

## Journal Of Islamic Marketing Researchgate

*"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.*

*Humanistic Marketing is a response to the currently growing mega-trend call for rethinking marketing. The book organizes current thinking around the problems of marketing theory and practice as well as solutions and ways forward, providing a diverse exploration of the position of marketing in the face of challenges for societal transformation.*

*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. 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*

*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, Muslim 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.*

*Challenges and Impacts of Religious Endowments on Global Economics and Finance*

*Creating A Global Islamic Business*

*Halal Logistics and Supply Chain Management in Southeast Asia*

*Islam, Politics and Markets in Global Perspective*

*Islamic Marketing and Branding*

The implications of the "halalization" phenomenon in Indonesia today involve not only the food sector but also other sectors. Starting with travel, medication in case of illness, fashion, make-up equipment for women to support their appearance, and other lifestyle models. A person's habit of consuming goods/services oriented towards a halal frame of mind is also known as a halal lifestyle. Practising a halal lifestyle can ensure and manage the morality of everything that is done by someone involved in it. At the same time, the halal lifestyle also maintains human self-esteem, dignity, and respect; human self-control; and maintaining human integrity and individuality. Practising the halal lifestyle in this life is every Muslim's right, but it is a privilege for any non-Muslim. Therefore, let's start a halal lifestyle from an early age because halal is good for oneself and others.

This book provides a concise introduction into twenty-one trends that are transforming the role of religion and spirituality in "re-globalizing" societies. In referring to processes of "re-globalization", the book draws attention to profound ongoing changes in the patterns and mechanisms of contemporary globalization. Inter- and transdisciplinary in its approach, clearly structured, and easy to read, the book analyzes the impact of religious self-understanding, rhetoric, and practice on five core fields: economics, politics, culture, demography, and technology. In turn, it describes the effects of these five fields on religion and spirituality themselves. This book represents a broad, encompassing overview of the main transformations that religion is undergoing today. Roland Benedikter combines a "big picture" approach with a keen attention to the details of specific case studies. With its clear and accessible structure and timely examples, this book is ideally suited for students of international relations and religious studies, and will also appeal to researchers engaged in those fields and to interested general readers. The book is also apt to serve as an encompassing basis for contemporary debates in civil society, including both grassroots and expert discussions.

Islamic Psychology or ilm an-nafs (science of the soul) is an important introductory textbook drawing on the latest evidence in the sub-disciplines of psychology to provide a balanced and comprehensive view of human nature, behaviour and experience. Its foundation to develop theories about human nature is based upon the writings of the Qur'an, Sunna, Muslim scholars and contemporary research findings. Synthesising contemporary empirical psychology and Islamic psychology, this book is holistic in both nature and process and includes the physical, psychological, social and spiritual dimensions of human behaviour and experience. Through a broad and comprehensive scope, the book addresses three main areas: Context, perspectives and the clinical applications of applied psychology from an Islamic approach. This book is a core text on Islamic psychology for undergraduate and postgraduate students and those undertaking continuing professional development in Islamic psychology, psychotherapy and counselling. Beyond this, it is also a good supporting resource for teachers and lecturers in this field.

Until now, books addressing Halal issues have focused on helping Muslim consumers decide what to eat and what to avoid among products currently on the marketplace. There was no resource that the food industry could refer to that provided the guidelines necessary to meet the Halal requirements of Muslim consumers in the U.S. and abroad. Halal

Case Studies on Food Experiences in Marketing, Retail, and Events

Management from Islamic Perspective

Proceedings of the International Malaysia Halal Conference (IMHALAL)

