

Mapping the two decades of Islamic marketing research using bibliometric analysis and novel machine learning topic modeling

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Abstract

Purpose – This study aims to systematically assess and map the evolution, themes and trends within Islamic marketing research, with a focus on identifying areas of high growth potential and guiding future research directions.

Design/methodology/approach – Using a bibliometric analysis and advanced structured topic modeling (STM) techniques, this research analyzes Islamic marketing studies published between 2000 and 2024. The comprehensive database search, centered on Scopus-listed publications, provides a macroscopic view of the field's development over the past two decades.

Findings – This study reveals significant insights into the field of Islamic marketing, including the identification of key research themes, the growth in literature and geographical hotspots of scholarly activity. Emerging trends suggest a growing focus on consumer behavior, brand loyalty, Halal certification and ethical marketing practices.

Research limitations/implications – This research is limited by its reliance on the Scopus database for source materials, and by focusing primarily on English-language publications. These constraints may have excluded relevant research in other languages or published in nonindexed formats.

Practical implications – This study offers valuable insights for marketers, businesses and policymakers aiming to engage the Islamic market. Understanding the dynamics of Islamic marketing can help in developing strategies that align with Muslim consumers' values and preferences.

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Originality/value – This research contributes to the Islamic marketing literature by using bibliometric analysis and STM, offering a unique, comprehensive overview of the field's evolution, trends and future directions. It underscores the importance and growth of Islamic marketing as an independent academic discipline.

Keywords Marketing, Ethical and Islamic, Machine learning, Structure topic modeling

Paper type Literature review

1. Introduction

Islamic marketing is a growing and multidimensional field closely connected to various aspects of Islamic Economics, especially within consumer-related sectors. It centers around marketing activities that adhere strictly to Shariah principles, ensuring compliance with Islamic law in all areas of practice (Kadirov, 2014). These activities must follow ethical guidelines and promote economic behavior that positively impacts society. As Islamic marketing has evolved, it has aimed to meet the increasing needs of a rapidly growing Muslim population. Islam is recognized as the fastest-growing religion globally, with a significant rise in the Muslim consumer base (Munshi *et al.*, 2022). As such, it becomes crucial for scholars and practitioners alike to explore the existing body of literature and identify emerging trends and gaps within Islamic marketing.

This paper focuses on compiling and analyzing research related to Islamic finance, halal marketing and Shariah-compliant (SC) marketing. Islamic finance, one of the integral sectors within the Global Islamic Economy, is deeply intertwined with Islamic marketing. Financial products and mechanisms offered in this sector must comply with Shariah law, encompassing services such as banking, capital markets and Takaful (Islamic insurance). The importance of Islamic marketing across all sectors of the Islamic economy is well-established (Shah *et al.*, 2020).

Despite the increasing significance of Islamic marketing, the existing literature often lacks a comprehensive exploration of its principles and their application across different sectors. Many studies, like those by Hassan *et al.* (2022) and Shah *et al.* (2020), focus predominantly on Islamic finance and banking but do not differentiate between critical concepts such as “halal” and “Shariah-compliant,” often using “Islamic” to encompass both. Bibliometric studies, such as those by Çürük and Kaynar (2021), highlight the underrepresentation of terms like “halal” in Islamic marketing research, whereas Nasir *et al.* (2021) similarly fail to address halal aspects comprehensively in the context of Takaful. Furthermore, ethical considerations and sustainability, identified as competitive advantages for Islamic banks (Biancone *et al.*, 2020), are often underexplored. In addition, although the rise of halal tourism has gained traction (Battour *et al.*, 2024), research on how Islamic marketing applies to sectors like tourism remains limited. Similarly, consumer behavior studies highlight gaps in understanding trust and loyalty in Islamic banking (ShabbirHusain *et al.*, 2024), and fragmented research on emerging areas such as halal cosmetics underscores the need for a more comprehensive approach (Liew and Karia, 2024). Despite these fragmented efforts, Islamic marketing's full potential remains underexplored across sectors, with gaps in integrating ethics, sustainability and sector-specific applications.

The primary objective of this study is to fill the existing research gaps in Islamic marketing by providing a comprehensive analysis of its various sectors, including finance, tourism and halal products, using the advanced structured topic modeling (STM) technique (Ali and Aysan, 2024). Unlike prior research that isolates specific sectors or uses broad terms without adequate differentiation, our study aims to offer a clearer, unified perspective on how Islamic marketing principles are applied across different sectors of the Islamic economy. Specifically, we seek to answer how trends in Islamic marketing have evolved from 2000 to

2024 and identify emerging themes that have yet to be fully explored in high-ranking journals (Shah *et al.*, 2020; Bai *et al.*, 2021).

Our study makes several key contributions to the field of Islamic marketing. Theoretically, it advances the understanding of Islamic marketing by integrating fragmented concepts such as “halal” and “Shariah-compliant” into a unified framework, addressing the need for clarity and consistency across sectors (Nasir *et al.*, 2021; Handoko, 2020). Methodologically, the introduction of STM represents a novel contribution to bibliometric analyses, enabling the identification of latent trends and patterns in Islamic marketing that were previously unexplored (Das *et al.*, 2023). Practically, the findings offer actionable insights for businesses and policymakers on how to effectively implement Islamic marketing strategies that align with ethical principles and consumer trust (Biancone *et al.*, 2020; Mustapha *et al.*, 2024). By doing so, this study not only enhances the academic discourse but also provides a solid foundation for future research and practical applications in the growing field of Islamic marketing. Of Islamic marketing, which has not been comprehensively addressed in the existing literature.

The research questions addressed in this paper include the following:

RQ1. What are the key trends in Islamic marketing research during the 2000–2024 period?

RQ2. What are the demographic characteristics of the authors, organizations and journals contributing to Islamic marketing research?

RQ3. What are the common characteristics of the most highly cited papers in the field of Islamic marketing research?

RQ4. What are the most frequently used keywords in Islamic marketing papers?

RQ5. What are the major research topics, and how have they evolved over time?

The remainder of the paper is structured as follows: Section 2 reviews relevant literature on Islamic marketing and bibliometric analysis, Section 3 outlines the methodology used in this study, Section 4 presents the findings and Section 5 concludes with key recommendations for future research.

2. Literature review

Islamic marketing has emerged as an essential field within the broader context of Islamic economics, touching upon various aspects of consumer behavior, ethical practices and the promotion of SC services. As the Islamic economy expands, research in Islamic marketing has sought to explore how these principles are applied in different sectors, including banking, finance, halal products, tourism and more. This section provides a review of the key contributions to the field, incorporating recent studies published in Scopus-indexed journals, while also addressing the research gaps that remain.

A significant portion of the literature focuses on Islamic finance, particularly Islamic banking, as a major area within Islamic marketing. For instance, Hassan *et al.* (2022) emphasize the uniqueness of Islamic finance as an independent field, laying a strong foundation for further research into Islamic marketing and its various product elements. Shah *et al.* (2020) also explore the significance of halal and SC practices in marketing, stressing that halal intention is a key determinant in marketing permissibility. However, many studies either overlook or sparsely mention the terms “halal” and “Shariah-compliant,” relying instead on the broader term “Islamic” to capture both concepts. For example, Tijjani *et al.* (2021) and Ikra *et al.* (2021) mentioned these terms briefly but fail to comprehensively analyze their distinct implications.

In recent years, bibliometric analyses have clarified the trends and gaps in Islamic marketing research. [Çürük and Kaynar \(2021\)](#) conducted a bibliometric study focusing on publishing trends in Islamic finance, which highlighted the interchangeability of terms like “Islamic banking,” “Islamic economics” and “Islamic finance.” However, the term “halal” was notably absent or underrepresented. This gap reflects a broader issue within the literature, where critical terms are not consistently explored, weakening the explanatory power of the studies.

Takaful, an SC alternative to conventional insurance, has also been a focus in Islamic marketing literature. [Nasir et al. \(2021\)](#) examined Takaful from an SC perspective, but like many other studies, they did not extensively explore the halal angle. This is a recurring theme in the literature, where the halal and SC aspects are either treated interchangeably or insufficiently defined. Further research is needed to clarify these concepts and their applications in various sectors of the Islamic economy.

Another significant contribution comes from [Handoko \(2020\)](#), who calls for further research on the contribution of halal practices to economic progress, particularly in Indonesia. This aligns with the findings of [Lanzara \(2021\)](#), who noted that halal practices inherently incorporate socially responsible elements, promoting societal growth rather than focusing solely on organizational profit. This socially responsible dimension of Islamic marketing is especially relevant in microfinance, where SC institutions tend to have lower credit risk and profit margins compared to non-SC counterparts.

A study by [Hassanein and Mostafa \(2023\)](#) on Islamic banking and finance literature over 30 years found that research output was concentrated among a relatively small group of researchers, many of whom built robust networks within their regions. This highlights a significant gap in knowledge sharing across geographic boundaries. In addition, [Biancone et al. \(2020\)](#) focused on the comparison between Islamic and conventional banks, identifying ethics and sustainability as areas where Islamic banks could gain a competitive advantage. However, despite the increasing interest in this field, few studies explore the sustainability and ethical aspects in detail.

[Suandi et al. \(2023\)](#) further examined the impact of entrepreneurial marketing on the performance of Islamic banks in Indonesia. They found that marketing activities significantly impacted bank performance, though leadership did not play a moderating role. This finding underscores the need to further explore the relationship between leadership, marketing practices and performance in Islamic financial institutions.

