

# Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control

Part of the Research Essential Book Series

Bikramjit Rishi (Institute of Management Technology (IMT) Ghaziabad, India)

## Description:

In today's increasingly connected business world, there is new pressure for local brands to go global, and a need for already global corporations to cater to new audiences that were previously ignored.

**Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control** brings together the best practices for entry and expansion of global brands into Islamic countries. This book is an essential reference source for professionals looking to incorporate the laws and practices of Islam into the global presence of their company and presents a cutting edge look at worldwide retail for marketing researchers and academics.

## Readers:

This book is an essential reference source for professionals looking to incorporate the laws and practices of Islam into the global presence of their company and presents a cutting edge look at worldwide retail for marketing researchers and academics.

ISBN: 9781466681392

Release Date: February, 2015

Copyright: 2015

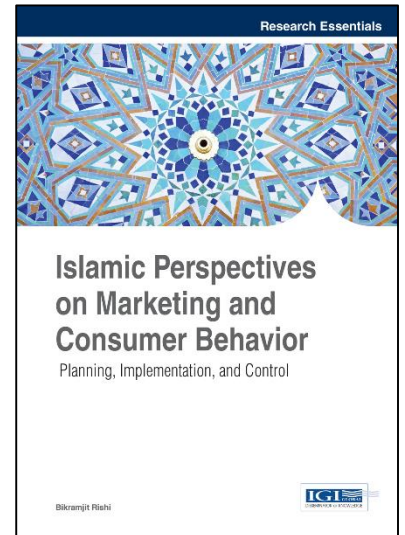
Pages: 378

## Topics Covered:

- Consumer Behavior
- Customer Relationship Management
- Frameworks for an Islamic Marketing Plan
- Islamic Values and Global Businesses
- Marketing Communications
- Retail in Islamic Cultures
- Social Media

Hardcover +  
Free E-Access:  
**\$215.00**

E-Access  
Only:  
**\$200.00**



**Section 1: Consumerism and Consumption in Islamic Context****Chapter 1**

*A Simplified Method for Understanding Judgment and Decision Making of Muslim Consumers*  
Burhanudin, STIE Perbanas, Surabaya, Indonesia

**Chapter 2**

*Consumer Behavior in Islam*  
Dr. Abdul Hadi M. Alkhasawneh, American University in the Emirates, Dubai, United Arab Emirates

**Chapter 3**

*When Faithful Consumption Meets Modernism: A Review of Consumption Practices In Turkey*  
Begüm Yetişer, Yaşar University, Turkey  
Burcu Genç, Gediz University, Turkey

**Chapter 4**

*Consumers' purchasing behaviour for fresh meat from modern retail stores and traditional markets in Malaysia and Indonesia*  
Norshamliza Chamburi, National University of Malaysia (UKM), Malaysia  
Yeni Kusumawaty, University of Riau, Indonesia  
Peter J. Batt, Curtin University, Australia

**Chapter 5**

*Islam and Consumption: Religion Interpretations & Changing Consumerism*  
Farhan Shaikh, EPM – SJMSOM (IIT Bombay), India  
Dinesh Sharma, SJMSOM (IIT Bombay), India

**Section 2: Marketing Strategy and Marketing Communication in Islamic Context****Chapter 6**

*Islamic Marketing: A conceptual framework for political, cultural, and religious interrelatedness*  
Samer Sarofim, The University of Kansas, USA  
Ahmed Tolba, The American University in Cairo, Egypt

**Chapter 7**

*Marketing Communications in the Islamic Perspective: Communicating the Halal Branding*  
Ramzy, Omar, Heliopolis University for Sustainable Development, Egypt  
Eldahan, Omar H., Heliopolis University for Sustainable Development, Egypt

**Chapter 8**

*Practical Applications in Marketing Strategies and Consumer Behaviour in an 'Islamic' Context*  
Gulnara Z. Karimova, KIMEP University, Kazakhstan

**Chapter 9**

*Luxury Consumption Behavior of Muslim Customers in A Culturally Distinct And An Affluent Market*  
Khurram Sharif, Management & Marketing Department, College of Business & Economics, Qatar University, Qatar  
Norizan Kassim, Department of Marketing, Faculty of Economics & Administration, King Abdulaziz University, Saudi Arabia

**Chapter 10**

*Demystifying the Islamic Consumer Segments*  
Bikramjit Rishi, Institute of Management Technology (IMT), Ghaziabad, India  
Subhankar Halder, Institute of Management Technology (IMT), Ghaziabad, India

**Section 3: Managing with Islamic Marketing****Chapter 11**

*Marketing Financial Services and Products In Different Cultural Environments*  
Charilaos Mertzanis, Abraaj Group Chair of Private Equity, The American University in Cairo, Egypt

**Chapter 12**

*Accepting A New Nano-Tech Based Technology In The Fruit Storage Industry: A B2B Perspective From The Middle-East*  
Azad Omrani, Entrepreneur and Owner of the company Middle East Bio-Researchers, Iran  
Christine Vallaster, Institute for Entrepreneurship, University of Liechtenstein, Liechtenstein

**Chapter 13**

*Zakat and its Socio – Economic merits: A holistic view towards eradication of poverty*  
Mr. Mohammed Abdul Karim Al-Banna, Heriot Watt University, UK  
Dr. Ian Michael, Zayed University, Dubai, UAE

**Chapter 14**

*The Perspectives of E-Commerce in Arab Region: An Exploratory Study*  
Dr. Mohammad Ziaul Hoq, MIT Department, Jubail Industrial College, Royal Commission of Jubail, Kingdom of Saudi Arabia.  
Dr. Abdulwahab Shmailan, MIT Department, Jubail Industrial College, Royal Commission of Jubail, Kingdom of Saudi Arabia.

**Bikramjit Rishi** holds a Post Doctorate (Funded by European Commission) Ph.D and MBA. He has over 11 years of professional experience to his credit with several top organizations such as IMT Ghaziabad, University of Liechtenstein (Europe), and American University in the Emirates (Dubai). He is currently an Associate Professor (Marketing) at IMT Ghaziabad. He has also worked with the University of Liechtenstein (Europe) and Indian Institute of Foreign Trade (IIFT), New Delhi, as a Visiting Professor. He has also taught in NIIT Imperia programmes. Apart from teaching, research, and training, he has also served in editorial advisory positions, conference advisory committees, and made a significant contribution to the success and growth of marketing discipline. He has 24 referred research papers, 9 book chapters, and 26 conference papers. He has presented research papers in several reputed national/international conferences in India and abroad and has also chaired sessions in the national and international conferences. He has also given keynote addresses in many national conferences in India. He has delivered guest talks/invited presentations in several top business schools in India and abroad.