Artificial Intelligence and Islamic Finance

World Economic Situation and Prospects 2020

Emerging Research on Islamic Marketing and Tourism in the Global Economy

Are you looking to take advantage of social media for your business or organization? With easy-to-understand introductions to blogging, forums, opinion and review sites, and social networks such as Twitter, Facebook, and LinkedIn, this book will help you choose the best -- and avoid the worst -- of the social web's unique marketing opportunities. The Social Media Marketing Book guides you through the maze of communities, platforms, and social media tools so you can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media & Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment. Whether you're a seasoned pro or new to the social web, this book will take you beyond the jargon to social media marketing mastery. Make sense of this complicated environment with the help of screenshots, graphs, and visual explanations Understand the history and culture of each social media type, including features, functionality, and protocols Get clear-cut explanations of the methods you need to trigger viral marketing successes Choose the technologies and marketing tactics most relevant to your campaign goals Learn how to set specific goals for your campaigns and evaluate them according to key performance indicators Praise for The Social Media Marketing Book: "Let Zarrella take you to social-media marketing school. You'll learn more from reading this book than a month of research on the Internet."--Guy Kawasaki, co-founder of Alltop.com "If I could be any other person for a day, it would be Dan Zarella. Either him or Brad Pitt. But Dan's smarter. This book is why I say that."--Chris Brogan, President of New Marketing Labs "This book demonstrates a beginning to the endless possibilities of the Social Web."-- Brian Solis, publisher of leading marketing blog PR 2.0

This book provides a systematic overview of the current trends in research relating to the use of artificial intelligence in Islamic financial institutions (IFIs), across all organization of Islamic cooperation (OIC) countries. Artificial Intelligence and Islamic Finance discusses current and potential applications of artificial intelligence (AI) for risk management in Islamic finance. It covers various techniques of risk management, encompassing asset and liability management risk, credit, market, operational, liquidity risk, as well as regulatory and Shariah risk compliance within the financial industry. The authors highlight AI's ability to combat financial crime such as monitoring trader recklessness, anti-fraud and anti-money laundering, and assert that the capacity of machine learning (ML) to examine large amounts of data allows for greater granular and profound analyses across a variety of Islamic financial products and services. The book concludes with practical limitations around data management policies, transparency, and lack of necessary skill sets within financial institutions. By adopting new methodological approaches steeped in an Islamic economic framework (e.g., analysing FinTech in the context of Shariah principles and Islamic values), it devises practical solutions and generates insightful knowledge, helping readers to understand and explore the role of technological enablers in the Islamic finance industry, such as RegTech and artificial intelligence, in providing better and Shariah-compliant services to customers through digital platforms. The book will attract a wide readership spanning Shariah scholars, academicians, and researchers as well as Islamic financial practitioners and policy makers.

How is it that cultures come into existence at all? How do cultures develop particular customs and characteristics rather than others? How do cultures persist and change over time? Most previous attempts to address these questions have been descriptive and historical. The purpose of this book is to provide answers that are explanatory, predictive, and relevant to the emergence and continuing evolution of cultures past, present, and future. Most other investigations into "cultural psychology" have focused on the impact that culture has on the psychology of the individual. The focus of this book is the reverse. The authors show how questions about the origins and evolution of culture can be fruitfully answered through rigorous and creative examination of fundamental characteristics of human cognition, motivation, and social interaction. They review recent theory and research that, in many different ways, points to the influence of basic psychological processes on the collective structures that define cultures. These processes operate in all sorts of different populations, ranging from very small interacting groups to grand-scale masses of people occupying the same demographic or geographic category. The cultural effects--often unintended--of individuals' thoughts and actions are demonstrated in a wide variety of customs, ritualized practices, and shared mythologies: for example, religious beliefs, moral standards, rules for the allocation of resources, norms for the acceptable expression of aggression, gender stereotypes, and scientific values. The Psychological Foundations of Culture reveals that the consequences of psychological processes resonate well beyond the disciplinary constraints of psychology. By taking a psychological approach to questions usually addressed by anthropologists, sociologists, and other social scientists, it suggests that psychological research into the foundations of culture is a useful--perhaps even necessary--complement to other forms of inquiry.

Beekun and Badawi, both professors of management and strategy, have written this primer on leadership integrating contemporary business techniques with traditional Islamic knowledge. The leadership paradigm is changing, and a leadership model based on ethical principles is finally emerging--a position that Islam has taken from the start. The synthesis of the authors results in a highly practical and inspiring manual for developing leadership skills.

