

A Bibliometric Investigation of the Islamic Business Literature Landscape

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Abstract

Purpose - This study aims to examine the development, trends and main research themes in Islamic business from the perspectives of management and competitiveness.

Design/methodology/approach - A bibliometric analysis was conducted on 184 scientific publications indexed in Scopus as of 17 May 2023. VOSviewer and Publish or Perish were used to analyze publication trends, keywords, citations, influential countries and international collaboration.

Findings - The findings show a decline in Islamic business publications in 2020. The most frequently used keywords include *company*, *halal tourism*, *Islamic bank* and *performance*. Malaysia, Indonesia, the UK, India, Australia, Saudi Arabia, the UAE, China and Egypt are among the leading contributors. The analysis identifies four main research themes: halal adoption by companies, service and quality in halal tourism, Islamic financial support and business performance. Strong international collaboration between Muslim- and non-Muslim-majority countries is also evident.

Practical implications - The findings can help business practitioners, policymakers and financial institutions identify key areas for developing Islamic and halal businesses. Particular attention should be given to halal adoption, tourism services, Islamic financial support and business performance.

Originality/value - This study provides a clear overview of the development and major themes of Islamic business research. It also identifies important areas for future research, particularly in relation to management, competitiveness and the development of the halal economy.

Keywords: Islamic business; halal business; competitiveness; halal tourism; Islamic banking; business performance

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INTRODUCTION

Topics related to Islamic business in the world are relatively new, in the Scopus database itself has started since 2006 until now. As one of the religions with the largest number of followers in the world, Islam has an impact on various things including the business world. The word "Islam" attached to Islamic business can become an image and even a brand image (Temporal, 2011). This makes research related to Islamic business important to do because it relates to the image of the business globally. In addition, business in Islam also means that it must be a halal business where business is carried out in the right way according to Islamic teachings (Husein, 2014). In line with this, the emphasis of halal business is on the interchange of halal products for profit in accordance with Islamic principles (Islam et al., 2023) which is done with several sharia contracts such as: salam, musharaka, mudaraba and ijarah (Islam, 2022). Because, "halal" term has change into a "brand" (Wilson & Liu, 2010).

Islam recognizes the word *tijarah* which begins with the root word *t-j-r*, *tajara*, *tajran wa tijaratan*, which means trade, commerce. *At-tijaratun walmutjar*; trade or commerce, *attijariyyu wal mutjariyyu*; which means about trade or commerce. In the Quran, *tijarah* is found eight times and *tijaratuhum* once. The form of *tijarah* is found in Al-Baqarah (2): 282, An-Nisa (4): 29, At-Taubah (9): 24, An-Nur (24): 37, Fatir (35): 29, As-Saff (61): 10, in Al-Jum'ah (62): 11 (mentioned twice). As for *Tijaratuhum* in Al-Baqarah (2): 16. In the use of the word *tijarah* in the verses above there are two kinds of understanding. First, it is understood by trade, namely in Al-Baqarah (2): 282. Second, it is understood by commerce in general. Commerce is not only related to material or quantity, but also intended to be qualitative (Zaroni, 2007). This shows how important business is in Islam.

Even in the last 10 years since 2021, articles published in one of the well-known journals such as Islamic Accounting and Business Research are dominated by five main themes, namely: socio-economic understanding of Islamic financial instruments, contemporary Islamic accounting, Islamic equity markets, corporate social responsibility and ethical financial reporting and corporate governance in Islamic financial institutions (M. K. Hassan, Alshater, Mumu, et al., 2021). Recently, several studies bibliometric analysis indexed by Scopus include the topics: halal industry ; corporate governance (Pahlevi, 2023); Islamic marketing (Bayirli et al., 2023); Islamic accounting (Handoko & Mardian, 2021); Islamic Social Finance (Alshater et al., 2021; Uluyol et al., 2021); Islamic banks (Asif & Nasir, 2023); and Maqasid Shariah (Tubarad et al., 2022). The scarcity of literature studies that look at the development of Islamic business literature in the latest ten years associated with the perspective of management and competitiveness is a novelty in this research. This is what motivates researchers to conduct this research.

The researcher mapped research on Islamic business using bibliometric analysis represented by a visual image of a map based on text analysis. Therefore, some of the research questions to be answered through this study are:



1. How is the development of Islamic business research and its distribution?
2. Who are the main contributors of Islamic business research?
3. How is the collaboration on Islamic business research and who and from which countries and affiliations are the most influential?
4. What are the main topics and themes that become the most discussed by researchers?

LITERATURE REVIEW

There has been no literature study with VOS viewer that focuses on Islamic business. But there is something interesting related to the topic where the past study has revealed the grouping of types of halal research in internationally reputable journals from 2010-2018 that focus on Islamic business can be divided into 10 categories, namely (Baran, 2020): Food, Unstated, General halal products, Logistics, Tourism, Cosmetics, Retailing, Banking, Mixed, Warehousing. The study also stated that the majority of papers published at that time addressed the food category.

However, in the last 5 years related to research literature on the topic of Islamic business or halal business which used bibliometric analysis have been found very limited. In halal food where there are 221 articles published from 1997 to 2020 indexed by Scopus dominated by Asia and the results explained that there are five clusters of halal food research and certification, awareness of halal food, quality and production of halal food, halal food in halal tourism and halal food supply chains (Secinaro & Calandra, 2021). Followed by another study that focused on articles with the theme of food safety and halal food supply chain which analyzed 120 articles from 1990-2018 and presented that there were 4 main research clusters related to food safety and two main clusters related to halal food supply chain (Wahyuni et al., 2019).

