

**READINGS IN STRATEGIC  
MANAGEMENT AND BUSINESS  
ETHICS FROM ISLAMIC  
PERSPECTIVES**

*Edited by*  
**Suhaimi Mhd. Sarif**



**IIUM Press**

# **READINGS IN STRATEGIC MANAGEMENT AND BUSINESS ETHICS FROM ISLAMIC PERSPECTIVES**

**Edited by**

**Dr. Suhaimi Mhd Sarif**

**Assistant Professor in Business Administration  
Department of Business Administration  
Kulliyah of Economics and Management Sciences  
International Islamic University Malaysia**



**IIUM Press**

Published by:  
IIUM Press  
International Islamic University Malaysia

First Edition, 2011  
©IIUM Press, IIUM

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without any prior written permission of the publisher.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Suhaimi Mhd Sarif: Reading in Strategic Management and Business Ethics from Islamic Perspectives

ISBN: 978-967-418-217-5

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM  
(Malaysian Scholarly Publishing Council)

Printed by :  
**IIUM PRINTING SDN.BHD.**  
No. 1, Jalan Industri Batu Caves 1/3  
Taman Perindustrian Batu Caves  
Batu Caves Centre Point  
68100 Batu Caves  
Selangor Darul Ehsan  
Tel: +603-6188 1542 / 44 / 45 Fax: +603-6188 1543  
EMAIL: [iiumprinting@yahoo.com](mailto:iiumprinting@yahoo.com)

# TABLE OF CONTENT

|   |     |
|---|-----|
| Preface   | 5   |
| Table of Content  | 6   |
| CHAPTER 1: STRATEGIC MANAGEMENT FROM AN ISLAMIC PRESPECTIVE<br><i>Suhaimi Mhd Sarif and Megat Tariq Megat Nasir</i>   | 7   |
| CHAPTER 2: STRATEGIC ENTERPRISES' MISSION AND VISION STATEMENTS<br><i>Suhaimi Mhd Sarif and Mory Fode Sanoh</i>   | 19  |
| CHAPTER 3: STRATEGIC ENTERPRISE INTERNAL ASSESSMENT<br><i>Suhaimi Mhd Sarif and Sharifah Aida Syd Moh Zain</i>  | 27  |
| CHAPTER 4: STRATEGIC ANALYSIS AND CHOICES<br><i>Suhaimi Mhd Sarif and Nafiza Shahrudin</i>  | 37  |
| CHAPTER 5: BUSINESS ETHICAL MANAGEMENT SYSTEM FROM TAWHEEDIC PERSPECTIVE<br><i>Suhaimi Mhd Sarif, Mohamad Diniy bin Moktar, Ali bin Osman &amp; Affandy bin Azmi</i>                  | 43  |
| CHAPTER 6: BUSINESS ETHICS AND MARKETING ISSUES FROM ISLAMIC PERSPECTIVE<br><i>Suhaimi Mhd Sarif, Febi Dwita Sari, Nurul Bazilah Wahab &amp; Siti Mariam Mohamad</i>                  | 59  |
| CHAPTER 7: ECOSYSTEM OF BUSINESS ETHICS<br><i>Suhaimi Mhd Sarif, Muhammad Akmal Zainal &amp; Badrul Syahmi Badrul Hisham</i>  | 71  |
| CHAPTER 8: WORK – FAMILY BALANCE: AN ISLAMIC RESPONSE<br><i>Suhaimi Mhd Sarif &amp; Yusof Ismail</i>  | 79  |
| CHAPTER 9: STRATEGIC KNOWLEDGE TRANSFER IN PUBLIC POLICY: THE CASE OF MALAYSIA'S KNOWLEDGE-BASED ECONOMY<br><i>Suhaimi Mhd Sarif &amp; Yusof Ismail</i>                               | 91  |
| CHAPTER 10: STRATEGIC MANGEMENT FOR ENTERPRISES<br><i>Suhaimi Mhd Sarif and Mohd Asri Asraf Mohd Salleh</i>   | 113 |
| CHAPTER 11: BUSINESS ETHICS, SOCIAL RESPONSIBILITY, AND ENVIRONMENTAL SUSTAINABILITY IN STRATEGIC ENTERPRISES' MANAGEMENT<br><i>Suhaimi Mhd Sarif and W Nabila Najwa W Kamaruddin</i> | 123 |
| CHAPTER 12: STRATEGY REVIEW, EVALUATION, AND CONTROL<br><i>Suhaimi Mhd Sarif and Ardoni Saharil</i>   | 131 |

## CHAPTER 6

# BUSINESS ETHICS AND MARKETING ISSUES FROM ISLAMIC PERSPECTIVE

Suhaimi Mhd Sarif  
Febi Dwita Sari  
Nurul Bazilah Wahab  
Siti Mariam Mohamad

### ABSTRACT

***Purpose-**This chapter explores the possible application of business ethics from Islamic perspective globally. The purpose of this paper is to formulate a marketing definition from Islamic perspective. Many authors explore and search about marketing especially in Islamic perspective. The study uses content analysis from promotional tools of marketing such as personal selling, advertising, sales promotion, public relations, and promotional game, but they focus on advertising. Islamic marketing is the principle that focuses on value maximization based on equity and justice. This study attempts to put forward the point of view of Islamic principles relating to marketing. **Methodology approach-** the data were collecting from 15 journals has been conducted on the basis of reviewing marketing literature, finding the primary sources of Islam to formulate ideas for Islamic Marketing and also collect data sources from textbooks and journals. **Findings-** we find Islamic teachings could be applied in the realm of modern marketing theory. Although Islamic and modern marketing theories are quite different, we still believe Islamic theories are the best to be applied. **Future study/recommendation-** we can use this paper as a guide for us to know more Islamic theory in marketing, and enhancing our understanding of Islamic marketing as well as guide us about how we should respond towards the implementation of Islamic theory in marketing. **Limitations-** First of all, this project was carefully prepared, but we still aware of the limitations. This project was conducted in limited time which is only one week. Plus, we have another assignment to be completed. Furthermore, the group members to be assigned to this project are at least 3 members, so it's quite challenging to us.*

### INTRODUCTION

Marketing is the process by which goods and services are transferred to consumer. Marketing focuses on making the product available to the customers at the right place, the right time, and at a reasonable price. The marketing of Islamic knowledge have a huge source of controversy over many of Islamic activist. Marketing based on Islamic perspective is not just to maximize profit but also by should be to earn Allah's pleasure by serving consumers and society at large. Through this paper, we would like to discuss the implementation the morally acceptable way of marketing from the Islamic perspectives.

Islamic values comprise religious values, cultural values, and universal values and ensure a balanced synthesis of both the material and the spiritual dimensions of life through maximizing of the welfare. The concept of marketing in Islamic perspective is based on truthfulness, spending behavior, legitimate (*halal*) versus illegitimate (*haram*) products, publishing ethics and human dignity. Marketers are using promotional tools like advertising, sales promotion and personal selling to sell their product. In Islamic perspectives, they can use any promotional tools as long as those are not contrary to Islamic principles. In Islam a