



# International Journal of Islamic Marketing and Business Strategy (IJIMBS)

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Islamic business practices are evolving as new means of business are created. The International Journal of Islamic Marketing and Business Strategy (IJIMBS) will identify and research the permissibility and viability of new innovation or ideas in the business world as it pertains to the Muslim community in various regions of the world. This journal aims to enlighten those observing Islamic principles to have a guide from which to derive a source of modern business, technological, and financial legislation for the accommodation of Islamic principles that will compliment business activities.

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- Market penetration
- Market share
- Product Development
- Regional harmonization of Islamic products
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