The latest study of halal food is related to halal food additive and ingredient which analyze articles from 1999-2022 Scopus indexed found that future research to be done including: ethical and sustainable sourcing, responsible consumption, consumer sovereignty, international trade, economic modeling, food security and a green/sustainable supply chain (Nazaruddin et al., 2023). The other past studies in Islamic marketing that examine 113 articles indicate that there are five rarely researched issues in Islamic marketing, such as: theoretical aspects of Islamic marketing with Muslim consumers, ethics and Islamic marketing practices, halal logistics and consumer behavior, communication in Islamic marketing and strategies in Islamic marketing and globalization (Mamun et al., 2021). The halal food industry and halal logistics are two of the most commonly discussed subjects in the halal value chain subject. Also covered are halal management, halal meat, halal business, and halal certification (Rusydiana et al., 2023).

In another VOS Viewer study that analyzed 217 articles indexed by Dimensions from 1994 to 2002, the topic of the Islamic business model was related to three indicators of customer satisfaction, namely: customer embeddedness, Islamic banking



and market (Sari et al., 2022). One of the internationally reputable journals that produces the most research articles related to halal business is the Journal of Islamic Marketing (Baran, 2020). In 10 years (2018-2020) there were 483 articles analyzed and it was discovered that articles have been dominated by the topic of Islamic marketing where Malaysia, Indonesia, Iran and Pakistan became the most prolific countries (M. K. Hassan, Alshater, Rashid, et al., 2021). Based on the exposure of the former study, it can be seen that bibliometric studies on the topic of Islamic business do not yet exist so that this paper will fill the gap and enrich the existing research.

RESEARCH METHODS

This part will describe our data selection, validation, and compilation technique, as well as a description of the tools utilized and tests performed to expose the findings. In the bibliometric process, previous studies can be categorised as descriptive, integrative, systematic, or meta-analysis reviews (Martínez-Climent et al., 2018). To assure the quality of bibliometric papers, we selected documents from the Scopus database that are high coverage, comprehensive, peer-reviewed, and easy to use, with several choices for refining and exporting data (Alshater et al., 2021; M. K. Hassan, Alshater, Hasan, et al., 2021; Kumar et al., 2022; Patel et al., 2022; Rasul et al., 2022; Walker et al., 2023; Yusuf et al., 2021). The document filtering process is depicted in Figure 1 as a scheme.

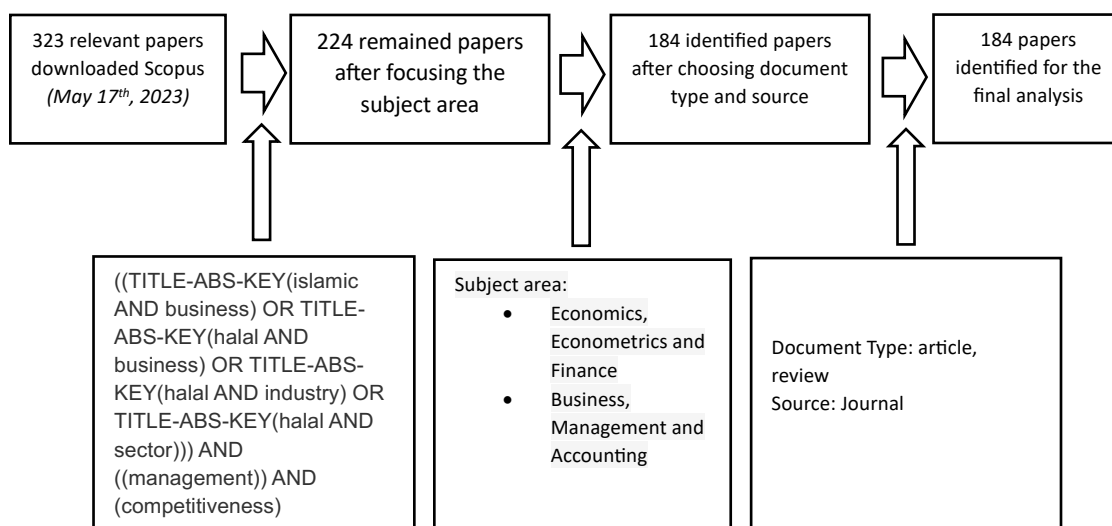


Figure 1. Filtering Process

This study use a bibliometric approach (A. Basha et al., 2021; Alshater et al., 2022). Bibliometrics is the utilization of statistical technique to the study of bibliographical (Hota et al., 2020). In this paper, we use VoS viewer to visualise the network and discover maps of the literature (Ahmi et al., 2020; Benziane et al., 2022; Kholidah et al., 2022; Wahyudi et al., 2022). The other reason is because bibliometric also uses quantitative (evaluation and interpretation) and qualitative (interpretation) approaches (Cheng et al., 2016). To analyze the citation, we use Publish or Perish (AI



Husaeni & Nandiyanto, 2022; Garino et al., 2022; Nandiyanto & Al Husaeni, 2022). Finally, we recheck our work to produce an editable graph with Microsoft Excel (Alshater et al., 2022).

RESULT AND ANALYSIS

This section discusses the important findings of the performance analysis (publication environment and growth patterns), citation analysis (notable works and researchers), and network mapping analysis.

Table 1 presents the most important aspects of the input data. There are 184 publications from 97 journals.

Table 1.
General Information of Document

Description	Results
<i>Main information about data</i>	
Date Data Accessed	May 17 th , 2023
Timespan	2013-2022
Sources (Journals)	97
Documents	184
<i>Citation metrics</i>	
Total citation	2383
Citation years	10
Average citations per documents	12.95
Average citations per year	238.30
Average citations per author	14.89
<i>Document types</i>	
Article	174
Review	10
Documents per author	2.79
Authors per document	0.87
Co-authors per documents	0.68

The development of research on the topic of Islamic business experienced the largest increase from 2019 to 2020, from 24 documents to 36 documents. However, it then decreased drastically in 2020 to 2021 from 36 to 20 until finally in 2022 it increased again to 24. Details can be seen in Figure 1.



