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THE CHALLENGE OF **STICKINESS** IN CONTRIBUTING TO SUSTAINABLE DEVELOPMENT GOALS 2030 THROUGH ZAKAT INSTITUTIONS IN MALAYSIA

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ABSTRACT

- Stickiness occurs in **policy, practice and attitude** of organizations.
- Contributed by **human** and non-human.
- **Holistic** economic and social development through United Nation's Sustainable Development Goals 2030 with 17 goals.
- The **DIVIDE BETWEEN THE RICH AND THE POOR** is getting wider.
- Why?
- Bureaucratic thinking, process and attitude contribute to lack of sustainability in the development of the society and the economy.
- Solutions?
- Transformation on the bureaucratic thinking and attitude at zakat institutions in Malaysia.

STICKINESS

Administrative Approach

Definition

Inability to:

- Learn
- Do
- Remember

MACRO stickiness

- Forms (entities, institutions)
- Substance (contents/value)

MICRO stickiness

- Learn
- Do
- Remember

IMPLICATIONS

Understanding
Practice
Policy

SUSTAINABLE DEVELOPMENT GOALS

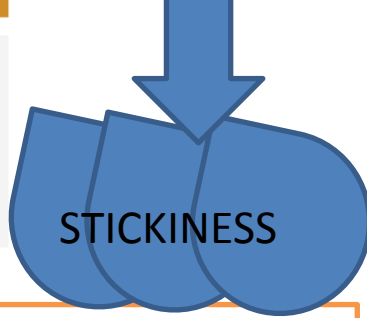
(a) **inclusive growth and development** (Goals 1,4,5, 8, and 10), (b) **production, industry and innovation** (Goals 9, 11, and 12), (c) **health and well-being** (Goals 2, 3, and 6), (d) **environment and climate** (Goals 7, 13, 14, and 15), and (e) **institutions, cooperation and regional integration** (Goals 16 and 17)



SUSTAINABLE DEVELOPMENT GOALS

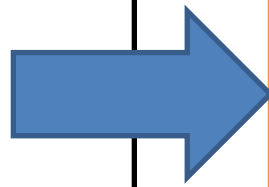


POLICY
PRACTICE
ATTITUDE



FIVE Ps

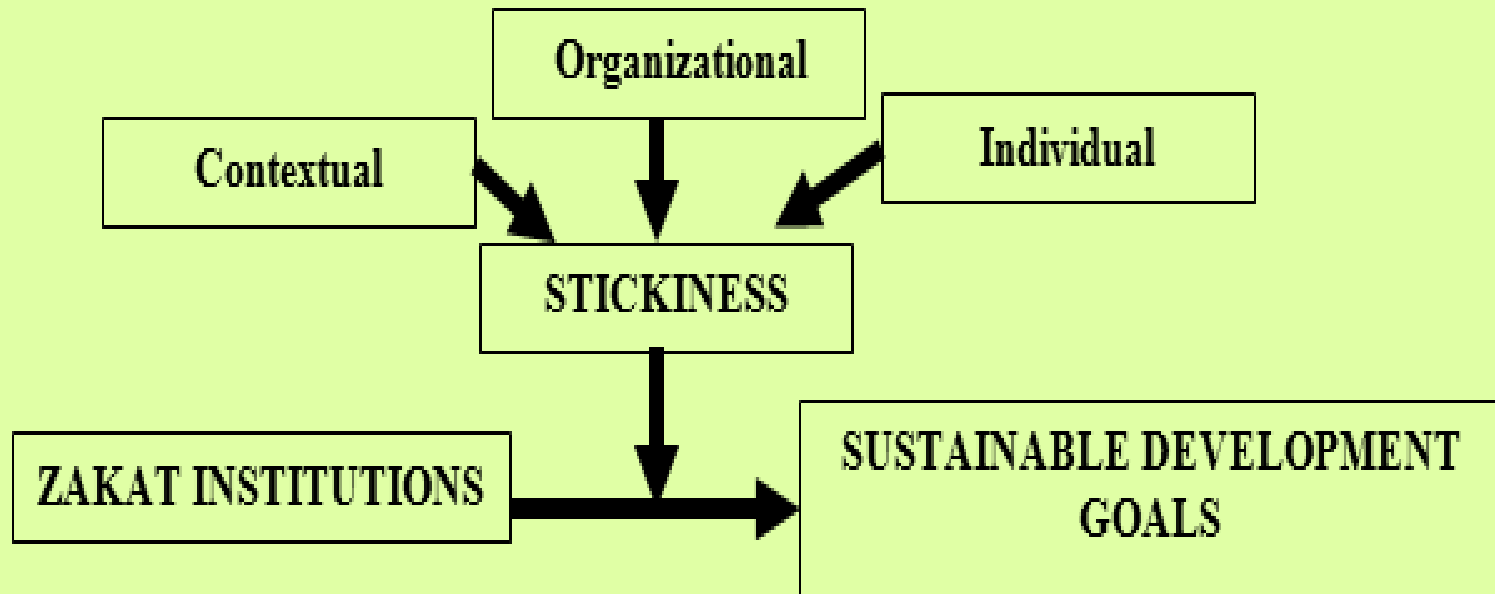
1. Partnership
2. Peace
3. People
4. Planet
5. Prosperity



(a) **inclusive growth and development** (Goals 1,4,5, 8, and 10), (b) **production, industry and innovation** (Goals 9, 11, and 12), (c) **health and well-being** (Goals 2, 3, and 6), (d) **environment and climate** (Goals 7, 13, 14, and 15), and (e) **institutions, cooperation and regional integration** (Goals 16 and 17)