Recent studies have expanded the scope of Islamic marketing beyond finance and banking. For instance, [Battour et al. \(2024\)](#) conducted a bibliometric review of halal tourism and hospitality, identifying Malaysia and Indonesia as the leading contributors to this growing field. Their findings indicate that halal tourism research has gained significant traction since 2016, driven by the increasing demand for SC tourism services. This study underscores the importance of exploring how Islamic marketing principles can be applied in sectors like tourism, which are traditionally outside the scope of Islamic finance.

[Ohlan and Ohlan \(2024\)](#) also reviewed religious tourism, identifying themes such as spiritual experience, identity and cultural heritage. Their study suggests that while Islamic marketing has made strides in addressing the needs of Muslim consumers, there is still a gap in understanding how these principles can be applied to multireligious contexts, particularly in regions where Islam is not the dominant religion.

In the realm of consumer behavior, [ShabbirHusain et al. \(2024\)](#) provided a systematic review of consumer behavior in Islamic banking, highlighting gaps in the literature related to consumer trust, loyalty and decision-making processes. Their study emphasizes the need for more research on how Islamic marketing can shape consumer perceptions through ethical

branding and adherence to Shariah principles. Similarly, [Md Husin *et al.* \(2024\)](#) conducted a bibliometric analysis of Islamic fund management, noting a lack of collaboration among scholars in this field. They suggest that future research should focus on building stronger networks between researchers and institutions to advance the knowledge base in Islamic fund management and marketing.

[Liew and Karia \(2024\)](#) tackled the growing halal cosmetics market, which is becoming a key driver of economic growth in Muslim-majority countries. Their systematic review highlights the fragmented nature of research in this area and calls for a more comprehensive approach to understanding halal cosmetics. This sector represents an emerging opportunity for Islamic marketing to expand beyond traditional products and services.

Moreover, [Andespa *et al.* \(2024\)](#) explored Sharia-compliant behavior in Islamic banks, identifying determinants such as attitudes, subjective norms and Islamic financial literacy. Their findings suggest that marketing strategies in Islamic banks must emphasize Shariah compliance to build consumer trust. [Hartanto *et al.* \(2024\)](#) also examined the sustainability of Islamic banking, noting that ethical practices and corporate social responsibility are becoming increasingly important in marketing Islamic financial products.

[Napitupulu *et al.* \(2024\)](#) explored the relationship between the halal industry and Islamic green finance, providing insights into how Islamic financial institutions can promote halal industries through sustainable financial products. This study highlights the potential for Islamic marketing to leverage green finance principles to appeal to environmentally conscious Muslim consumers. Finally, [Mustapha *et al.* \(2024\)](#) conducted a systematic review of ethical issues in the halal food supply chain, identifying a lack of discourse on ethics within halal supply chains. This is a critical area for Islamic marketing to address, as ethical considerations are central to building trust with consumers in the halal food market.

Keeping in view the discussion on previous studies, our study is different primarily in its holistic approach toward Islamic marketing, a perspective that is notably absent in prior studies. Previous research, as reviewed in the literature, often focuses on specific aspects of Islamic finance, such as Islamic banking or halal certification, without fully addressing the broader concept of Islamic marketing. This narrow focus overlooks the integration of “Halal” and “SC” elements across different marketing practices and fails to capture the essence of Islamic marketing in its entirety. Our study fills this gap by considering Islamic marketing as an independent field of study, thereby offering a more comprehensive view of its principles, practices and impact.

Furthermore, the addition of novelty in our methodology through the use of STM represents a significant advancement over previous bibliometric studies. Existing research predominantly relies on conventional bibliometric analysis, which may not fully uncover the complex relationships and trends within the vast literature on Islamic marketing. The application of machine learning topic modeling in our study enables the identification of latent themes and patterns that have not been previously explored, offering fresh insights into the hotspots and emerging trends within Islamic marketing research. This innovative approach enhances our understanding of the field and sets a new benchmark for future bibliometric analyses in Islamic marketing and potentially other areas of study.

The following [Table 1](#) lists the research articles that have been observed throughout Section 2.

3. Methodology

In conducting this bibliometric study, data were collected from the Scopus database to examine patterns and trends within the Islamic marketing research field. The analysis identifies the central topics around which scholars formulate their research questions,

Table 1. Summary of previous studies

Authors	Journal	Year	Methodology	Study type	Time frame	No. of articles	Databases used	Search keywords	Key ideas
(Hassan et al., 2022)	<i>Journal of Islamic Marketing</i>	2021	Bibliometric analysis	Quantitative	2010–June 2020	510	Scopus	Islamic marketing, VOSviewer, Bibliometric, JIMA, Journal analysis	Reviews new and emerging dimensions of Islamic marketing
(Tijjani et al., 2021)	<i>International Journal of Islamic Finance</i>	2021	Bibliometric analysis	Quantitative	1939–2019	1,210	Web of Science	Bibliometric, Islamic banking – Islamic finance – bibliometric, Research productivity – Islamic finance, Shariah	Observes developing trends in Islamic finance
(Ikra et al., 2021)	<i>International Journal of Islamic and Middle Eastern Finance and Management</i>	2021	Bibliometric analysis	Quantitative	2000–2020	278	Web of Science	Efficiency, Islamic banking, Bibliometric, Empirical papers	Identifies major research streams in literature on Islamic banking efficiency
(Mubarrok et al., 2022)	<i>Journal of Islamic Marketing</i>	2022	Bibliometric analysis	Quantitative	2010–2020	454	Scopus	Scopus, Islamic marketing, Bibliometrics, VOSviewer	Pinpoints “Halal” as an area to further direct research efforts
(Kumar et al., 2022)	<i>International Journal of Bank Marketing</i>	2022	Bibliometric analysis	Quantitative	1983–2020	1,250	Scopus	<i>International Journal of Bank Marketing</i> , bank marketing, Bibliometrics, Performance analysis, Intellectual structure	Evaluates the influence of <i>IJBM</i> on bank marketing research themes
(Mamun et al., 2021)	<i>International Journal of Consumer Studies</i>	2021	Literature review	Quantitative	2001–2019	113	Scopus	Literature review, Islamic marketing, Islamic branding, bibliometric analysis, ethics	Identified future research areas in Islamic marketing
(Nasir et al., 2021)	<i>International Journal of Islamic and Middle Eastern Finance and Management</i>	2021	Bibliometric analysis	Qualitative	2000–2019	149	Scopus	Takaful, Islamic insurance, Co-word analysis, Bibliometric, Biblioshiny	Juxtaposed Islamic and conventional insurance based on various themes
(Suandi et al., 2023)	<i>Journal of Financial Services Marketing</i>	2023	Empirical analysis	Quantitative					Explored the relation between entrepreneurial marketing and bank performance
(Suban et al., 2021)	<i>International Hospitality Review</i>	2021	Bibliometric analysis	Quantitative	2004–2021	238	Scopus	Bibliometric analysis, Halal tourism, Islamic tourism, VOSviewer, Citation analysis, Spiritual tourism, Tourism	Reviewed major characteristics of halal tourism literature

(continued)

Table 1. Continued

Authors	Journal	Year	Methodology	Study type	Time frame	No. of articles	Databases used	Search keywords	Key ideas
(Çürük and Kaynar, 2021)	<i>International Journal of Business and Economic Studies Science Editing</i>	2021	Bibliometric analysis	Qualitative	2008–2021	1,922	Web of Science	Islamic Finance, Islamic Economics, Bibliometric Analysis	Assess Islamic finance literature trends post 2008 crisis
(Handoko, 2020)		2020	Bibliometric analysis	Qualitative	All years up to June 2020	559	Scopus	Bibliometric analysis, Indonesia, Islamic economics and finance, Scopus databases, VOSviewer	Identifies area of Islamic finance that are receiving more attention from researchers in recent years
(Hassanein and Mostafa, 2023)	Quality and quantity	2023	Bibliometric analysis	Qualitative	1990–2019	464	Web of Sciences	Islamic Banking and Finance, Bibliometric analysis, Co-citation networks, Keyword co-occurrence networks, Conceptual structure maps, Thematic maps	Reveals limited international and inter-regional collaboration among authors and institutions
(Biancone et al., 2020)	<i>Journal of Islamic Accounting and Business Research</i>	2020	Bibliometric analysis	Qualitative	1990–2020	7,662	Scopus	Islamic finance, Islamic banking, Bibliometric analysis	Reviews major areas of focus for IB and F literature
(Lanzara, 2021)	<i>International Journal of Business and Management</i>	2021	Bibliometric analysis	Qualitative	2000–2021	788	Web of Science	Bibliometrics analysis, Islamic finance, social finance	Reviews relation between Islamic and social finance
(Shah et al., 2022)	<i>Journal of Islamic Marketing</i>	2022	Literature review	Qualitative	All years up to 2018	39	Wiley Online, Taylor and Francis, Emerald Insight, ABI inform, ScienceDirect, Sage	Halal market, Islamic marketing, Islamic marketing mix, Muslim consumers, Halal marketing, Integrative review	Reviews major themes of Islamic marketing literature and areas that require further attention
(Battour et al., 2024)	<i>Journal of Islamic Marketing</i>	2024	Bibliometric analysis	Literature review	2003–2023	314	Scopus	Halal hospitality, Halal tourism, Responsible consumption	The study maps out trends, top players and evaluates the intellectual structure of the field
		2024			1992–2022	988			

(continued)