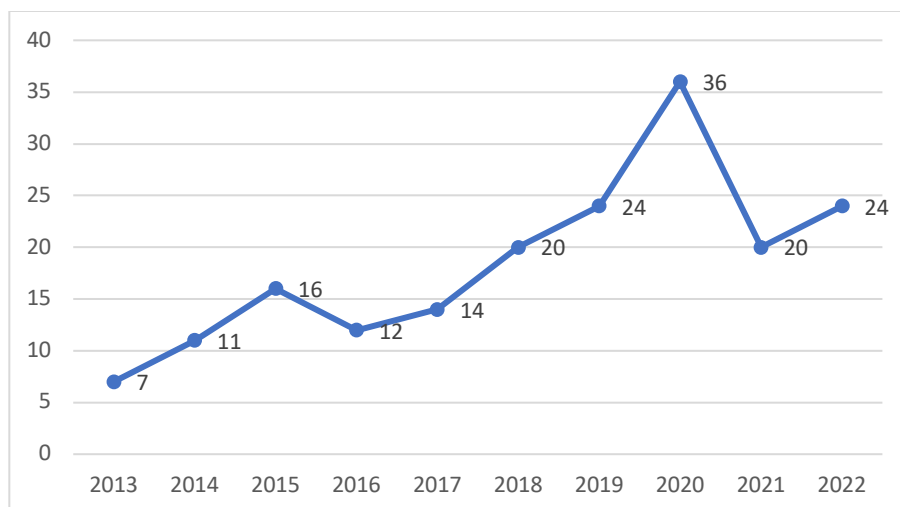


Figure 1. Trend of Document by Year

Total authors of Islamic business topic are 427. From Figure 2, we can see that the most influence author is Ali, M.H. followed by Ab Thalib, M.S, Haleem, A. and other authors with 5, 4, 4 documents respectively. An illustration is provided in Figure 2.

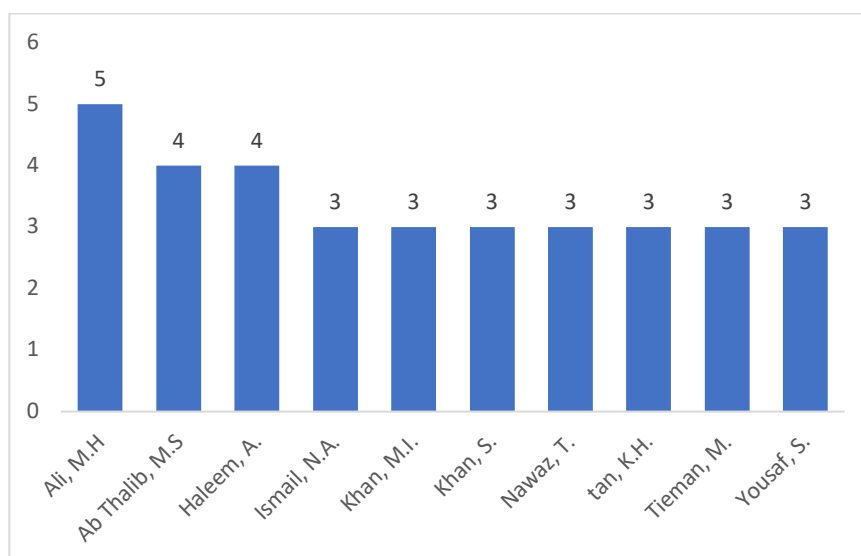


Figure 2. Most Productive Author

The most influence journal of Islamic business research is Journal of Islamic Marketing which produces 43 papers. This number is very significantly higher than the papers published by the other 9 journals. This shows that the journal has a strong influence on the development and progress of the research topic. Details can be seen in Figure 3.





Figure 3. Most Productive Journal

Meanwhile, the campus that has the greatest influence on the development of Islamic business research is Universiti Kebangsaan Malaysia with 10 papers. The majority of campuses are dominated by Malaysia while in the top ten affiliates only one comes from another country, namely Indonesia, the Islamic University of Indonesia (See Figure 4).

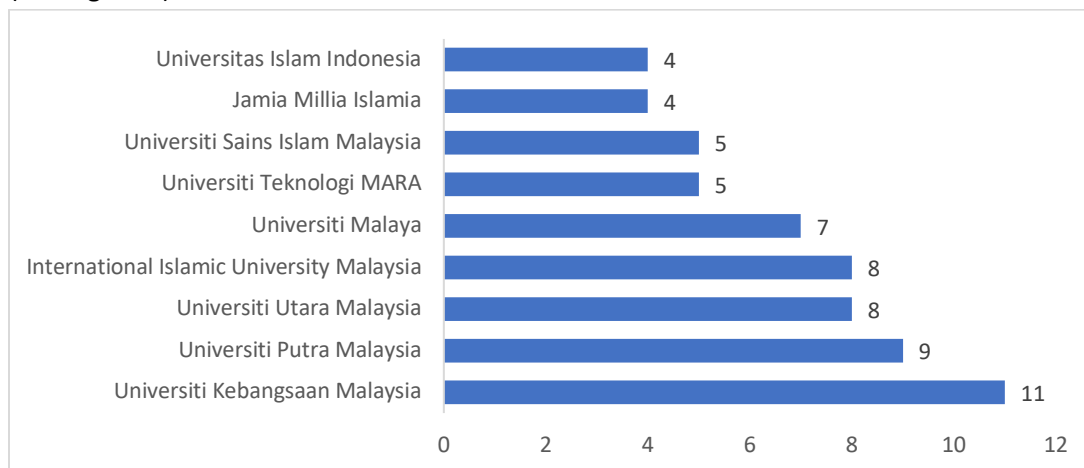


Figure 4. Most Productive Affiliation

Furthermore, Figure 5 shows that the top 10 funding sponsors are dominated by Malaysia. Universitas Airlangga is included in the top 2 as a research sponsor on the topic of Islamic business in the world. Another interesting thing is that there is a country that is not a majority Muslim population that is the top sponsor, namely Lancaster University from the United Kingdom.



