

# **Commercialization of Spirituality in the Era of Globalization**

**3<sup>rd</sup> FIDS SAP Symposium**

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**Venue: Al-Syafie Meeting Room, IRK Building  
AHAS KIRKHS, IIUM**

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# Abstract

Despite all the sophistication in the areas of science and technology, modern man is in no way different from the one in the countryside, when faced with insurmountable psychological issues like stress, anxiety, depression, bereavement, etc. reaches out for a quick fix to resolve the matter. Mainly he hopes for some sort of divine intervention, a philosophy or a mind-control technique to get him out of his awful and pathetic condition. Seeing people in a desperate and vulnerable situation, fake gurus, spiritual healers, charlatan religious teachers and the likes exploit such human conditions to their benefit. The present study among others is geared toward exploring the different shades of meaning attached to the word spirituality, what are the underlying motives of the service providers, the techniques used to allure their clients, and how globalization helps in turning the service providers' business into a lucrative one. Besides that, this study will also put forward some suggestions for those who are looking for a solution to overcome their psychological burdens. The research data of the study will be collected from literature, journal papers, and internet sources related to the interest of the study. As a qualitative study, in interpreting the relevant data of the study, the researchers will employ the content and textual analysis methods.

# A Prelude to this paper

- ▶ As a prelude to this research, very recently the researchers have published a shorter version of the proposed paper in an online news portal under the caption:

**“ Spirituality for Sale in the Era of Globalization”**

# Interesting Highlights of the Paper

- ▶ The different shades of meaning given to the word “spirituality”
- ▶ How spirituality has been marketed as a commodity in a globalized world
- ▶ Commercialization of spirituality is a worldwide phenomenon and exists in all religions
- ▶ What are the products of spirituality made available in the market
- ▶ The lifestyle of the fake spiritual masters
- ▶ The qualities of the genuine spiritual masters

## Take Home Message for the Young People:

- ▶ There are no shortcuts in spirituality
- ▶ Spirituality should be based on knowledge
- ▶ People should be smart to identify and avoid being cheated by fake spiritual masters/gurus
- ▶ As Muslims we should start our journey in spirituality with God, the Qur'an, the Prophets, etc.

**Syukran Jazilan**

**Thank You**

**Terima Kasih**