Table 1. Continued

Authors	Journal	Year	Methodology	Study type	Time frame	No. of articles	Databases used	Search keywords	Key ideas
(Ohlan and Ohlan, 2024)	<i>Journal of Islamic Marketing</i>		Bibliometric analysis	Literature review			Web of Science	Pilgrimage, Religion, Sacred sites, Spiritual tourism	Key themes include spiritual experience and cultural heritage. Gaps identified in sustainability and the impact of COVID-19 on religious tourism
(ShabbirHusain et al., 2024)	<i>Journal of Islamic Marketing</i>	2024	Systematic literature review	Literature review	N/A	135	Scopus	Bank marketing, Consumer behavior, Islamic banking	Focuses on building a future research agenda with an emphasis on consumer trust, loyalty and behavior in Islamic banking
(Md Husin et al., 2024)	<i>Journal of Islamic Marketing</i>	2024	Bibliometric analysis	Bibliometric analysis	2007–2022	115	Scopus	Islamic fund, Content analysis, Bibliometric	The study identifies gaps in collaborative research and calls for more partnerships between researchers to drive further studies on Islamic funds
(Liew and Karia, 2024)	<i>Journal of Islamic Marketing</i>	2024	Bibliometric analysis	Systematic literature review	N/A	66	N/A	Halal cosmetics, Bibliometric analysis, Thematic analysis	Provides a comprehensive overview of halal cosmetics research. Identifies fragmentation in the field and calls for more cohesive research to aid both scholars and practitioners in further developing the halal cosmetics market
(Abdul Shukor and Kattiyapornpong, 2024)	<i>Journal of Islamic Marketing</i>	2024	Bibliometric analysis	Bibliometric analysis	1981–2023	342	Scopus	Muslim travelers, Bibliometric, Halal tourism	Highlights underexplored themes like the impact of climate change and the Syrian crisis on Muslim travel
(Andespa et al., 2024)	<i>Journal of Islamic Marketing</i>	2024	Systematic literature review using PRISMA	Systematic literature review	2013–2023	N/A	N/A	Sharia compliance, Behavioral intention, Islamic branding	Highlights the role of digital technology in enhancing Sharia-compliant banking services

(continued)

Table 1. Continued

Authors	Journal	Year	Methodology	Study type	Time frame	No. of articles	Databases used	Search keywords	Key ideas
(Hartanto et al., 2024)	<i>Journal of Islamic Marketing</i>	2024	Bibliometric analysis	Bibliometric analysis	2005–2022	76	Scopus	Islamic banking, Sustainability, CSR	Emphasizes the role of the Maqashid al Shariah approach in framing Islamic banking sustainability practices
(Napiupulu et al., 2024)	<i>Journal of Islamic Marketing</i>	2024	Bibliometric analysis	Bibliometric analysis	2009–2022	182	Scopus	Halal industry, Islamic green finance, Bibliometric	Explores the nexus between the halal industry and Islamic green finance
(Mustapha et al., 2024)	<i>Journal of Islamic Marketing</i>	2024	Bibliometric analysis	Bibliometric analysis	N/A	263	Scopus	Halal food, Integrity, Supply chain	Examines ethical issues in the halal food supply chain, focusing on integrity and compliance with Shariah law
Source: Authors' own compilation									

offering insights into the key areas of focus within the discipline. Furthermore, the study highlights the core terminology used in the sampled papers and identifies the most prolific contributors to this body of research.

3.1 Bibliometric analysis

The search terms used in the Scopus database to retrieve the sample papers included “Islamic Marketing,” “Halal Marketing” and “Shariah-Compliant Marketing.” These terms were searched within the abstracts, titles and keywords of potential papers to ensure comprehensive coverage of the relevant literature. The use of these terms aimed to refine the sample pool to papers representative of the Islamic marketing research field. Additional parameters were set by restricting the date range to publications between January 1, 2000, and February 14, 2024, capturing Islamic marketing-related research published after 2000 up to the date of data collection. The search was further limited to papers published in English, as it is the predominant language used in this research area. A total of 207 papers were extracted. The VOSviewer application was then used to conduct a visual analysis of various aspects of the research (Qadri *et al.*, 2024a, 2024b), including collaboration networks, geographic distribution of publications, dominant themes, growth of sources, co-citations, keyword co-occurrence, most cited articles (both globally and in their country of origin) and the overall most relevant articles within the field.

3.2 Structure topic modeling

We used STM to examine and elucidate the conceptual framework underpinning the research published in this journal. STM is a state-of-the-art text mining technique that effectively uncovers and analyzes the underlying topic structures within a body of text (Ali and Aysan, 2024). Compared to traditional methods such as Latent Dirichlet Allocation (LDA), STM offers enhanced analytical capabilities, allowing for a more sophisticated identification of prominent themes and trends across scholarly disciplines (Bai *et al.*, 2021; Das *et al.*, 2023).

One of the key advantages of using STM in our study is its ability to incorporate document-level metadata into the topic modeling process. This integration enriches the analysis by providing context-specific insights that are difficult to obtain through LDA alone. STM not only represents topics but also captures their interconnectedness and the influence of external factors on the thematic structure of the data set (Baker *et al.*, 2021; Blum and Raviv, 2023; Vanhala *et al.*, 2020). As a result, our use of STM allowed for a more nuanced and comprehensive exploration of the key ideas and trends within Islamic marketing, contributing to a deeper understanding of the journal’s intellectual landscape and its evolution over time. By adopting this methodological approach, we align our study with cutting-edge research practices, enabling a detailed visual and analytical examination of the conceptual structure that characterizes the intellectual output in Islamic marketing.

To implement STM, we meticulously compiled a text corpus consisting of the titles, abstracts, keywords and publication years of all research articles. Before analysis, we preprocessed the text by removing copyright information, publisher names, non-English words and special characters, such as punctuation and currency symbols.

Through extensive corpus analysis, we identified frequently occurring pairs of words, such as “financial distress” and “capital structure.” To capture these patterns more effectively, we used a bigram tokenizer within the R programming environment, generating all meaningful instances of consecutive word pairs. The bigrams were subsequently converted into unigrams to maintain consistency with the authors’ original keywords. For instance, terms like “stock returns” and “Islamic finance” were retained in their original form.

We conducted an empirical investigation by testing various numbers of topics, ranging from 5 to 30, to determine the optimal number of topics for our analysis. This approach is consistent with previous research (Baker *et al.*, 2021; Sharma *et al.*, 2021). Based on the results, we selected ten topics, as this number maximized the average held-out likelihood, indicating the most representative thematic structure.

Our final analysis was guided by balancing semantic coherence and exclusivity, two crucial metrics for evaluating topic model quality. Semantic coherence ensures that the topics are interpretable, whereas exclusivity measures the distinctiveness of the vocabulary associated with each topic. This approach is consistent with established best practices in topic modeling and enabled us to derive meaningful and clearly defined topics from the data set.

4. Results and discussion

4.1 Results of bibliometric analysis

It is crucial to identify key collaborative networks among researchers, which are visually represented through clusters in distinct color groups. These clusters can be observed in the figures below, which depict the networks among authors and the co-occurrence of keywords that reflect the central themes of their contributions.

4.1.1 General sample information. Table 2 summarizes the description of the data recovered as a result of our search query. With an overall number of 185 articles and 22 review papers, the Islamic marketing research field has seen considerable growth over the two decades of observation. Furthermore, it can be noted that the years during which the novel coronavirus, COVID-19, was most prevalent produced the largest number of high-quality publications in this field.

Table 2. Descriptive statistics

Description	Results
<i>Main information about data</i>	
Timespan	2001:2024
Sources (journals, books, etc.)	57
Documents	207
Annual growth rate (%)	3.06
Document average age	6.17
Average citations per doc	22.61
References	12,117
<i>Document contents</i>	
Keywords plus (ID)	60
Author's keywords (DE)	629
<i>Authors</i>	
Authors	436
Authors of single-authored docs	47
<i>Authors collaboration</i>	
Single-authored docs	55
Coauthors per doc	2.47
International coauthorships (%)	18.36
<i>Document types</i>	
Article	185
Review	22

Source: Authors' own results

Table 3 displays the number of papers within the sample range published per year. This highlights a rising interest among scholars regarding consumer behavior in Islamic-compliant industries. The search terms used to procure our sample size are “Islamic Marketing,” “Halal Marketing” and “Shariah-Compliant Marketing.” Searching these terms in the titles, abstract and keywords allowed for a comprehensive accumulation of adequate papers.

4.1.2 *Most globally cited papers.* Table 4 presents a compilation of the ten most cited papers within Islamic marketing, as evidenced through various metrics such as total

Table 3. Annual production

Year	Articles
2001	1
2002	0
2003	0
2004	0
2005	0
2006	0
2007	0
2008	0
2009	0
2010	6
2011	5
2012	12
2013	9
2014	16
2015	6
2016	20
2017	13
2018	14
2019	17
2020	32
2021	10
2022	26
2023	18
2024	2

Source: Authors’ own results

Table 4. Most globally cited papers

Paper	DOI	Total citations	TC per year	Normalized TC
(Mukhtar and Butt, 2012)	10.1108/17590831211232519	274	21.08	5.15
(Saeed <i>et al.</i> , 2001)	10.1023/A:1010718817155	186	7.75	1
(Abd Rahman <i>et al.</i> , 2015)	10.1108/JIMA-09-2013 - 0068	171	17.1	2.41
(Wilson <i>et al.</i> , 2013)	10.1108/17590831311306336	167	13.92	3.11
(Awan <i>et al.</i> , 2015)	10.1108/MRR-01-2014-0022	154	15.4	2.17
(Sandikci, 2011)	10.1108/17590831111164778	150	10.71	2.15
(Wilson and Grant, 2013)	10.1108/17590831311306327	146	12.17	2.71
(Alserhan, 2010)	10.1108/17590831011055842	145	9.67	2.38
(Wilson, 2012)	10.1108/17590831211225436	108	8.31	2.03
(Rajagopal <i>et al.</i> , 2011)	10.1108/17590831111139857	102	7.29	1.46

Source: Authors’ own results

citations, citations per year and normalized total citations. Mukhtar A.'s 2012 publication in the *Journal of Islamic Marketing* leads with 274 total citations and a yearly citation average of 21.08, reflecting its significant influence and a normalized citation score of 5.15. Saeed M.'s work from 2001 in the *Journal of Business Ethics* follows, highlighting its foundational role with 186 citations. The list also underscores the dynamic contributions of scholars like Abd Rahman A. and Wilson J.A.J., whose works have notably impacted Islamic marketing discourse. Including papers across different years and journals, such as the *Management Research Review* and the *Journal of Islamic Marketing*, showcases the diverse and evolving nature of research in this field, from ethical considerations to marketing strategies aligned with Islamic principles.

