

# **Advances in Islamic Finance, Marketing, and Management**

An Asian Perspective

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# Preface

The Islamic financial industries have been growing at a double-digit rate for over a decade now. Referring particularly to the post-financial crisis era, challenges of the management of Islamic financial, management and marketing have reached new heights. Islamic financial institutions (IFIs) from the South Asia, Southeast Asia, and the Middle Eastern countries hold a major percentage of Islamic assets. New opportunities are opening up in the Central Asian countries as well. Currently, the knowledge base on *Shari'ah*-compliant business and finance is particularly limited, and largely written on the development of finance and allied industries. Experts foresee the need for a useful integration of Islamic finance, *halal* marketing, and management of Islamic businesses.

This book “*Advances in Islamic Finance, Marketing, and Management: An Asian Perspective*” aims to balance these gaps by focusing on the Asian perspective of Islamic businesses and by incorporating, alongside finance, the development in Islamic marketing and management of Islamic business. The book is divided into three sections, considering:

1. Islamic finance that includes topics on Islamic equity and mutual funds, risk and performance of Islamic banks, long-term investment and *Sukuk*, dynamics of credit portfolios, and financial crimes in Islamic perspective.
2. Islamic marketing that includes topics on Islamic marketing theory, *halal* marketing in several Asian markets, and *halal* logistics.
3. Islamic business management that includes topics on management of *Zakat* institutions, and the corporate social responsibility in Islamic organizations.

A group of international experts offer original conceptual articles, empirical research findings, case studies, and critical reviews in the areas of Islamic finance, banking, capital market,

*halal* marketing, consumer perception, services orientation, risk management, industry readiness for better customer satisfaction, as well as policy issues coupling strategy and best practices. As expected, major portion of the discussion surrounds already established Islamic finance industry and a preliminary discussion on the management of businesses. The book can be considered as a guidebook for the academicians as well as the practitioners in the areas of Islamic finance, marketing, and management.