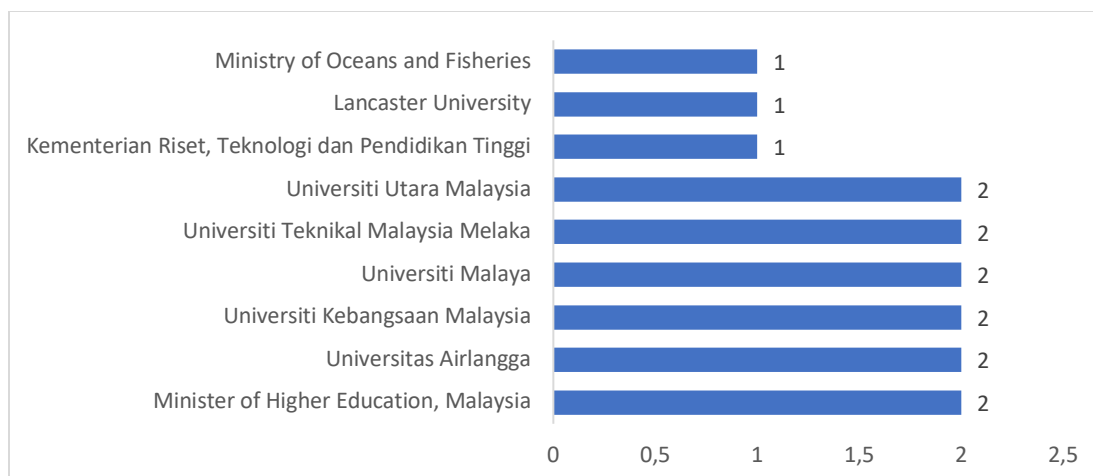


Figure 5. Top 10 Funding Sponsor

Based on Figure 6, it is illustrated that the most influential country in the development of research on the topic of Islamic business is Malaysia which produces 70 documents followed by Indonesia with 42 documents and the other top 8 countries are UK, India, Australia, Saudia Arabia, UAE, China and Egypt with the number in the range of 5-18 documents.

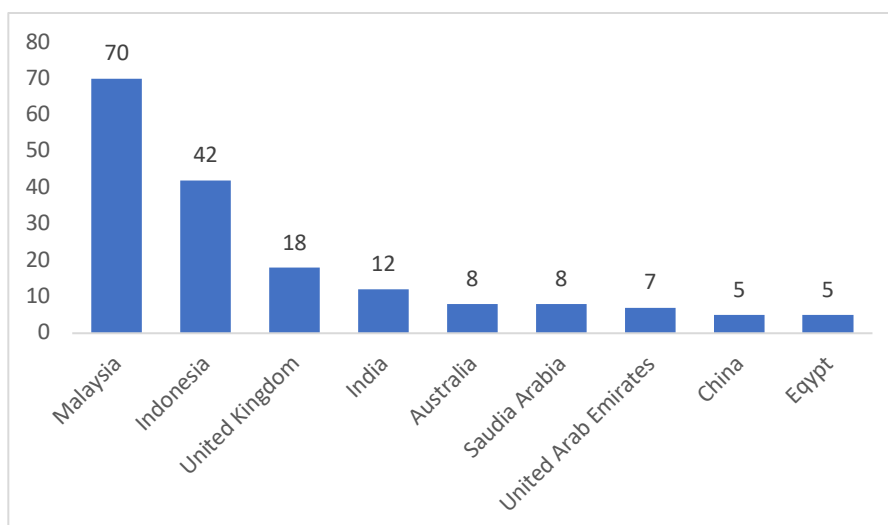


Figure 6. Most Influence Country

Network Analysis Based on Text Data

Based on text data and association strength method, we found 5051 terms, then we increase the minimum number of occurrences term to 15, the terms become 122. We took the 60% most relevant terms so the results is 73. The next step is we filtered the country, repetition and irrelevance terms to the topics. We can see the network analysis based on text data in Figure 8.