4.1.3 Authors' local impact. Table 5 provides a quantitative assessment of the local impact of various authors within the field of Islamic marketing, using metrics such as the *h*-index, *g*-index, *m*-index, total citations (TC), number of publications (NP) and the start year of publication (PY_start). Each author listed has achieved an *h*-index of 3, indicating a consistent citation level across their publications. Notably, authors like Kadirov D. and Muhamad N. demonstrate a higher *g*-index relative to their *h*-index, suggesting that a few of their works have had a disproportionately broad impact. The *m*-index, which adjusts the *h*-index to account for the academic age of the researcher, shows variability across authors, with Pradana M. exhibiting the highest value at 0.5, indicating a rapid accumulation of influence in a relatively short period. Sandikci Ö. stands out with an impressive 329 total citations from only four publications since 2011, underscoring a significant impact in the domain. Collectively, the table highlights the contributions of these authors to Islamic marketing research, as their work continues to attract attention and citations, reflecting the dynamic and evolving nature of this field.

4.1.4 Most relevant sources. Table 6 displays data regarding the top ten journals, which published the largest number of papers from among the sample. The *Journal of Islamic Marketing* can be seen as the clear dominant source of high-quality papers for the Islamic marketing research field, representing nearly 70% of all published papers included within the sample size.

4.1.5 Network map of authors. Jonathan A.J. Wilson emerges as the most prominent researcher, evidenced by his highest number of occurrences within both the yellow and green clusters. Other scholars with notable collaborative networks include Jonathan Liu, Baker Ahmad Alserhan and Özlem Sandikci, who also demonstrate significant contributions to the field through their extensive collaborations (Figure 1).

Table 5. Authors' local impact

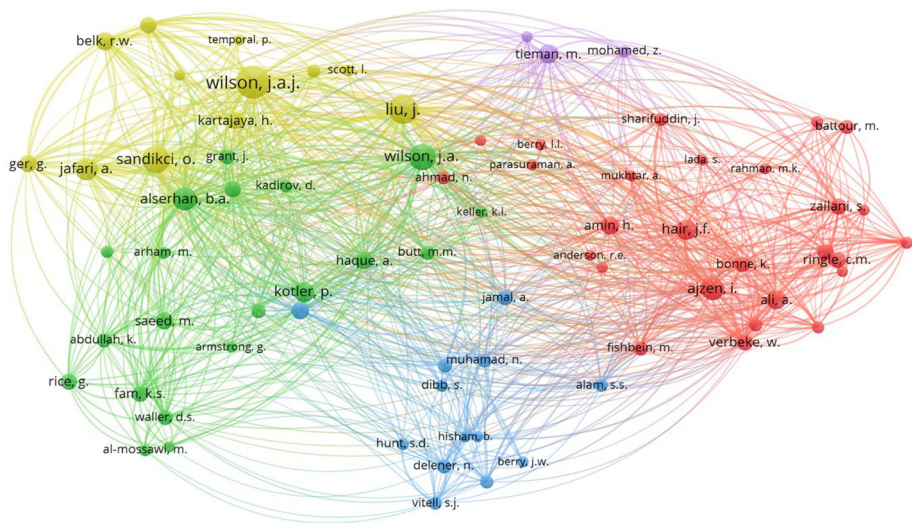
Author	<i>h</i> _index	<i>g</i> _index	<i>m</i> _index	TC	NP	PY_start
Alserhan B.A	3	3	0.2	212	3	2010
Haque A	3	3	0.375	35	3	2017
Kadirov D.	3	5	0.273	46	5	2014
Koku P.S.	3	3	0.214	38	3	2011
Leong V.S.	3	3	0.333	59	3	2016
Maulan S.	3	3	0.333	37	3	2016
Muhamad N.	3	5	0.333	62	5	2016
Othman A.K.	3	3	0.429	22	3	2018
Pradana M.	3	4	0.5	34	4	2019
Sandikci Ä.	3	4	0.214	329	4	2011

Source: Authors' own results

Table 6. Most relevant sources

Most relevant sources	Articles
<i>Journal of Islamic Marketing</i>	134
<i>African Journal of Business and Economic Research</i>	4
<i>Asia Pacific Journal of Marketing and Logistics</i>	3
<i>International Journal of Business and Society</i>	3
<i>Journal of Business Research</i>	3
<i>Management Research Review</i>	3
<i>International Journal of Bank Marketing</i>	2
<i>Innovative Marketing</i>	2
<i>Intellectual Discourse</i>	2
<i>Cogent Social Sciences</i>	2

Source: Authors' own results

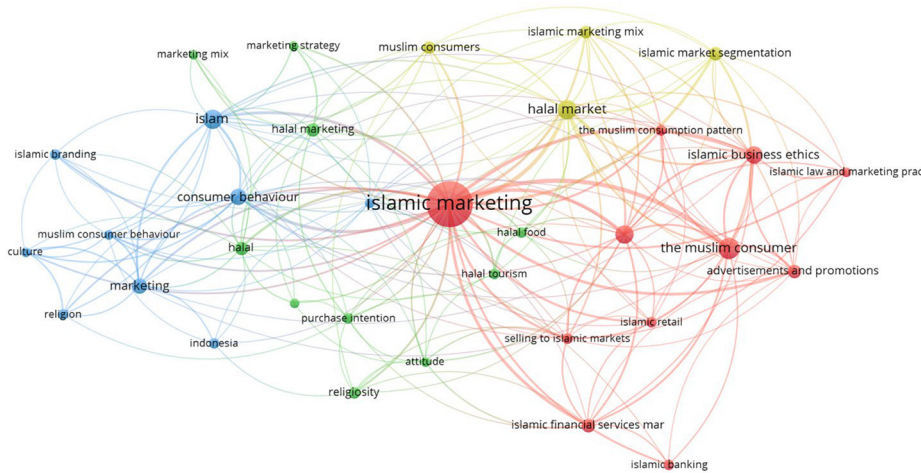


Source: Authors' own results

Figure 1. Author network map

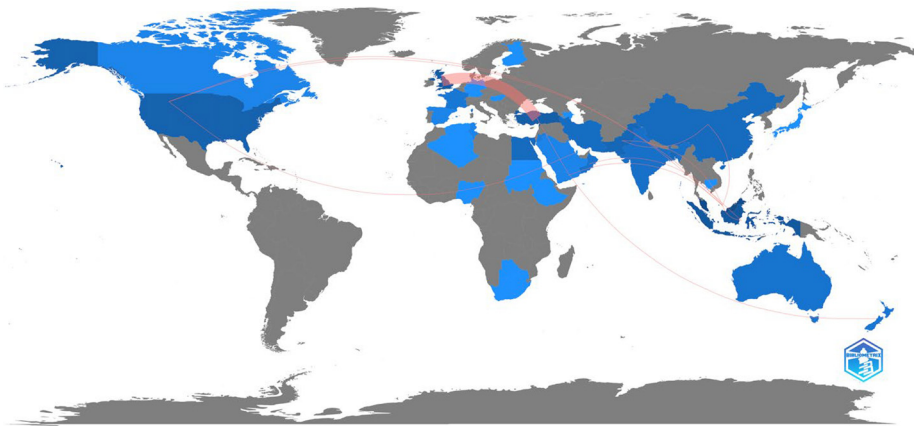
4.1.6 Network map of co-occurrence of keywords. Figure 2 below illustrates the most frequently co-occurring keywords, representing the focal points of the Islamic marketing research community across various contributions. As anticipated, “Islamic Marketing” is central to the discourse, with additional significant concentrations on “Muslim consumers” and their behavior. These clusters likely reflect research on consumer spending habits and responses to specific practices within the Islamic marketing industry.