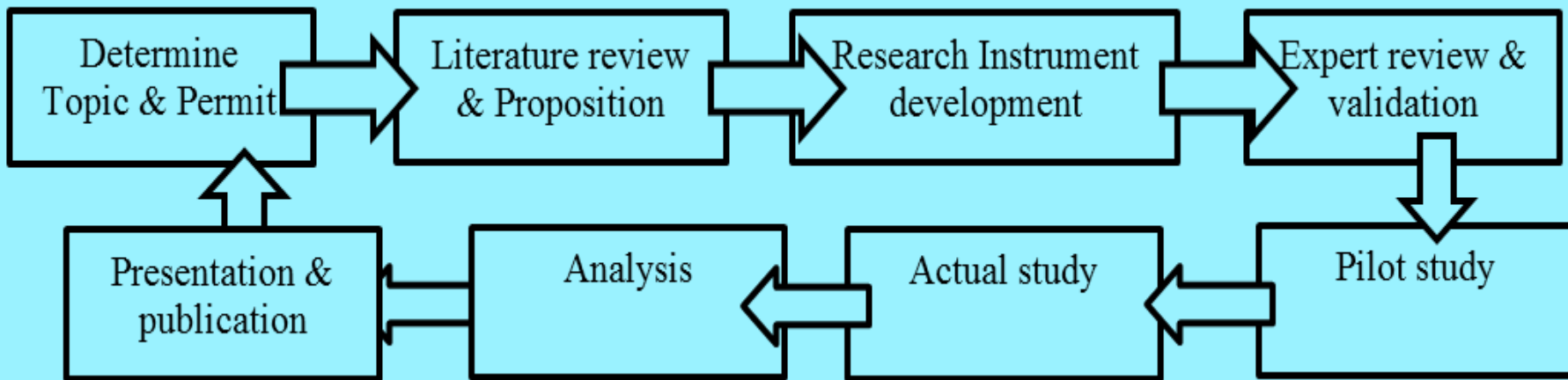
RESEARCH FRAMEWORK

Figure 2. Research Framework



METHODOLOGY

Qualitative Research Process



- Personal Interview (Semi Structured)
- Exploratory
- Convenient Sampling (N=4)
- Individual (opinion) (personal contact/researchers)
- Contextual
- Note-taking

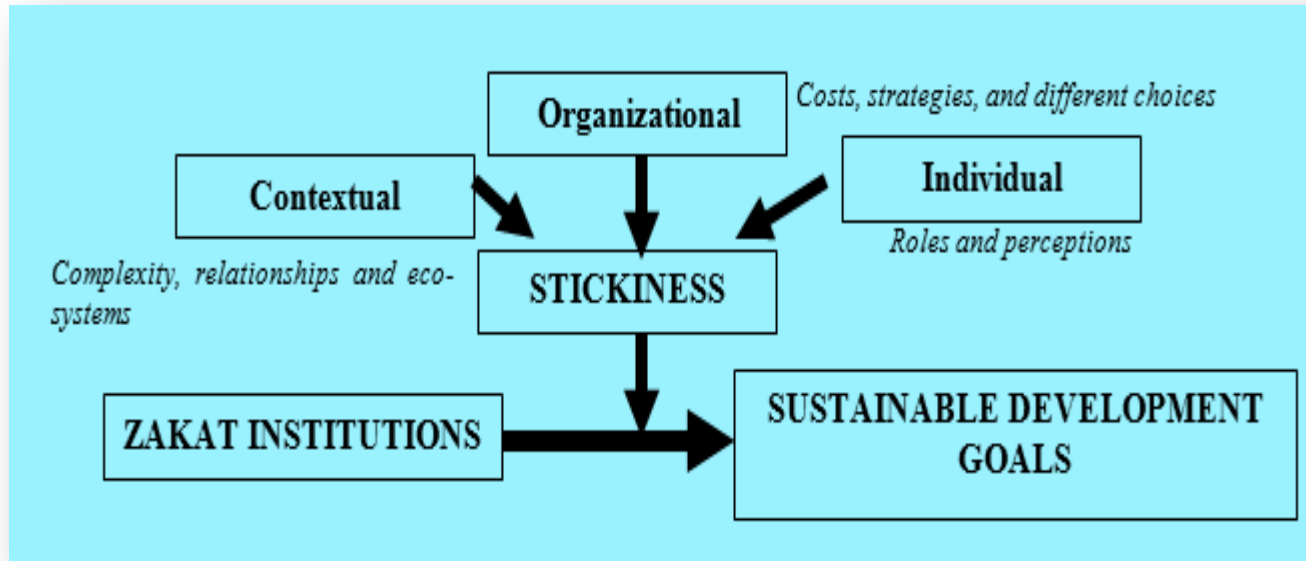
- Why the **DIVIDE BETWEEN THE RICH AND THE POOR** is getting wider despite the presence of zakat institutions?

FINDINGS

- Why the **DIVIDE BETWEEN THE RICH AND THE POOR** is getting wider despite the presence of zakat institutions?

- Separation tasks by different entities for zakat collection and zakat distribution.
- Public trustworthy and credibility in zakat collection and distribution.
- Public skepticism.
- Communication, activities and relationships with key stakeholders.

DISCUSSION



- Noor et al (2012): the performance of institution is based on the aspiration of stakeholders.
- Khan & Mohammad (2015): understanding role in dynamic context
- innovation is necessary for survival (Owolabi Yusuf & Mat Derus, 2013)
- Schroeder, Aggraeni & Weber (2019): circular economy to sustain the economy

FIVE Ps

1. Partnership
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