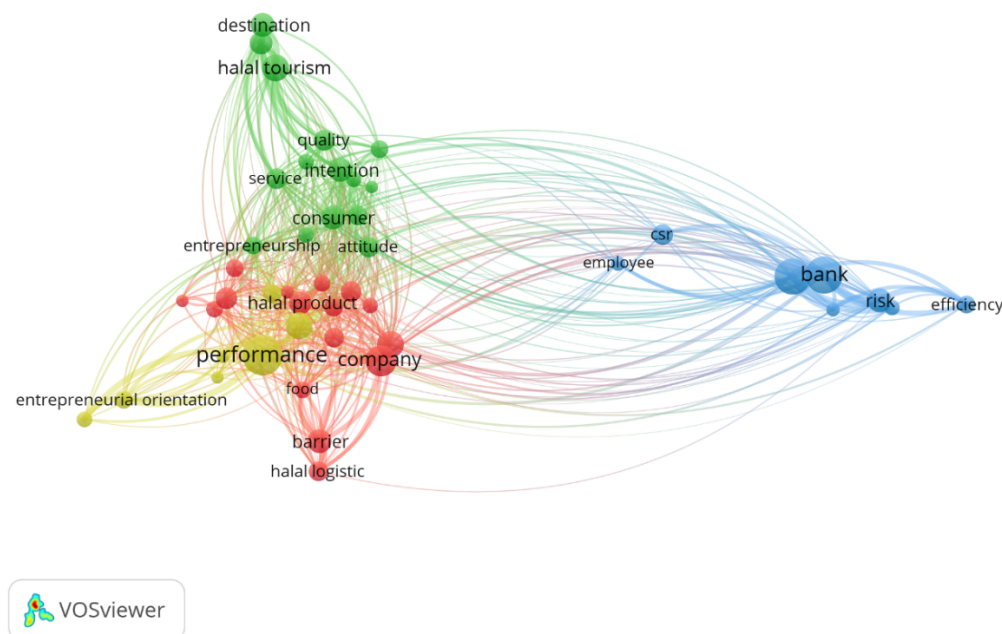


Figure 8. Network Visualization

Figure 9 demonstrates that in 2017, the topic related to Islamic business that was studied by many researchers was halal product. Furthermore, in 2018, many began to discuss the performance and challenges faced by the Islamic business itself. Then in 2019, researchers began to pay attention to risk, the need for bank support in operating the business. From 2020 to 2022, it was seen that many researchers focused on halal tourism, destinations, consumer intention, Islamic business began to lead to entrepreneurial orientation, employees as human resources, and even discussed how the level of efficiency. Based on this, it can be said that research related to Islamic business management and competitiveness in the future will pay attention to these matters.



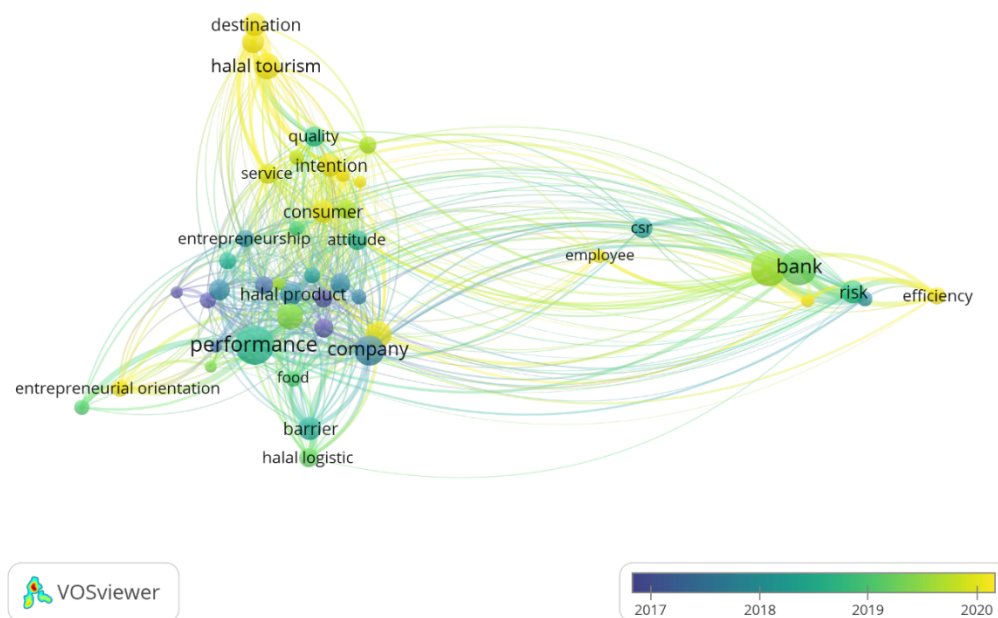


Figure 9. Overlay Visualization

Network Analysis Based on Bibliographic Database

The next network analysis was conducted based on bibliographic database of Scopus is divided into several types of units that are analyzed starting from co-authorship by author and co-authorship by country; citation by document; bibliographic coupling by country; and co-citation by cited authors.

From the co-authorship analysis based on authors, where the minimum number of documents is 2, the maximum number of authors per document is 25 and obtained there are 427 authors with 37 thresholds. Based on Figure 10, it can be seen that there are 2 clusters, red color (four authors) namely Ali, M.H., with Tan, K.H., Zailani, S. and Makhbul, Z.M. While the second cluster is green color, there are 3 authors namely Ab Talib, M.S., Ngah, A.H., and Pang, I.I. The results of this analysis show that there is a fairly good research collaboration relationship but not too high because there are only 2 clusters.



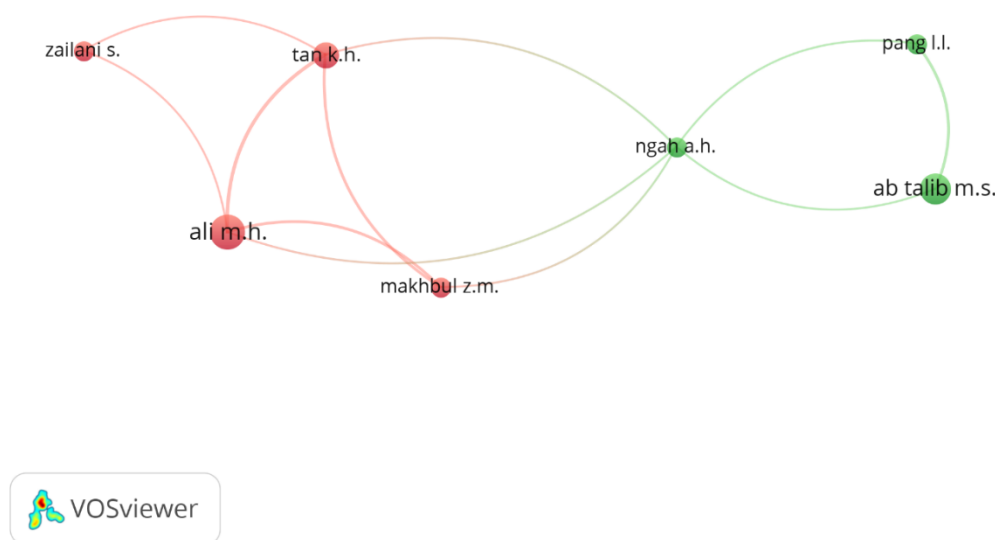


Figure 10. Co-Authorship Analysis Based on Authors

Figure 11, is the result of the network analysis that shows the co-authorship relation based on the country. There are 8 clusters with the minimum number of documents per country is 2. From the results of the analysis, the eight clusters with different colors consist of, red color as many as 4 countries (Finland, Italy, Spain and UK); green color consists of 3 countries (Bangladesh, Brunei Darussalam and Malaysia); blue color with 3 countries (China, India and Pakistan); yellow with 3 countries (Egypt, Jordan and United Arab Emirates); purple with 3 countries (Australia, France, North Macedonia); light blue with 3 countries (Bahrain, Indonesia, Oman); orange with 2 countries (Lebanon, United States); and the last cluster is brown with New Zealand and Saudi Arabia. Research collaboration between countries varies widely from Muslim-majority countries to non-Muslim-majority countries. This shows the high level of research collaboration on the topic of Islamic business in the world.