4.1.7 International collaboration links. The geographic collaboration highlights the countries that contribute and collaborate most extensively on Islamic marketing-related research. Figure 3 below illustrates the relative contributions of each country to the field, as well as the collaborations between nations. Notable contributions are observed from the



Source: Authors' own results

Figure 2. Network map of keywords

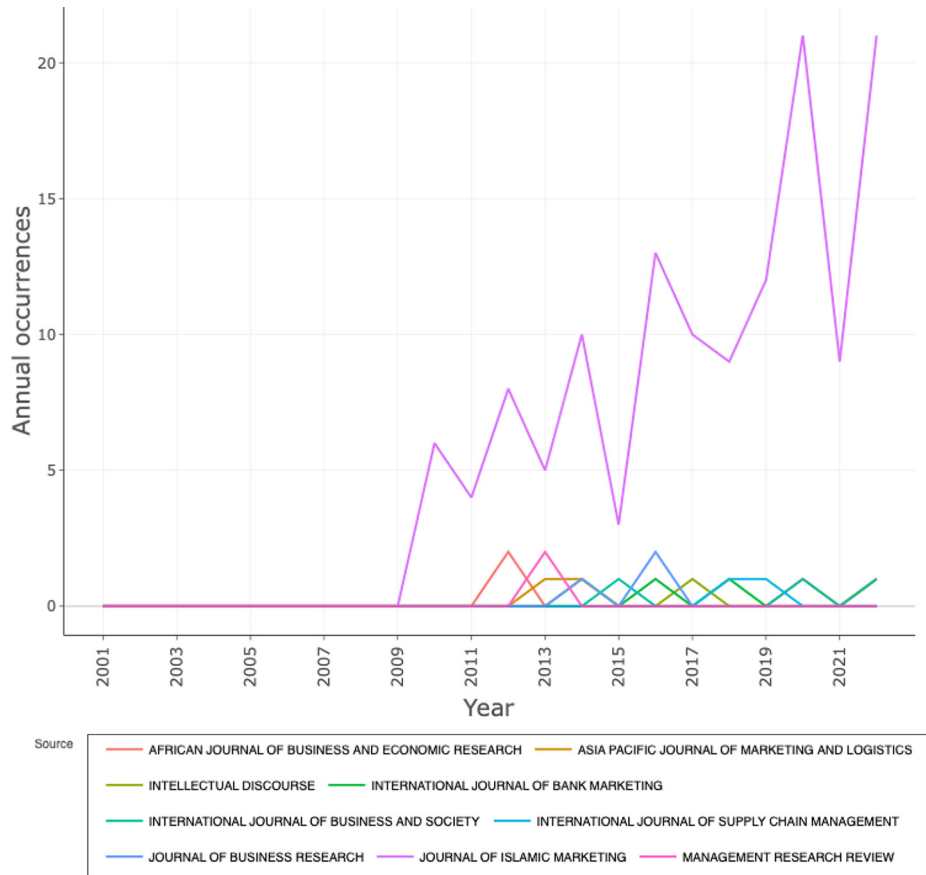


Source: Authors' own results

Figure 3. International collaboration map

South Asian, Middle Eastern and North African regions, along with North America. A particularly significant collaborative link is evident between Turkey and the UK, which stands out compared to other international collaborations. The most prominent contributions originate from the USA, Turkey, Indonesia, Malaysia and Egypt, reflecting the global reach and growing importance of Islamic marketing research.

4.1.8 Frequency of publication by journals. The frequency of articles published by each journal, as depicted in [Figure 4](#), illustrates the annual output of Islamic marketing research. Among these, the *Journal of Islamic Marketing* stands out with a significantly higher contribution to the field throughout the observation period. However, all journals, including

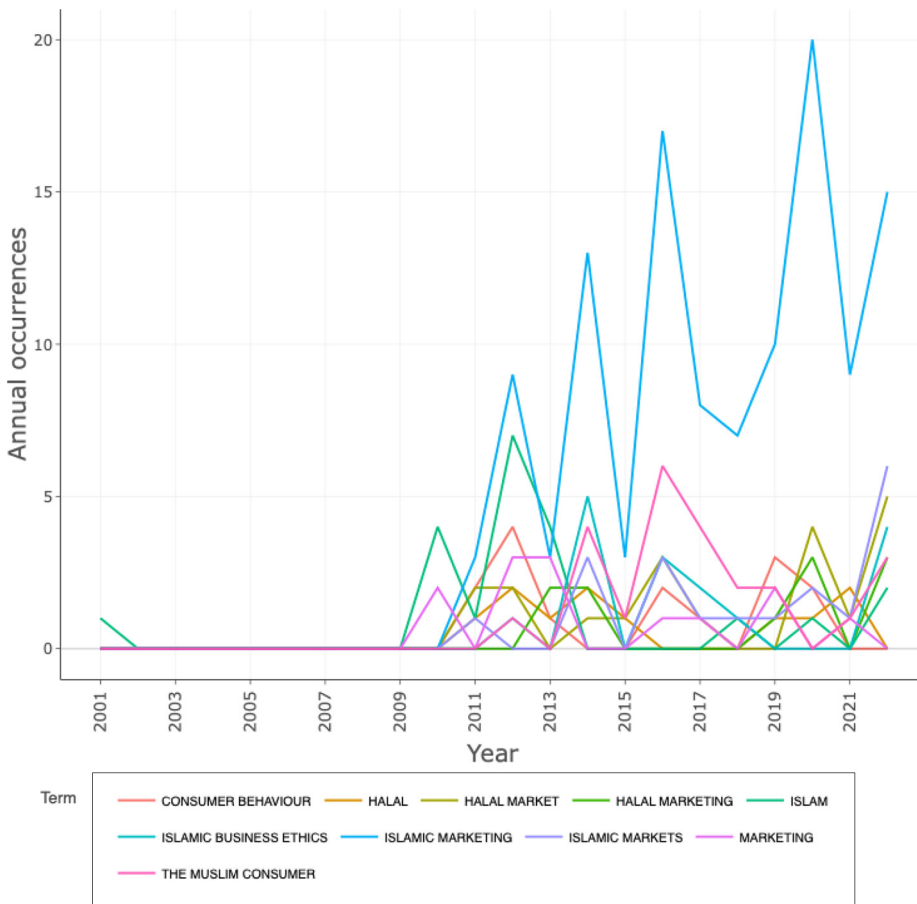


Source: Authors' own results

Figure 4. Source growth per year

the *Journal of Islamic Marketing*, experienced a notable decline in publications in 2021. This reduction may be attributed to a shift in the research community's focus during 2020, potentially as a consequence of the global spread of the novel coronavirus. Another plausible explanation for the decline could be the reduced productivity among researchers, stemming from limited access to data and disruptions in research activities due to the COVID-19 countermeasures imposed by various authorities.

4.1.9 *Frequency of keywords used.* Figure 5 illustrates the frequency of keywords used across the sample research papers, providing insights into the focal points of Islamic marketing research between 2000 and 2022. As anticipated, the term "Islamic Marketing" maintained a dominant presence throughout the period, with its prominence increasing over time. A notable focus on "Halal Marketing" is evident during the 2009–2014 period, although this focus significantly diminished in subsequent years. In contrast, the term "Muslim Consumer" appears frequently, particularly between 2014 and 2019, signaling a heightened research emphasis on the spending habits and behaviors of the Muslim demographic during that time.

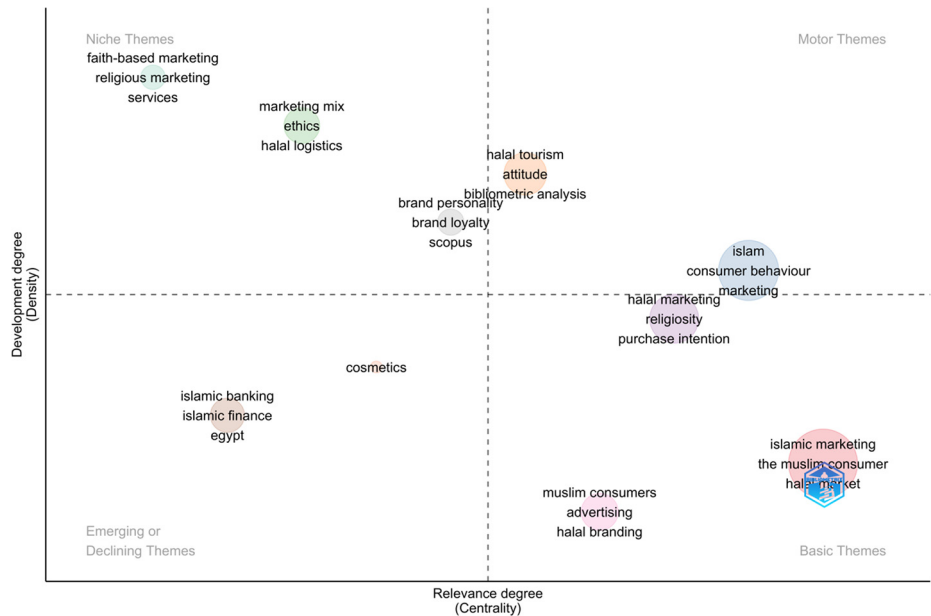


Source: Authors' own results

Figure 5. Frequency of keywords per year

Figure 5 depicts the frequency of keywords used throughout the sample research papers, allowing us to observe focal points of research throughout the field of Islamic marketing over the 2000–2022 period. As expected, the term “Islamic Marketing” can be observed to have a dominant presence throughout the period, exhibiting an increasingly prominent presence throughout the sample papers. A strong focus on “Halal Marketing” can be observed during the 2009–2014 period. However, focus strongly shifted away in the following years. In contrast, the “Muslim Consumer” can be seen with a significant presence, with a high frequency during the 2014–2019 segment of the observation period. This can interpret as a signal of a higher focus on the spending habits of the Muslim demographic.

4.1.10 Thematic map. Figure 6 categorizes themes based on their frequency (y-axis) and centrality (x-axis). The “Motor Themes” category includes the most frequently discussed and central themes, whereas the “Emerging/Declining Themes” category captures those that are less frequently addressed. Themes classified under “Niche Themes” are not highly relevant



Source: Authors’ own results

Figure 6. Thematic map

or commonly discussed alongside other themes, and the “Basic Themes” category comprises themes that are highly relevant to the field of Islamic marketing but are underexplored.

