

# Handbook of Islamic Marketing

Edited by Özlem Sandıkçı and Gillian Rice



# Handbook Of Islamic Marketing Handbook Of Islamic Marketing

**T. C. Melewar, S. F. Syed Alwi**



## **Handbook Of Islamic Marketing Handbook Of Islamic Marketing:**

Handbook of Islamic Marketing Özlem Sandıkcı, Gillian Rice, 2011-01-01 This is an especially timely publication given the current metamorphosis of politics in the Middle East and North Africa. Özlem Sandıkcı 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. Lyn S. Amine, Saint Louis University, US. 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, 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.

**Fundamentals of Islamic Marketing Handbook** Md. Shariff Haniff, 1994 *Islamic Marketing and Branding* T. C. Melewar, S. F. Syed Alwi, 2017-12-06 *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* Baker Ahmad Alserhan, 2011 The Principles of Islamic Marketing provides a complete guide to the requirements an organization needs to follow when managing its entire marketing function within the Muslim market or when adapting part of its offering to that market This is not a religious book It s a marketing book that represents the values behind a business model adopted by nearly one fifth of the world population the Islamic Economic System

*Islam, Marketing and Consumption* Aliakbar Jafari, Özlem Sandikci, 2016-01-13 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

*Islamic Marketing* Čedomir Nestorović, 2016-05-28 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

*Emerging Research on Islamic Marketing and Tourism in the Global Economy* El-Gohary, Hatem, Eid, Riyadh, 2014-07-31 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 *Advances in Islamic Finance, Marketing, and Management* Dilip Mutum, Mohammad Mohsin Butt, Mamunur Rashid, 2016-12-22 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

**Muslim Fashion** Reina Lewis, 2015-10-15 In the shops of London s Oxford Street girls wear patterned scarves over their hair as they cluster around makeup counters Alongside them hip twenty somethings style their head wraps in high black topknots to match their black boot cut trousers Participating in the world of popular mainstream fashion often thought to be the domain of the West these young Muslim women are part of an emergent cross faith transnational youth subculture of modest fashion In treating hijab and other forms of modest clothing as fashion Reina Lewis counters the overuse of images of veiled women as evidence in the prevalent suggestion that Muslims and Islam are incompatible with Western modernity Muslim Fashion contextualizes modest wardrobe styling within Islamic and global consumer cultures interviewing key players including designers bloggers shoppers store clerks and shop owners Focusing on Britain North America and Turkey Lewis provides insights into the ways young Muslim women use multiple fashion systems to negotiate religion identity and ethnicity

**Infrastructure, Morality, Food and Clothing, and New Developments in Latin America** Donald C. Wood, 2021-12-13 Volume 41 of Research in Economic Anthropology explores a wide range of topics of interest to economic anthropology including the roles of money in social ties between people and moral concerns regarding these and other roles and uses of money in society

**The Principles of Islamic Marketing** Baker Ahmad Alserhan, 2017-11-28 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 fifth 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 firms establishing harmony and meaningful cooperation between international marketers and their Muslim target markets His book provides a complete guide to the requirements an organization needs to follow when managing its entire marketing function within the Muslim market or when adapting part of its offering to that market 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 the various aspects of promoting to the Islamic markets such as franchising distribution channels and retailing practices branding positioning and pricing issues

