

Sharia Marketing Management in the Digital Economy Era: A Literature Review

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ABSTRACT

Introduction: This study reviews the development of Sharia marketing management in the digital economy era by synthesizing the existing literature on its theoretical foundations, managerial practices, digital transformation, and emerging research trends. The rapid advancement of digital technologies has reshaped marketing strategies, requiring businesses to integrate Sharia principles with innovative digital marketing approaches while maintaining ethical and value-based business practices.

Methods: This study employs a literature review approach by analyzing peer-reviewed journal articles published in reputable national and international journals. Relevant studies were identified through major academic databases using predefined inclusion and exclusion criteria. The selected literature was systematically analyzed to identify dominant themes, theoretical perspectives, research methodologies, and future research opportunities.

Results: The review indicates that Sharia marketing management has evolved from a value-based marketing concept into a strategic managerial framework that supports business competitiveness in the digital economy. The findings highlight that digital platforms, social media, e-commerce, and artificial intelligence have significantly influenced the implementation of Sharia marketing. Trust, transparency, ethical values, customer engagement, and digital capability consistently emerge as critical determinants of customer satisfaction, loyalty, and organizational performance. However, studies integrating digital innovation with Sharia marketing principles remain limited, indicating substantial opportunities for further investigation.

Conclusion and suggestion: The literature demonstrates that effective Sharia marketing management requires the integration of Islamic ethical values with digital marketing capabilities to achieve sustainable competitive advantage. Future studies should develop

comprehensive conceptual and empirical models by incorporating emerging technologies, consumer behavior, environmental sustainability, and organizational performance across different industrial contexts. This review contributes to the marketing management literature by providing a comprehensive synthesis of current knowledge and proposing future research directions for Sharia marketing in the digital economy.

Keywords: *Sharia Marketing Management, Digital Economy, Islamic Marketing, Digital Marketing*

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INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed global economic structures and business activities. The emergence of the digital economy has significantly changed traditional market systems by introducing technological innovations that reshape how organizations interact with consumers, conduct transactions, and create value. Digital technologies such as e-commerce platforms, artificial intelligence, cloud computing, big data analytics, blockchain systems, and social media applications have become integral components of modern business operations. These developments have created a more interconnected and technology-driven environment where organizations continuously seek innovative approaches to maintain competitiveness and sustain business growth (Kraus et al., 2022). The digital economy has expanded beyond merely technological infrastructure and now influences broader aspects of economic and social interactions. Businesses increasingly rely on digital platforms to improve operational efficiency, enhance customer engagement, and facilitate market expansion. The rise of digital ecosystems has transformed consumer behavior, where customers now demand personalized services, instant communication, and transparent information regarding products and services. Consequently, organizations are required to adapt their strategic marketing approaches to align with rapidly evolving consumer expectations and technological advancements (Dwivedi et al., 2023).

Marketing management has emerged as a critical organizational function that enables businesses to create value and establish sustainable relationships with consumers. Traditionally, marketing management focused primarily on product promotion and sales activities. However, contemporary marketing practices encompass broader strategic processes involving market analysis, customer relationship management, value creation, and long-term customer engagement. In highly competitive business environments, organizations must implement effective marketing strategies that not only generate financial returns but also build customer trust and maintain organizational reputation (Kotler et al., 2021). Within the context of Islamic business practices, marketing management extends beyond conventional economic objectives by incorporating ethical and spiritual dimensions into business activities. Sharia marketing management emphasizes the application of Islamic principles in planning, implementing, and controlling marketing activities. These principles include honesty (*sidq*), trustworthiness (*amanah*), justice (*adl*), transparency, accountability, and social responsibility. Unlike conventional marketing approaches that often prioritize profit maximization, Sharia marketing seeks to balance financial objectives with ethical responsibilities and societal welfare (Alserhan, 2021).