The most prominent theme observed is the behavior of Muslim demographics, including their spending habits, purchase intentions and brand loyalty. Another key theme at the core of the research is Halal Tourism. Themes that warrant further exploration include Halal Branding and Advertising. On the contrary, less frequently discussed themes include “cosmetics” and “Islamic finance.”

While “Ethics” and “Halal Logistics” are widely discussed throughout the sample papers, these themes appear less central to current Islamic marketing research. Therefore, the Islamic marketing research community may benefit from reducing focus on these areas and instead prioritizing Halal branding and marketing, which hold significant potential for impactful findings.

4.1.11 Global collaborative links. Table 7 presents data on the number of collaborative links between authors from different countries. The most prominent collaboration is observed between Turkey and the UK. In addition, a significant number of collaborative links originate from Malaysian authors, who frequently collaborate with researchers from key contributors to Islamic marketing research, such as Indonesia and China. Notably, a particularly strong collaborative link exists between Malaysia and Pakistan, with two links originating from each country, further strengthening their research partnership in this field.

4.2 Results from structure topic modeling

We prioritize words that are most likely to occur to categorize extracted subjects intuitively. This is done regardless of the influence of commonly used domain-specific terms such as

Table 7. Global collaborative links

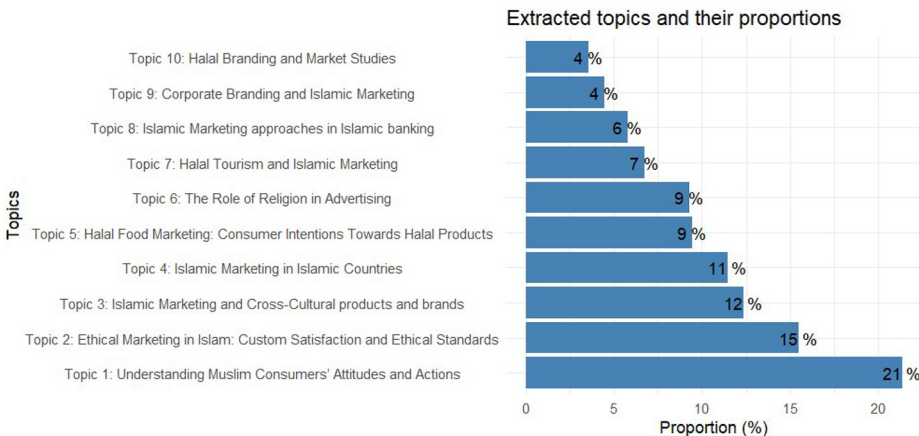
From	To	Frequency
Turkey	UK	3
Indonesia	USA	2
Malaysia	China	2
Malaysia	Indonesia	2
Malaysia	Oman	2
Malaysia	Pakistan	2
Malaysia	USA	2
Malaysia	Yemen	2
Pakistan	China	2
Turkey	New Zealand	2

Journal of Islamic
Marketing

Source: Authors' own results

“Islamic” and “Marketing.” Using Frequency-Exclusivity (FREX) statistics, we tackle difficulties in subject interpretation, enabling the detection of widespread phrases exclusive to topics (Bai *et al.*, 2021; Das *et al.*, 2023; Levine *et al.*, 2022). This analytical technique allows us to allocate more significant labels to themes.

Figure 7 presents the distribution of topics extracted from an STM analysis using R within the field of Islamic marketing. The most prevalent topic, constituting 21% of the model, is “Understanding Muslim Consumers’ Attitudes and Actions,” suggesting a strong academic focus on the behavioral aspects of Islamic consumers. Following this, “Ethical Marketing in Islam: Custom Satisfaction and Ethical Standards” accounts for 15%, reflecting the importance of ethical considerations in Islamic marketing practices. “Islamic Marketing and Cross-Cultural Products and Brands” and “Islamic Marketing in Islamic Countries” represent 12% and 11%, respectively, indicating a significant interest in how Islamic marketing translates across different cultures and within Islamic nations. “Halal Food Marketing” and “The Role of Religion in Advertising” both share 9% of the topic



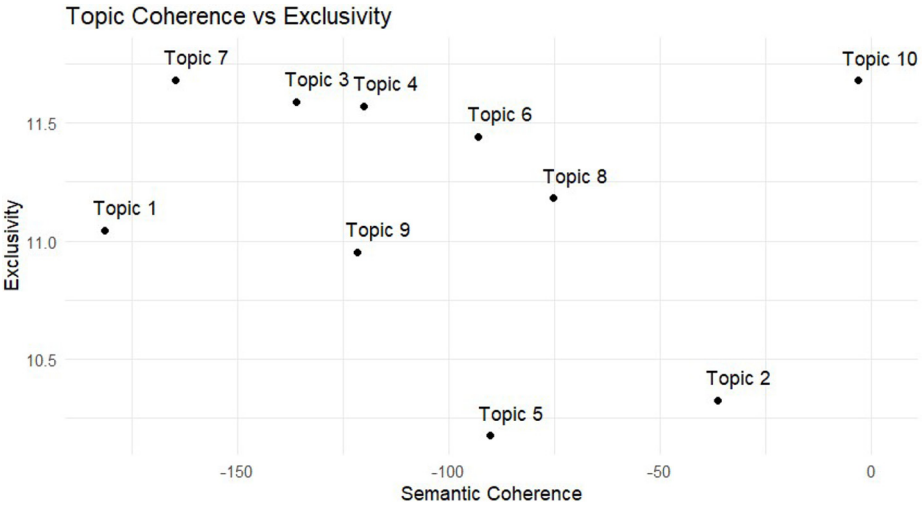
Source: Authors' own results

Figure 7. Extracted top 10 topics and their proportions

proportions, highlighting the relevance of Halal consumption and religious influences in marketing strategies. Lesser emphasis is seen in “Halal Tourism and Islamic Marketing” (7%), “Islamic Marketing approaches in Islamic banking” (6%), equally in “Corporate Branding and Islamic Marketing” and “Halal Branding and Market Studies” at 4%, which could suggest these are emerging or more niche areas within the broader scope of Islamic marketing research.

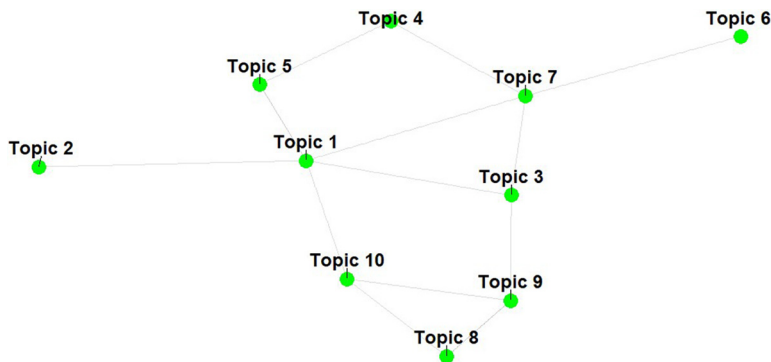
Figure 8 illustrates the relationship between topic coherence and exclusivity derived from STM across ten main topics in Islamic marketing research. The x-axis represents semantic coherence, a measure of the semantic similarity between the most representative words within a topic, whereas the y-axis denotes exclusivity, which reflects the uniqueness of the words to a particular topic. Topics with higher exclusivity are more distinct, indicating specialized vocabulary, whereas topics with higher coherence are more understandable and thematically consistent. Topic 2, “Ethical Marketing in Islam: Custom Satisfaction and Ethical Standards,” and Topic 5, “Halal Food Marketing: Consumer Intentions Towards Halal Products,” are positioned toward the right, suggesting high semantic coherence, which implies they are well-defined and easily interpretable. In contrast, Topic 7, “Halal Tourism and Islamic Marketing,” and Topic 1, “Understanding Muslim Consumers’ Attitudes and Actions,” have higher exclusivity, indicating a more focused and specialized discourse. This mapping provides insights into the clarity and distinctiveness of topics within the domain, highlighting the diverse range of discussions from broad, well-understood themes to more niche, specialized areas in Islamic marketing.