The Psychological Foundations of Culture

Governance in the 21st Century

Exploring Takaful Principles, Instruments and Structures

The Social Media Marketing Book

A Brief Introduction

Halal Tourism

*ÓThis 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.Ó Æ Lyn S. Amine, Saint Louis University, US ÓThis 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.Ó 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.*

*The proceedings volume focuses on halal management and science topics. Issues related to business model, management, marketing, finance, food security, lifestyle, hospitality, tourism, cosmetics, personal care, legal aspects, technologies and sciences are presented in the chapters. In addition, the book also covers comprehensive areas of halalann toyyiban chains of production from raw materials, ingredients, planning, manufacturing, packaging, logistics, delivery, warehousing, marketing to consumption. Various survey results and few cases explore practical solutions to these issues of interest to academics in university settings as well as practitioners in different industries and government agencies.*

*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 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.*

*Ethics in International Management*

*Marketing in the Emerging Markets of Islamic Countries*

*Islamic Branding and Marketing*

*Halal Food Production*

*Principles of Islamic Ethics for Contemporary Workplaces*

*Islamic Marketing*

*This book develops, evaluates and refines a cloud service relationship theory that explains how cloud users' uncertainties arise in these relationships and how they can be mitigated. To that end, the book employs principal-agent theory and the concepts of bounded rationality and social embeddedness. Beyond advancing IS research, the findings presented can greatly benefit governments, IT departments and IT providers, helping them to better understand cloud service relationships and to adjust their cloud service strategies accordingly.*

*This is the United Nations definitive report on the state of the world economy, providing global and regional economic outlook for 2020 and 2021. Produced by the Department of Economic and Social Affairs, the five United Nations regional commissions, the United Nations Conference on Trade and Development, with contributions from the UN World Tourism Organization and other intergovernmental agencies.*

*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 report explores the prospects for renewables to diversify national economies and the combined GCC energy mix, while helping the region meet climate goals and contribute to the 2030 Agenda for Sustainable Development.*

*Reason, Freedom, and Democracy in Islam*

*The Marketing and Commodification of Piety*

*HALAL LIFESTYLE: Theory and Practice in Indonesia*

*Strategic Islamic Marketing*

*Religion in the Age of Re-Globalization*

*The Principles of Islamic Marketing*

*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.*

*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.*

*This handbook generates new insights that enrich our understanding of the history of Islam in Africa and the diverse experiences and expressions of the faith on the continent. The chapters in the volume cover key themes that reflect the preoccupations and realities of many African Muslims. They provide readers access to a comprehensive treatment of the past and current traditions of Muslims in Africa, offering insights on different forms of Islamization that have taken place in several regions, local responses to Islamization, Islam in colonial and post-colonial Africa, and the varied forms of Jih?d movements that have occurred on the continent. The handbook provides updated knowledge on various social, cultural, linguistic, political, artistic, educational, and intellectual aspects of the encounter between Islam and African societies reflected in the lived experiences of African Muslims and the corpus of African Islamic texts.*

*Fully revised and updated, the second edition of the International Encyclopedia of the Social and Behavioral Sciences, first published in 2001, offers a source of social and behavioral sciences reference material that is broader and deeper than any other. Available in both print and online editions, it comprises over 3,900 articles, commissioned by 71 Section Editors, and includes 90,000 bibliographic references as well as comprehensive name and subject indexes. Provides authoritative, foundational, interdisciplinary knowledge across the wide range of behavioral and social sciences fields Discusses history, current trends and future directions Topics are cross-referenced with related topics and each article highlights further reading*

*Theories, Practices, and Perspectives  
Handbook of Islamic Marketing  
Halal Matters  
An Asian Perspective  
A Roadmap for Engaging Muslim Consumers  
American Piety*

The growth of Islamic finance today is undeniable given its services, product innovation, performance and achievements, with the Islamic insurance market being no exception; it has retained global market recognition in a parallel platform as Islamic finance moves forward. There is much written regarding the Islamic insurance system, but rarely do researchers present the various Islamic insurance products and their structures in one collective place. This book is a timely addition in meeting contemporary market demands by providing a much-needed overview of the Islamic insurance products and their Shari'ah compliant structures. This book would be of interest to academics, researchers, students and professionals who are seeking to understand the products offered.