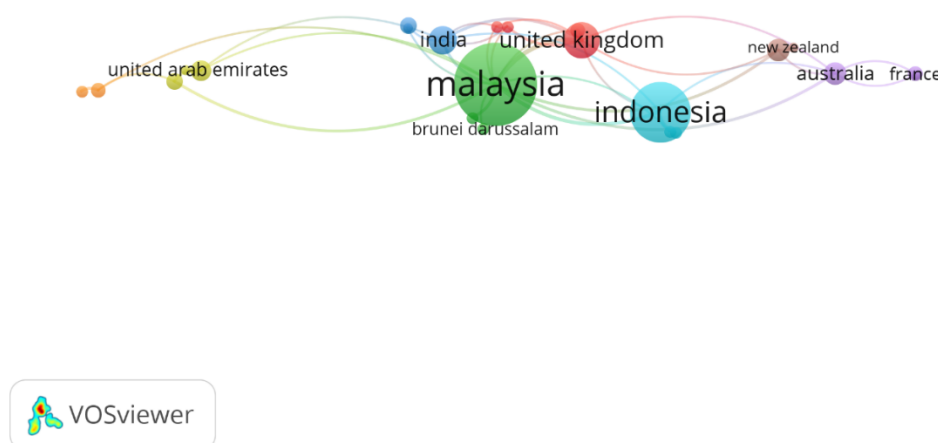


Figure 11. Co-Authorship Analysis Based on Country

Figure 12 shows the citation of some studies with other studies where with a minimum number of document citations of 5 results in 106 relationships. The network consists of 7 clusters: red color with 6 authors namely: Ab Talib, M.S (2020a), Kabir, S. (2015), Othman B. (2016), Randeree, K. (2020), Yener, D. (2015); green color consists of: Haleem, A, (2017), Hew, J.-J. (2020), Khan, S. (2019), Manzouri, M. (2013), Vanamy, I. (2019); blue color viz: Ali, M.H. (2016), Ali, M. H. (2020), Jaques, T. (2015), Tan, K. (2017), Yunan, Y.S.M. (2017); yellow color consists of Ab Talib, M.S. (2020b), Muhamed, A.A. (2020), Susanty, A. (2013), Tieman, M. (2014); purple color namely: De, Boni, A. (2019), Hendijani, fard, M. (2018), Kabiraj, S. (2014), Rafiki, A. (2016); light blue color consists of: Henderson, J.C. (2016), Moshin, A. (2020), Yousaf, S. (2014), Yousaf, S. (2018); orange color consists of Haleem, A. (2020) and Tieman, M. (2015). The most strength links were obtained by the author named Haleem, A. (2017) with a total of 10 and 58 citations. Followed by Tieman, M. (2015) with a total of 9 links and 59 citations. The third highest number of links is Yunan, Y.S.M. (2020) with 6 with only 6 citations. There are several authors with high citations but low links generated, this shows that a large number of citations does not always increase the number of links.