all within the Muslim legal and cultural norms Above all The Principles of Islamic Marketing will lay the foundation of and advance Islamic Marketing as a new social science      Contemporary Discourse of Halal and Islamic Entrepreneurship Lukman Raimi, Salisu Monsuru Adekunle, Muhammad Salman Shabbir, 2023-11-09 This book serves as a valuable resource for Islamic entrepreneurship researchers Halal scholars Islamic finance professionals Halal advocates and Halal business model consultants in the fast changing global economy The thematic focus is not only on Islamic and halal entrepreneurship but also on halal production and consumption ethics and impact investing in Islamic entrepreneurship Shariah principles guiding business model innovation and utilisation of disruptive technologies such as crowdfunding for startups bitcoin digital ventures cryptocurrency blockchain among others Islamic entrepreneurship and SDGs halalisation and sustainability issues and emergence of Islamic Fintech in Muslim majority nations and nations with plural economic systems including the interface of Islamic and halal entrepreneurship with science technology engineering and mathematics STEM At the moment the working knowledge about Islamic and halal entrepreneurship is at its infancy among Islamic finance professionals halal consultants academic researchers and students nursing the ambition of going into these two fields Universities Islamic training academies and centres are also ill equipped to enrich Islamic and halal curricula with principles and conventional models One of the proactive ways of breaking financial exclusion social inequality and social exclusion caused by apathy and avoidance of Riba Maysir and Gharar is by recognising embracing and promoting Islamic and halal entrepreneurship among the excluded Muslims and lovers of ethical business models Overall this book aims to promote better understanding of Islamic and Halal entrepreneurship in order to assist academics researchers practitioners consultants and policymakers to improve the growth of Islamic startups and small and medium enterprises SMEs by improving social inclusion and financial inclusion and accelerating the attainment of SDG 8 and SDG12      *The Importance of New Technologies and Entrepreneurship in Business Development: In The Context of Economic Diversity in Developing Countries* Bahaaeddin Alareeni, Allam Hamdan, Islam Elgedawy, 2021-03-12 This book introduces the students researchers and practitioners into the subject and enabling technologies and applications pertaining to of technology entrepreneurship and business development through research articles case studies etc It is primarily intended for academic purposes for learners of computer Science management accounting and information systems disciplines economics entrepreneurship Publishing chapters in the book is new innovative idea to spread the book in the Middle East and Arab countries and make the book achieve more sales As many students in all levels graduates and undergraduates in addition to research professionals are not able to get sufficient resources because of the language concern      *Weaponized Marketing* Lisa Merriam, Milton Kotler, 2020-04-29 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      **The Principles of Islamic Marketing** Dr Baker Ahmad Alserhan, 2012-09-28 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 fifth 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 firms establishing harmony and meaningful cooperation between international marketers and their Muslim target markets His book provides a complete guide to the requirements an organization needs to follow when managing its entire marketing function within the Muslim market or when adapting part of its offering to that market 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 the various aspects of promoting to the Islamic markets such as franchising distribution channels and retailing practices branding positioning and pricing issues all within the Muslim legal and cultural norms Above all The Principles of Islamic Marketing will lay the foundation of and advance Islamic Marketing as a new social science *Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control* Rishi, Bikramjit, 2015-02-28 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 *Building Consumer-Brand Relationship in Luxury Brand Management* Rodrigues, Paula, Borges, Ana Pinto, 2020-10-23 Luxury is no longer a privilege of the high net worth individuals It is now accessible to all This has become possible because the essence of luxury has changed from something based upon materialism and conspicuous and hedonic consumption to one that embraces enrichment and experiences for the consumers This evolution creates challenges for luxury brands and for the managers of luxury brands *Building Consumer Brand Relationship in Luxury Brand Management* is a collection of innovative research that focuses on the conception and marketing of luxury as an experience and explores more integrative and comprehensive approaches to modeling and understanding the consumer brand relationship with luxury brands and their sustainability in a global and multicultural world Highlighting a broad range of topics including digital marketing consumer demand and social responsibility this book is ideally designed for marketers brand managers consumer analysts advertisers entrepreneurs executives researchers academicians and students

*Handbook of Research on Promoting an Inclusive Organizational Culture for Entrepreneurial Sustainability* Perez-Urbe,

Rafael Ignacio,Ocampo-Guzman, David,Moreno-Monsalve, Nelson,2022-10-28 In recent times there have been many changes to global work environments that have highlighted the importance of prioritizing an inclusive equitable and diverse organizational culture and highlighted the relevance of the decisions that companies make in the present and how they affect their future This reality contemplates creating an inclusive culture that values diversity and fosters trust openness and mutual support to build high performance teams made up of diverse skills cultures and experiences The Handbook of Research on Promoting an Inclusive Organizational Culture for Entrepreneurial Sustainability explains how proper management of diversity in all aspects of people s lives turns differences into a source of opportunity It discusses the modern forms of employment and management concepts adapted to the times allowing people to use their identification and skills successfully in a meaningful way regardless of their nationality race ideas age and gender Covering topics such as equitable climates socio intercultural entrepreneurship and corporate social responsibility this major reference work is an excellent resource for entrepreneurs human resource managers business leaders and executives government officials students and faculty of higher education librarians researchers and academicians *Halal and Kosher Food* Osman Ahmed Osman,Abdel Moneim Elhadi Sulieman,2023-10-12 In both Islamic and non Islamic countries many population groups worldwide such as vegetarians and people of the Jewish faith consumers do not eat pork Amongst these groups consumers are concerned about importing processed food which may contain or has been contaminated with pork or swine derived products This is especially true of halal foods in Muslim communities where the foods may be prepared or processed utilizing one of more non halal ingredients Halal and kosher foodstuff play an incredibly important role in the Muslim and Jewish diet economy and health This makes halal and kosher food product quality safety and shelf life preservation a major topic in these communities and for the manufacturers of halal and kosher food products Halal and Kosher Food Integration of Quality and Safety for Global Market Trends covers a wide range of important topics in halal foods including quality standards safety of food additives antimicrobial and veterinary drug residues aflatoxin in feedstuff application of Hazards Analysis and critical Control Points HACCP Important data regarding halal and kosher food similarities and differences are covered in full Best practices in halal food product manufacturing are covered plus the importance of halal food safety for consumer health Written by elite international halal food experts this work differs from other books on the subject which focus on history legislation and certification Readers can utilize this book as an orientation and practical guidebook to recognize the quality and safety of halal food products **Strategic Islamic Marketing** Baker Ahmad Alserhan,Veland Ramadani,Jusuf Zeqiri,Léo-Paul Dana,2022-06-28 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

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