Figure 9 presents a topic correlation network generated through STM using R, depicting the interrelationships among the top ten topics in the field of Islamic marketing. The network’s nodes represent individual topics and the edges indicate the presence and strength of correlations between them. Topics closer to each other and connected by edges suggest a higher degree of relatedness in the discourse. For instance, Topic 1, “Understanding Muslim Consumers’ Attitudes and Actions,” appears central, suggesting it may share commonalities



Source: Authors’ own results

Figure 8. Semantic coherence and exclusivity



Source: Authors' own results

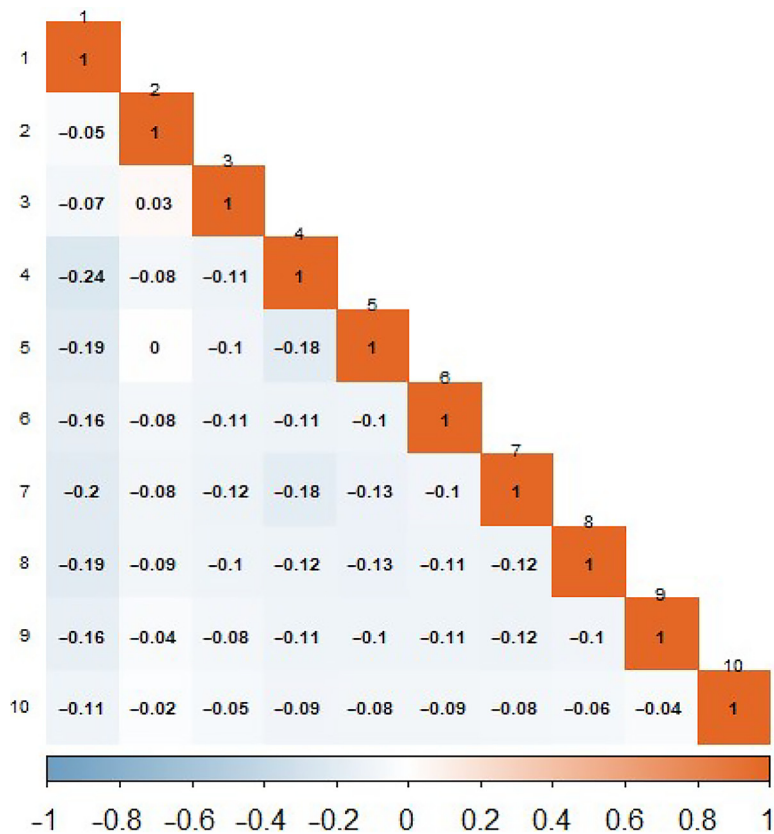
Figure 9. Topics correlation network

with several other topics like Topic 2, “Ethical Marketing in Islam: Custom Satisfaction and Ethical Standards,” and Topic 5, “Halal Food Marketing: Consumer Intentions Towards Halal Products.” The positioning of the nodes and their interconnections highlight the thematic landscape within Islamic marketing literature, showing which areas are more closely associated and may jointly contribute to the scholarly understanding of the field. This network visualization aids in discerning the complex fabric of Islamic marketing research, demonstrating how different research themes are interwoven. [Figure 10](#) below illustrates topic correlation matrix.

[Figure 11](#) delineates the expected topic prevalence over time with 95% confidence intervals for ten identified topics in Islamic marketing, using STM from R. The longitudinal analysis from the early 2000s to around 2020 reveals trends in scholarly focus within the field. Topics such as “Understanding Muslim Consumers’ Attitudes and Actions” and “Ethical Marketing in Islam: Custom Satisfaction and Ethical Standards” show a decrease in prevalence over time, suggesting these areas were of higher interest in earlier years. Conversely, “Halal Tourism and Islamic Marketing” exhibits an increasing trend, indicating a growing scholarly interest. These temporal shifts in topic prevalence, captured within the confidence intervals, reflect the evolving priorities and research interests in Islamic marketing, signifying a dynamic field responsive to changing market dynamics, consumer behaviors and cultural intersections. The analysis of these trends provides insights into how the academic community’s focus has shifted over the years, potentially influencing future research directions.

4.3 Discussion on results and major trends

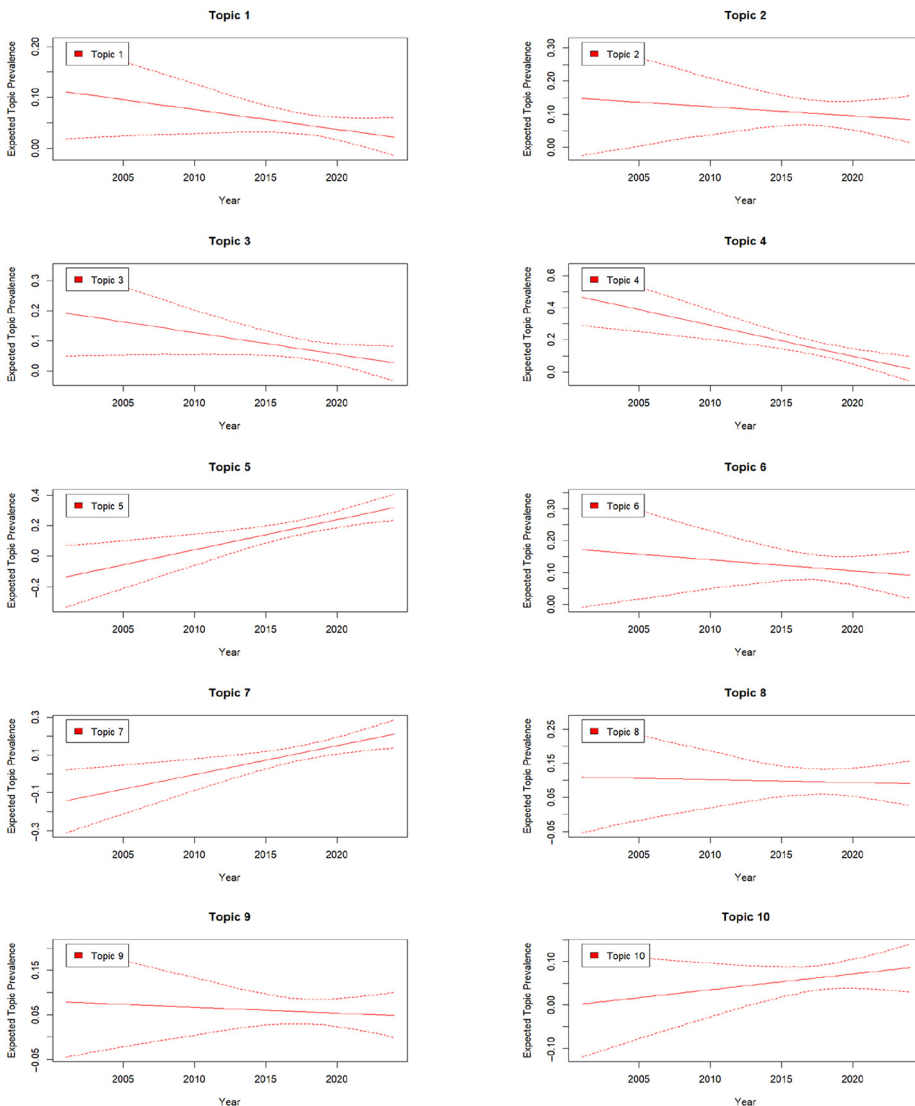
Within the scientific literature on Islamic marketing, certain themes emerge as key focal points for the research community, highlighting the significance of Islamic marketing as a field requiring sustained academic attention. These themes encompass a range of topics, including the psychology behind consumer spending behavior and the factors that influence it, the role of financial institutions in promoting Islamic values through marketing and the industries where Islamic marketing plays a critical role in operations. In addition, the literature explores accepted best practices and the importance of addressing demographic diversity, which exposes the field to a variety of perspectives and viewpoints.



Source: Authors’ own results
Figure 10. Topics correlation matrix

4.3.1 *Islamic marketing, halal industry and consumer behavior.* The Halal industry serves as the primary arena where Islamic marketing operates. Therefore, it is essential to establish a strong foundation of research that assesses various factors and phenomena within economies with a predominantly Muslim population, thereby fostering demand and sustainable growth for this industry. For instance, research conducted by [Hati et al. \(2023\)](#) examined the difference in financial-based brand equity between SC and non-SC companies listed on the Indonesian Stock Exchange. The findings revealed that SC companies demonstrated significantly higher brand equity over a five-year observation period, particularly in the long term. These results suggest that firms aligning their practices with Islamic values may hold a competitive advantage.

Another area of focus is client behavior in Islamic banks, as studied by [Wijaya et al. \(2022\)](#). This research explored how Islamic banks can enhance customer loyalty through the ethical practices of client-facing personnel, with trust in personnel positively impacting loyalty. Consequently, incorporating ethical principles in the training of personnel is vital for



Source: Authors' own results

Figure 11. Expected topic prevalence over time with 95% confidence intervals

fostering long-term customer loyalty. Trust, however, is not limited to Islamic banks; it is a common factor across the Halal industry, as shown by [Poan et al. \(2022\)](#) in their study on the role of trust and religiosity in maintaining customer loyalty within the Takaful (Islamic insurance) industry in Indonesia. Indonesia, with its well-established Islamic industry and readily available data, serves as an ideal location for such research.

In addition, some studies, such as [Setyobudi et al. \(2016\)](#), apply established and verified models within the context of Islamic institutions. In this case, the goal-directed behavior model was used to predict consumer saving behavior at Islamic banks. Such applications set a sustainable trend for future research, wherein established theories are tested and assessed in the context of Islamic financial products and services.

4.3.2 Marketing in Islamic financial institutions. Various Islamic institutions, not limited to Islamic banks, continue to be a focal point of interest in ongoing research. These institutions vary significantly in function and purpose due to the wide range of their activities, which include Takaful (Islamic insurance), as studied by [Poan et al. \(2022\)](#), the drafting and implementation of Islamic finance-related regulations and the collection and disbursement of Zakat, as observed by [Hudaefi and Beik \(2020\)](#). In their study, they examined the performance of zakat collection in Indonesia during the COVID-19 pandemic, highlighting the intersection between social finance and Islamic marketing. The findings suggest that the increased inclusivity in zakat collection was facilitated by the adoption of digital platforms. This research sets a precedent for exploring the complementary relationship between fintech, social finance and Islamic marketing within the broader context of Islamic finance.

4.3.3 Islamic marketing in halal tourism and hospitality. The concept of Halal tourism and hospitality plays a central role in Islamic marketing by introducing international audiences to products that span multiple industries while adhering to Islamic law. The prohibition on promoting products that do not comply with Shariah law is crucial in ensuring that such items are eliminated from the daily routines of those who may otherwise be indifferent to their use. As a result, Halal tourism is tailored specifically to meet the needs of the rapidly growing Muslim demographic.