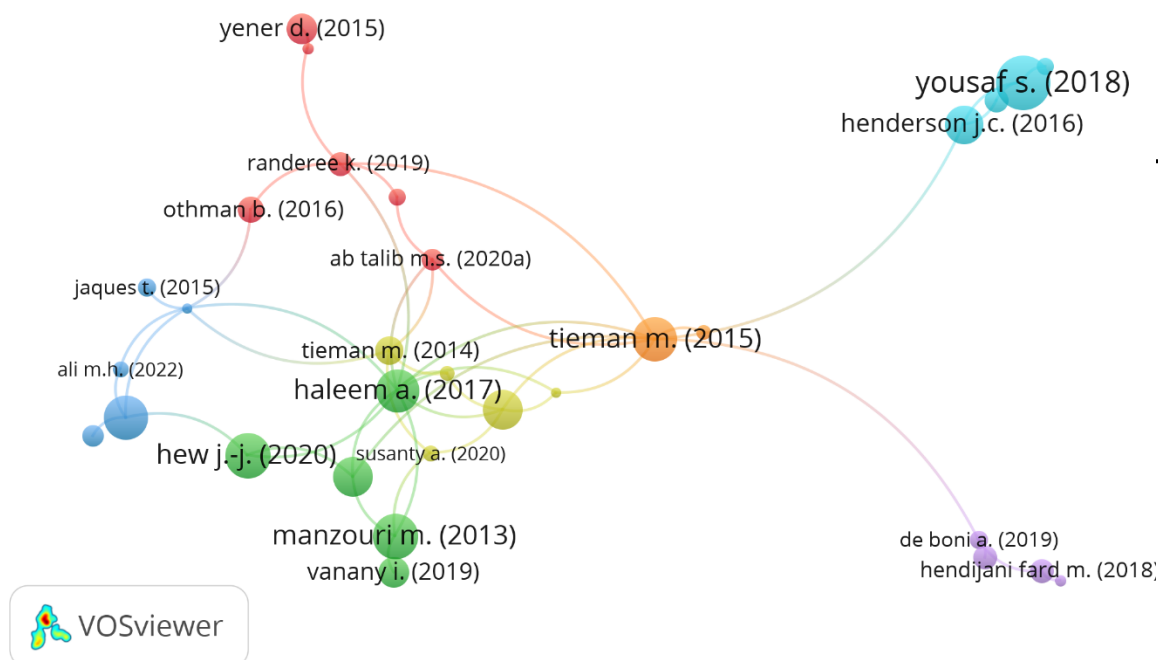


Figure 12. Citation Analysis of Document

Figure 13 is the result of bibliographic coupling analysis based on country where the minimum number of documents from the author is 2 and generated as many as 48 authors with 25 thresholds. The network analysis results in 6 clusters consisting of red (China, Egypt, Jordan, New Zealand, Pakistan, Saudi Arabia, Turkey, United Arab Emirates); green (Bangladesh, Brunei Darussalam, Iran, Italy, Malaysia); blue (Finland, India, Spain, United Kingdom); yellow (Bahrain, Indonesia, Oman); purple (Australia, France, North Macedonia); light blue (Lebanon, United States). Based on the results of the analysis, it is known that Malaysia as the country with the most papers, namely 70, has the highest number of citations of 1046 with a total link strength of 6147, followed by the UK with a smaller number of documents, namely 18, but the number of citations and total link strength is large at 357 and 3375 respectively. While Indonesia is in third place for the largest number of link strengths, namely 2458 with 239 citations and the second largest number of documents, namely 42. This proves that the most strength link of bibliographic coupling by country in documents with the topic of Islamic business is Malaysia.



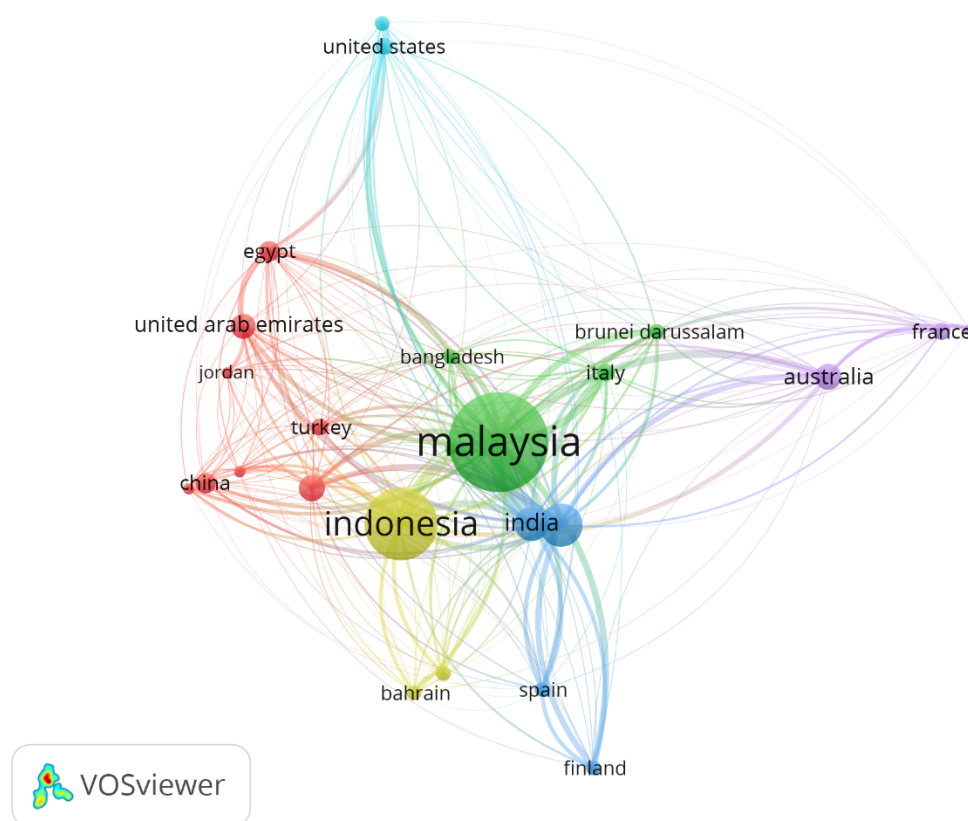


Figure 13. Bibliographic Coupling Analysis Based on Country

Islamic Business Literature Structure in Management and Competitiveness Point of View

Bibliometric analysis through text data mapping analysis produces several major themes in the literature related to Islamic business in the world. During the 10-year journey of related research in management and competitiveness perspective, four main themes were found including company's halal adoption, service and quality of halal tourism, Islamic financial support and business performance.

Table 2.

Clusters and Islamic Business Structure in Management and Competitiveness Point of View				
Cluster	Terms	Relevance	Occurrences	Streams
1 : Red Color (16 items)	Adoption	0.56	55	Company's Halal Adoption
	Barrier	1.75	47	
	Company	0.49	69	
	Food	1.23	25	
	Growth	0.51	27	
	Halal	0.56	32	
	Halal Certification	0.64	25	
	Halal Food	0.42	23	
	Halal Industry	0.45	36	



	Halal Logistic	2.10	33	
	Halal Product	0.66	42	
	International	1.31	17	
	Performance	0.62	19	
	Muslim Consumer	0.44	35	
	Process	0.49	40	
	SMEs			
2: Green Color (15 items)	Attitude	0.44	38	Service and Quality of Halal Tourism
	Awareness	0.52	22	
	Consumer	0.41	45	
	Destination	2.49	46	
	Entrepreneurship	0.34	29	
	Halal Tourism	1.97	55	
	Intention	0.60	45	
	Interest	0.39	29	
	Islamic Value	0.44	16	
	Quality	0.81	37	
	Religion	0.70	24	
	Religiosity	0.36	23	
	Service	0.69	37	
	Tourist	2.27	42	
3: Blue Color (8 items)	Bank	1.68	53	Islamic Financial Support
	Business Model	2.66	23	
	CSR	1.21	38	
	Efficiency	3.08	28	
	Employee	0.92	21	
	Financial	2.28	19	
	Performance	1.79	90	
	Islamic Bank Risk	2.30	45	
4 : Yellow Color (7 items)	Competitiveness	0.30	30	Business Performance
	Entrepreneurial	1.41	28	
	Orientation	1.71	24	
	Family Business	0.30	50	
	Influence	0.85	17	
	Innovation	0.97	17	
	Organizational	0.61	110	
	Performance Performance			

