marketing -- 3. Sustainability, Ethics, and Islamic Marketing -- 4. Conclusion and Recommendations -- References -- Chapter 10 Profiling Islamic Banking Customers: Does Product Awareness Matter? -- 1. Introduction -- 2.

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Literature Review -- 2.1. Overview of Islamic Banking -- 2.2. Islamic Banking Products/Services -- 2.3. Awareness of Islamic Banking Products -- 2.4. Demographic Variables and Awareness of Islamic Banking Products -- 2.4.1. Gender -- 2.4.2. Age -- 2.4.3. Religion and ethnicity -- 2.4.4. Education -- 2.4.5. Occupation -- 2.4.6. Income -- 3. Methodology -- 4. Analysis and Results -- 4.1. Demographic Profile of the Respondents -- 4.2. Awareness of Islamic Banking Products -- 4.3. Hypothesis Testing -- 5. Conclusion -- 6. Implications, Limitations and Future Research -- References

Because Islamic jihad wins through marketing, Weaponized Marketing proposes to fight back with this marketing battle plan that uses the techniques that built the world's leading brands to succeed where military might and diplomacy have failed.--Peter Huessy, President, Geostrategic Analysis of Potomac Maryland and Director of Strategic Deterrent Studies at the Mitchell Institute of the Air Force Association and Guest Instructor, US Naval Academy

Handbook of Islamic Marketing Edward Elgar Publishing

Islamic tourism is not purely motivated by religion; it also includes participants pursuing similar leisure experiences to non-Muslims, within the parameters set by Islam. Destinations are therefore not necessarily locations where Shari'a or full Islamic law is enforced. Demand for Islamic tourism destinations is increasing as the Muslim population expands, with the market forecast to be worth around US\$238 billion. This book explores the ever-widening gap between the religious, tourism, management and education sectors. It provides practical applications, models and illustrations of religious tourism and pilgrimage management from a variety of international perspectives, and introduces theories and models in an accessible structure. The book: - Includes a range of contemporary case studies of religious and pilgrimage activities. - Covers ancient, sacred and emerging tourist destinations. - Reviews new forms of pilgrimage, faith systems and quasi-religious activities. This book offers an engaging assessment of the linkages and interconnections between Muslim consumers and the places they visit. It provides an important analysis for researchers of religious tourism, pilgrimage and related subjects.

Explores the approach to peaceful religious coexistence offered by Alfarabi, the greatest Islamic political philosopher.

Given the intense political scrutiny of Islam and Muslims, which often centres on gendered concerns, The Routledge Handbook of Islam and Gender is an outstanding reference source to key topics, problems, and debates in this exciting subject. Comprising over 30 chapters by a team of international contributors the Handbook is divided into seven parts: Foundational texts in historical and contemporary contexts Sex, sexuality, and gender difference Gendered piety and authority Political and religious displacements Negotiating law, ethics, and normativity Vulnerability, care, and violence in Muslim families Representation, commodification, and popular culture These sections examine key debates and problems, including: feminist and queer approaches to the Qur'an, hadith, Islamic law, and ethics, Sufism, devotional practice, pilgrimage, charity, female religious authority, global politics of feminism, material and consumer culture, masculinity, fertility and the family, sexuality, sexual rights, domestic violence, marriage practices, and gendered representations of Muslims in film and media. The Routledge Handbook of Islam and Gender is essential reading for students and researchers in religious studies, Islamic studies, and gender studies. The Handbook will also be very useful for those in related fields, such as cultural studies, area studies, sociology, anthropology, and history. The American Journal of Islamic Social Sciences (AJISS), established in 1984, is a quarterly, double blind peer-reviewed and interdisciplinary journal, published by the International Institute of Islamic Thought (IIIT), and distributed worldwide. The journal showcases a wide variety of scholarly research on all facets of Islam and the Muslim world including subjects such as anthropology, history, philosophy and metaphysics, politics, psychology, religious law, and traditional Islam.

Exploring complex relations between Muslim visions and critical stances, this textbook is a compact introduction to Islam, dealing with the origins of its forms, from early developments to contemporary issues, including religious principles, beliefs and practices. The author's innovative method considers the various opposing theories and approaches between the Islamic tradition and scholars of Islam. Each topic is accompanied by up-to-date bibliographical references and a list of titles for further study, while an exhaustive glossary includes the elementary notions to allow in-depth study. Part I outlines the two founding aspects, the Qur'an and Prophet Muhammad, highlighting essential concepts, according to Islamic religious discourse and related critical issues. In Part II the emergence of the religious themes that have characterised the formation of Islam are explored in terms of historical developments. Part III, on contemporary Islam, examines the growth of Islam between the end of the Middle Ages and the beginning of the modern age. Advanced readers, already familiar with the elementary notions of Islam and religious studies will benefit from Islam that explores the development of religious discourse in a historical perspective. This unique textbook is a key resource for post-graduate researchers and academics interested in Islam, religion and the Middle East.

With the increasing prevalence of information, communication, and technology, including social media, in the digital economy, leveraging consumer behavior and psychology has become a dominant ground for researchers and practitioners to inspect the trends, opportunities, and challenges to social networking service (SNS) developers and online firms. These platforms have become a key channel for social interactions and networking among individuals and online communities to leverage business activities in respect to product and service visibility and sustainability via the internet. Leveraging Consumer Behavior and Psychology in the Digital Economy is a pivotal reference source that provides current research on topics relevant to consumer behavior, consumer psychology, consumer value, customer satisfaction, and loyalty and how best to utilize this research consumer behavior and psychology in the digital economy. Emphasizing critical topics in the field of consumer behavior research, this publication is a wide-ranging resource for professionals, practitioners, marketers, retailers, business managers, academics, researchers, and graduate-level students interested in the latest material on consumer behavior and psychology in the digital economy.

Interest in Financial Services Marketing has grown hugely over the last few decades, particularly since the financial crisis, which scarred the industry and its relationship with customers. It reflects the importance of the financial services industry to the economies of every nation and the realisation that the consumption and marketing of financial services differs from that of tangible goods and indeed many other intangible services. This book is therefore a timely and much needed comprehensive compendium that reflects the development and maturation of the research domain, and pulls together, in a single volume, the current state of thinking and debate. The events associated with the financial crisis have highlighted that there is a need for banks and other financial institutions to understand how to rebuild trust and confidence, improve relationships and derive value from the marketing process. Edited by an international team of experts, this book will provide the latest thinking on how to manage such challenges and will be vital reading for students and lecturers in financial services marketing, policy makers and practitioners.

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.

*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.

*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.

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We are delighted to introduce the proceedings of the 1st INTERNATIONAL CONFERENCE ON ISLAMIC CIVILIZATION (ICIC) 2020 bringing together researchers, academics, experts and professionals in examining selected theme on Islamic Perspective of Sustainable Development and The Role of Islamic Economics In Today's Global Finance. This event was held on 27 August 2020 virtually by Universitas Islam Sultan Agung in collaboration along with some Islamic universities in Indonesia and overseas. The papers published in this proceeding are from multidisciplinary researches related to economy, education, humanities, Islamic studies, laws, social sciences and health. Each contributed paper was refereed before being accepted for publication. The single-blind peer reviewed was used in the paper selection.

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