Among the studies included in this bibliometric analysis, the portrayal of Islamic destinations by advertising agencies is examined and critiqued. For example, [Yagmur and Aksu \(2020\)](#) assessed the image of Antalya, Türkiye, as perceived by a sample of 660 tourists, and found that the cognitive image of the destination plays a significant role in shaping tourist perceptions. Other studies emphasize the importance of standardizing certain values and operational procedures in Halal tourism. [Pamukcu and Sariisik \(2021\)](#), for instance, explored the expectations of hotel guests regarding the Halal aspect of the services provided during their stay. Given the diverse demographics of international hotel clientele, the development of widely accepted standardized rules is essential. Key generalizations from the study revealed that preferences for an Islamic lifestyle, safety and halal food were the primary reasons for choosing hotels that promote their halal services. The study also found that women, particularly those with higher levels of education, demonstrated a stronger preference for these characteristics, whereas age was the main factor influencing preferences among men.

In addition, certain retail segments, such as cosmetics and fashion, face challenges in appealing to the Muslim population due to their association with prohibited ingredients. [Islam \(2022\)](#) examined Muslim consumers' aversion to products like perfumes and cosmetics that contain ingredients banned for consumption – such as alcohol and pig fat – despite their permissibility for external use. The findings confirmed overwhelmingly negative reactions to such products. The concentration of these studies on points of discomfort for one of the world's largest demographics provides valuable insights for developing marketing strategies that align with the preferences and expectations of the Muslim population.

5. Ethical framework of Islamic marketing

In the various operations categorized under the umbrella of Islamic marketing, it is of paramount importance to ensure that a strict code of ethics is upheld in every aspect.

Numerous investigations within the sample of studies have explored this critical issue. For example, Riaz ([Riaz, 2016](#)) examined the ethical standards implemented and practiced within Islamic banks. Ethics in Islamic finance are held to a particularly high standard, as these principles are deeply embedded in the core philosophy of the Islamic methodology. Evidence from various financial crises over the past two decades has shown that Islamic banks have been more resilient, largely due to their commitment to transparency and their practice of linking financial products to real economic activities. However, the findings also indicate inconsistencies in ethical standards, particularly when considering the differences in client demographics. Practices that may align with the ethical expectations of one group, such as non-Muslims, might be viewed as violations by Muslim clients.

Further challenges arise when ethical practices, which are widely accepted within the international Islamic finance community, are scrutinized by more conservative groups, such as followers of the Salafi methodology. Abdul Cader ([Abdul Cader, 2015](#)) found that certain considerations – such as avoiding immorality, prohibiting the use of music in advertising and refraining from supporting entertainment-based events through investment or corporate social responsibility (CSR) initiatives – are emphasized within this conservative framework. In addition, the study highlighted the importance of adhering to Islamic dress codes for women, their roles within institutions and avoiding defamation, deception and ambiguity in business practices. These principles form the foundation of the conservative approach to Islamic marketing and are widely accepted by major schools of thought, particularly the Hanbali methodology, which is the official school of thought in the Kingdom of Saudi Arabia, where the study was conducted.

Regarding the perception of CSR initiatives, a study conducted by [Nickerson and Goby \(2016\)](#) in the United Arab Emirates found that advertisements showcasing support for community-building and assistance for disadvantaged groups had a positive impact on consumer purchasing behavior. This indicates that Islamic financial institutions can leverage CSR as an effective tool to diversify their clientele, particularly by increasing the participation of female consumers.

In the context of retail marketing within the medical sector, [Haque et al. \(2019\)](#) observed that conventional marketing techniques are generally acceptable to both Muslim and non-Muslim groups. Implementing Islamic marketing principles, alongside traditional pharmaceutical ethical standards, has been shown to enhance the quality of medical services, possibly due to setting realistic expectations, focusing on accuracy in delivering instructions and other ethical considerations. These principles align with the core ethical framework outlined by [Abdul Cader \(2015\)](#).

5.1 *Element of cross-cultural perspectives in market expansion*

When examining cross-cultural perceptions of how organizations present themselves across various industries, especially in the context of expansion projects, it is crucial to assess the effectiveness of relevant factors and determinants. For instance, the “Halal” label on food products sold in non-Muslim countries has elicited varying responses from both Muslim and non-Muslim groups, as explored by [Wilkins et al. \(2019\)](#). This study collected data from diverse economies, including Canada, the UK and Spain, each with significant Muslim and non-Muslim populations, allowing for a comprehensive analysis. The findings suggest that Halal labels facilitate market penetration for new businesses by appealing to a religion-conscious demographic. However, in countries with strong ethnocentric cultural elements, such strategies may not be as effective. The subjective nature of the data, particularly in terms of religious adherence among Muslims in different regions, highlights discrepancies in the acceptance of Halal labels between Muslim-majority and non-Muslim-majority countries.

A similar divergence in consumer behavior can be observed in the cosmetics industry. [Abd Rahman et al. \(2015\)](#) studied the impact of halal labeling in the Malaysian market, considering the role of religiosity in shaping consumer behavior. The study found that religiosity, rather than religious knowledge, is the primary factor influencing consumer decisions in Malaysia. Demographics with higher levels of religiosity are more likely to consider the halal label, particularly in markets where nonhalal products are also available. In contrast, in Muslim-majority countries, where most products are already halal, the label does not offer the same differentiating factor. Further studies, such as [Misnan et al. \(2018\)](#), suggest that halal certification can enhance foreign participation in markets like Malaysia, where halal compliance is a significant market driver.

These market dynamics are not confined to the retail sector. The willingness of investors to participate in Islamic index stocks is influenced not only by the stock's financial performance but also by its adherence to Islamic principles and the sustainability of those features. [Sayani and Stephens Balakrishnan \(2013\)](#) conducted a study on the Karachi Stock Exchange, assessing whether Islamic stocks offer value to investors. Their findings revealed that Islamic stocks exhibit lower volatility and higher financial performance than conventional stocks, providing a solid value proposition for potential investors. In some cases, the mere perception of compliance with Islamic standards can fulfill investor expectations, regardless of actual performance.

6. Conclusion, implication and future areas

This comprehensive study offers a detailed analysis of the evolving landscape of Islamic marketing research. Using STM and bibliometric analysis reveals key insights into thematic developments, significant contributors and the global geographical distribution of research. This approach has provided a nuanced understanding of the key themes within Islamic marketing, especially concerning consumer behavior, brand loyalty and the effectiveness of halal advertising. The findings underscore the increasing relevance of Islamic marketing principles in shaping consumer perceptions, preferences and purchasing decisions within an increasingly globalized market.

The study identifies the pivotal role of Islamic ethical principles in marketing strategies, emphasizing their profound influence on fostering trust, consumer loyalty and brand engagement. The focus on ethical practices, halal certification and the integration of Islamic values highlights the broader acceptance of Islamic marketing as a distinct and valuable domain within the global economy. The research also emphasizes the importance of standardizing marketing practices, particularly in industries like Halal tourism, finance and cosmetics, which are growing rapidly.

By identifying the most influential regions – particularly Malaysia, Indonesia and the Middle East – the study also provides a roadmap for scholars and practitioners interested in Islamic marketing. These regions lead the discourse concerning halal product marketing, consumer engagement and religious tourism. This geographical focus, combined with the thematic depth provided by STM, creates a detailed picture of the current and future state of Islamic marketing research.

This study makes a substantial theoretical contribution by revealing latent themes through applying STM. It uncovers the complex interactions between Islamic marketing concepts and broader socioeconomic factors such as consumer trust, ethical marketing and sustainable economic growth. The novel use of STM allows for a more intricate exploration of Islamic marketing literature, advancing the understanding of its conceptual framework and highlighting underexplored areas, such as the role of digital marketing and technology in influencing Muslim consumers.

Moreover, the study identifies several key areas where the Islamic marketing field has matured, such as Halal branding and ethical advertising, while also pinpointing emerging themes, such as the application of Islamic green finance and Sustainable Development Goals (SDGs) in the context of Islamic marketing. These insights provide new perspectives for advancing both theory and practice within the discipline.

To further advance the field of Islamic marketing, future research should focus on several critical areas:

- *Digital marketing and consumer behavior*: There is an urgent need to examine the impact of digital platforms and social media on halal product consumption, especially in the post-COVID-19 era. Investigating how online marketing influences brand engagement and purchase intentions among Muslim consumers would provide valuable insights.
- *Cross-cultural and international marketing*: Given the significant contributions from regions like Malaysia, Turkey and Indonesia, future studies should explore cross-cultural collaborations and the differences in consumer behavior between Muslim-majority and Muslim-minority regions. Such studies would enrich the global understanding of Islamic marketing.
- *Sustainability and green finance*: Integrating Islamic marketing with sustainability practices, particularly Islamic green finance, represents an exciting avenue for future research. Understanding how Islamic marketing principles align with the SDGs would provide practical solutions for businesses seeking to enhance their social and environmental responsibility.
- *Empirical studies on business performance*: Future research should empirically assess how Islamic marketing strategies influence sustainable business growth across industries with a substantial Muslim consumer base. These studies could identify best practices and innovative approaches to engaging the Muslim demographic.

By addressing these research gaps, the academic community can significantly advance the field of Islamic marketing, ensuring its continued relevance in the global marketplace. Future research will provide a deeper theoretical understanding and offer practical guidance for businesses and policymakers navigating the complexities of the global Islamic economy.

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