Research Streams 1: Company's Halal Adoption

The first research cluster on Islamic business literature in management and competitiveness perspective focuses in several interlinked areas. It begin by discussing company itself in adoption "halal" aspects such as focused on product-centric halal business (Shahabuddin et al., 2020). Company should also think about the halal image (Mohd Suki & Abang Salleh, 2016). Because halal logo become an important thing to muslim consumer (Anam et al., 2018). Halal traceability system adoption (Ab Rashid &



Bojei, 2020; Masudin et al., 2022) is crucial to company especially in this era that can integrate with blockchain (Hew et al., 2020). Furthermore, the implementation of halal logistic in supporting Islamic business (Ab Talib, 2020; Ab Talib et al., 2021; Ab Talib & Hamid, 2014; Haleem et al., 2021; Haleem & Khan, 2017; Susanty et al., 2020; Tieman & van Nistelrooy, 2014; Yunan et al., 2020). Halal supply chain (R. Abdullah et al., 2018; Ali et al., 2016, 2022; Manzouri et al., 2013) and its innovation (Zulfiu et al., 2015) as a part of halal ecosystem should also needs to be considered.

The company is also faced with regulation (Krisharyanto et al., 2019); and government policies (Othman et al., 2017) related to halal certification (Basir et al., 2018; Dubé et al., 2016; Khan et al., 2019) and export regulations (H. A. Hassan et al., 2017; M. M. Ismail et al., 2013) which are obstacles for the company. In addition, the quality of employees as the company's human resources needs to be improved (Joeliaty et al., 2020; Rafiki & Abdul Wahab, 2016). This is very important to face global halal business (Akram, 2022) in the context of expanding the halal market (Baig & Ali, 2020; De Boni & Forleo, 2019); business network (Idris, 2013). That is why, the company's international performance in the halal food industry (N. A. Ismail, 2016) while utilizing the business intelligence framework as a strategy of the company (Jayakrishnan et al., 2018).

Research streams 2: Service and Quality of Halal Tourism

Various sharia-based businesses in the world also pay attention to services (Halkias et al., 2014) and even try to find new services in halal marketing (Kabiraj et al., 2014). Marketing is important (Babolian Hendijani & Sanny, 2021; Battour et al., 2022; Harahsheh et al., 2020) in providing services to consumers an tourist and has even now developed to the concept of entrepreneurial marketing (Hendijani Fard & Seyyed Amiri, 2018) and now has been developed as Islamic entrepreneurship (Ramadani et al., 2015). In the digital era, the use of government websites is also necessary for efforts to promote halal tourist destinations (Yousaf & Xiucheng, 2018). Another important thing in improving the service and quality of halal tourism is the need for standardization (Pamukcu & Sariisik, 2021; Sari et al., 2021), memorable halal tourism (Sthapit et al., 2022), Islamic attributes that affects satisfaction (Widjaja et al., 2020). Therefore, it is necessary to implement quality management because it has an impact on satisfaction (Yaacob, 2014). Mix management that seeks to make consumers focus on the Islamic perspective (Yousaf, 2016) is also an interesting concept to be applied to halal tourism to increase the destination quality (Sumaryadi et al., 2021) .

Research 3: Islamic Financial Support

Financial support in running an Islamic business includes Islamic crowdfunding (Abdeldayem & Aldulaimi, 2022; S. Abdullah & Oseni, 2017) and bank lending channels (Alaeddin et al., 2019). To support the halal industry, there needs to be integration with Islamic finance (Qoyum & Fauziyyah, 2019) supported by micro-takaful for MSMEs to increase competitiveness (Md Husin & Haron, 2020). Another important thing is the



adoption of internet banking (Mohd Thas Thaker et al., 2022) with the aim of facilitating various business transactions.

Research 4: Business Performance

Many studies discuss performance in Islamic businesses, including mentioning that there are several factors that affect business performance including environmental marketing orientation (Hari Adi & Adawiyah, 2018); Islamic business ethics (Buldan et al., 2021); corporate governance (Adam et al., 2018); entrepreneurial orientation (Rachmawati et al., 2022) and Halal orientation (Elias et al., 2019). Even for SMEs, Internet marketing plays an important role in supporting their performance (Yusfiarto & Pambekti, 2019). Some researchers also discuss the importance of competitiveness for achieving Islamic business performance (Bashir et al., 2019; Nugroho et al., 2022).

CONCLUSION

Based on the results of this study, it is known that research on the topic of Islamic business since 2013 has increased until 2020 has dropped drastically and began to increase again in 2021 to 2022 where over the past 10 years, the most productive author is Ali, M.H and the journal that produces the most articles is the Journal of Islamic Marketing. Universities in Malaysia dominate publications where Universiti Kebangsaan Malaysia is the first top in the world in studying Islamic business. Collaboration between countries is very high where there is collaboration from non-Muslim countries with Muslim countries in the world with the strongest author collaboration link being Halim, A followed by Tieman, M. Furthermore, there are four main themes on the topic of Islamic business from the perspective of management and competitiveness, namely: company's halal adoption, service and quality of halal tourism, Islamic financial support and business performance. Policy makers can provide ease of adopting halal products for new companies by utilizing increasingly sophisticated technology, improving service and quality in halal tourism destinations, providing more support from the Islamic financial side. Therefore, further research can examine more indicators of Islamic business success to achieve the company's competitive advantage.

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