Soroush and his contemporaries in other Moslem countries are shaping what may become Islam's equivalent of the Christian Reformation: a period of questioning traditional practices and beliefs and, ultimately, of upheaval."

Case Studies on Food Experiences in Marketing, Retail, and Events explores approaches for creating ideal food shopping and consumption experiences, and the challenges food customers face today. With a basis in literature review and theoretical background, the book illustrates specific case studies on food shopping experiences, food consumption experience in restaurants, and food experience and events, as well as insights on the methodological tools adopted throughout. Topics include food and food service design, the creation of customer loyalty through experiences, communication strategies like food promotion and event management, and defining product positioning in a competitive environment. This book is an excellent resource for industry professionals in the food and beverage sectors, including those who work in marketing, communication, hospitality, and management, as well as students studying business management, tourism management, event management, applied marketing, and consumer behavior. Presents the challenges customers face in their away-from-home food shopping Explains how customer food experiences can be created Contains best practice examples of how food companies achieve a competitive advantage by creating memorable customer experiences

How religious are Americans these days? How many still believe in God, in Biblical miracles, in heaven and hell? Do people pray? How much money is being given to churches, by Episcopalians, Presbyterians, Roman Catholics, Lutherans, and other groups? American Piety, the first of a three-volume study of religious commitment, answers these and a host of other questions about the contemporary religious scene. Particularly startling are the contrasts in beliefs, practices, and experiences revealed among the eleven major Christian denominations whose membership is compared.

Human Behaviour and Experience from an Islamic Perspective

Brand Islam

Practical Applications for Financial Risk Management

An Islamic Perspective

Emerging Cyber Threats and Cognitive Vulnerabilities

Islamic Psychology

*Poverty is one of the top problems the Muslim community faces today. A scholastic approach towards a solution based on the values and cultural contexts of the Muslim community holds great importance and significance to the Islamic civilizations and modern economic and cultural applications in the world. Challenges and Impacts of Religious Endowments on Global Economics and Finance is a pivotal reference source that examines the role of waqf and similar endowments in Islamic financial systems and how these religious endowments impact global economics and finance. While highlighting topics such as Islamic finance, risk management, and economic development, this publication explores adopting Islamic approaches to contemporary socio-economic issues and the methods of content analysis and meta-analysis methods. This book is ideally designed for professionals, economist regulators, financial analysts, academics, researchers, and postgraduate students seeking current research on modernized Islamic economic models in order to tackle the problem of fiscal deficiency.*

*Conducting business across national borders is nothing new; the Knights Templar were banking internationally as long ago as 1135. But modern globalization processes raise different challenges, and as the world becomes smaller and labour movements more common, an international understanding of human resource management is essential. The second edition of International HRM provides a fully updated and revised analysis of this important area. Its innovative, multi-disciplinary approach allows a holistic picture to emerge in which key issues are assessed from organizational, individual and societal perspectives. The collection is divided into three parts: the contemporary internationalization context the management of international employees strategic issues facing international HR managers. Supported by new research, and including work from eminent writers in the field, this book discusses issues as diverse as the relative absence of women in international work, the ethical merits of localization, and the context faced by organizations like the United Nations. It is a valuable tool for all students, researchers and practitioners working in international business and human resource management.*

*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.*

*Contemporary workplaces are subject to numerous challenges due to the absolute technological takeover of real-time working platforms. Though significant developments to the modern workforce have changed the face of industry significantly, there is a thirst for workplaces where people may achieve material objectives while attaining spiritual satisfaction through their daily activities both at the office and home. Principles of Islamic Ethics for Contemporary Workplaces is an essential reference source that discusses organizational behaviors in relation to Islamic values, beliefs, and work ethics, as well as managerial strategies that follow the Islamic way of life. Featuring research on topics such as contemporary business, diverse workforce, and organizational behavior, this book is ideally designed for managers, business professionals, administrators, HR personnel, academicians, researchers, and students.*

A European Perspective

International Human Resource Management

International Encyclopedia of the Social & Behavioral Sciences

Humanistic Marketing

Critical Perspectives on the Intersections

Renewable energy market analysis: GCC 2019

The awareness of Halal issues among Muslims have significantly increased including Muslim tourists. Halal tourism is a fast-growing industry. This is book provides a greater understanding of the current debates associated with 'Halal tourism', 'Halal Travel', and 'Muslim-friendly destination'. This book proposes a framework for "Halal tourism" to satisfy Muslim tourists and to achieve destination loyalty. This book explains why tourism operators need to satisfy Muslim tourist's and should be ready for the problems that may face Muslim travelers in the destination. It also increases reader knowledge regarding why Muslim tourist travel and select specific destination and determines the best tourism strategy for Muslim travel motivations. Muslim travel needs and the Islamic teachings related to halal tourism are also explained. This book provides guidelines for developing Halal Tourism Model for Muslim and non-Muslim destinations. The future of Halal Tourism is also explored to help policy makers and destination marketers in their plans. This book will be of significant interest to postgraduate students, researchers, academics, policy makers, and industry players in the various disciplines of Tourism, Hospitality, destination Marketing, and Islamic Studies.

The concept of Halal defines what adheres to Islamic law and is so comprehensive that it goes beyond food to include processes. The Halal industry has allowed many business firms a competitive advantage and is integral in its support for industries from food, tourism, banking and hospitality to medical. This book gives an overview of what Halal is in logistics and supply chain management, and discusses related issues and challenges in Southeast Asia. The book also examines Halal logistics and supply chain in reference to global trends and practices. It attempts to integrate theoretical and methodological aspects of Halal logistics and supply chain study in different geographical areas across industries. This will be a useful reference for those who wish to understand the Halal ecosystem and Halal logistics supply chain development.

In today's globalized world, halal (meaning 'permissible' or 'lawful') is about more than food. Politics, power and ethics all play a role in the halal industry in setting new standards for production, trade, consumption and regulation. The question of how modern halal markets are constituted is increasingly important and complex. Written from a unique interdisciplinary global perspective, this book demonstrates that as the market for halal products and services is expanding and standardizing, it is also fraught with political, social and economic contestation and difference. The discussion is illustrated by rich ethnographic case studies from a range of contexts, and consideration is given to both Muslim majority and minority societies. Halal Matters will be of interest to students and scholars working across the humanities and social sciences, including anthropology, sociology and religious studies.

Emerging Cyber Threats and Cognitive Vulnerabilities identifies the critical role human behavior plays in cybersecurity and provides insights into how human decision-making can help address rising volumes of cyberthreats. The book examines the role of psychology in cybersecurity by addressing each actor involved in the process: hackers, targets, cybersecurity practitioners and the wider social context in which these groups operate. It applies psychological factors such as motivations, group processes and decision-making heuristics that may lead individuals to underestimate risk. The goal of this understanding is to more quickly identify threat and create early education and prevention strategies. This book covers a variety of topics and addresses different challenges in response to changes in the ways in to study various areas of decision-making, behavior, artificial intelligence, and human interaction in relation to cybersecurity. Explains psychological factors inherent in machine learning and artificial intelligence Discusses the social psychology of online radicalism and terrorist recruitment Examines the motivation and decision-making of hackers and "hacktivists" Investigates the use of personality psychology to extract secure information from individuals

Advances in Islamic Finance, Marketing, and Management

Developing and Evaluating a Cloud Service Relationship Theory

Achieving Muslim Tourists' Satisfaction and Loyalty

The Palgrave Handbook of Islam in Africa

Essential Writings of Abdolkarim Soroush

Theory and Practice

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.

This book explores some of the opportunities and risks - economic, social and technological - that decision-makers will have to address, and outlines what needs to be done to foster society's capacity to manage its future more flexibly and with broader participation of its citizens.

The Principles of Islamic MarketingCRC Press

Islam, Marketing and Consumption

The Nature of Religious Commitment

Leadership

Islamic Insurance Products

Contemporary Management and Science Issues in the Halal Industry