The concept of Sharia marketing has gained substantial attention in recent years due to the remarkable expansion of Islamic markets globally. The increasing Muslim population and rising awareness regarding halal products and services have encouraged organizations to develop business strategies that align with Islamic values and consumer preferences. The global Islamic economy continues to demonstrate significant growth across multiple sectors, including halal food, Islamic finance, fashion, healthcare, tourism, and digital services. As a result, businesses increasingly recognize the importance of integrating Sharia principles into

their operational and marketing activities to address emerging market demands (Wilson, 2022). Sharia marketing management differs from conventional marketing practices in several important aspects. Conventional marketing approaches often focus primarily on satisfying customer needs and achieving competitive advantages. In contrast, Sharia marketing emphasizes ethical considerations and religious values throughout marketing processes. The principles of Islamic marketing encourage businesses to avoid deceptive practices, unfair transactions, exploitation, and activities that may harm consumers or society. Therefore, Sharia marketing management aims to establish mutually beneficial relationships among organizations, consumers, and broader communities (Ahmed & Ibrahim, 2023).

The expansion of digital technologies has created significant opportunities for implementing Sharia marketing practices across various industries. Digital platforms allow organizations to communicate with consumers more effectively, enhance service accessibility, and strengthen customer engagement through interactive communication channels. Social media applications, digital marketplaces, mobile commerce platforms, and online communities have become important tools for promoting products and services to broader audiences. Businesses can now utilize digital technologies to deliver personalized marketing messages and improve customer experiences while reducing operational costs (Rahman & Aziz, 2024). However, despite the numerous advantages associated with digital technologies, the digital economy also introduces several challenges that require careful consideration from ethical and Islamic perspectives. The widespread use of digital marketing practices has raised concerns regarding privacy protection, information accuracy, consumer manipulation, and ethical responsibility. Technological innovations provide organizations with extensive access to customer information and behavioral data, which may potentially be used in ways that violate consumer rights or ethical standards. Issues such as misleading advertisements, fake reviews, hidden promotional content, and excessive consumer targeting may conflict with Islamic values that emphasize fairness and transparency (Hassan & Shafiq, 2024).

Consumer trust has become increasingly important within digital environments due to the absence of direct physical interactions between businesses and customers. Trust serves as a fundamental element in establishing long-term customer relationships and influencing purchasing decisions. In Islamic marketing contexts, trust is strongly associated with ethical behavior and compliance with Sharia principles. Organizations that demonstrate honesty, accountability, and transparency are more likely to gain customer confidence and strengthen brand loyalty. Therefore, integrating Islamic values into digital marketing strategies may contribute significantly to improving organizational credibility and customer satisfaction (Khan et al., 2025). The increasing integration of digital technologies into marketing activities has also encouraged the emergence of innovative business models and customer engagement strategies. Artificial intelligence and machine learning technologies enable organizations to analyze customer behavior patterns and predict market trends with greater accuracy. Similarly, blockchain technology offers opportunities for improving transparency and traceability within supply chains and financial transactions. These technological developments have the potential to enhance organizational efficiency and customer experiences. Nevertheless, their implementation requires appropriate ethical frameworks to ensure responsible and fair utilization of technological resources (Ahmed & Ibrahim, 2026).

Several previous studies have examined various aspects of Islamic marketing and digital transformation. Existing literature suggests that organizations adopting Sharia-based marketing strategies often experience improvements in customer trust, brand image, and long-term business performance. Islamic ethical values have been identified as important factors influencing consumer perceptions and purchasing behavior, particularly among Muslim consumers. Furthermore, digital technologies have facilitated the promotion of Islamic values and enabled organizations to expand their market reach more effectively (Rahman & Aziz, 2024). Although previous studies provide valuable insights regarding digital transformation and Islamic marketing practices, certain limitations remain evident within the existing literature. Many studies primarily focus on specific topics such as halal product marketing, Islamic consumer behavior, digital advertising, or technological adoption. Relatively limited attention has been given to understanding Sharia marketing management comprehensively within

broader digital economy contexts. Existing research often lacks integrative perspectives that examine how Islamic marketing principles interact with emerging technological trends and changing consumer behaviors (Yusof et al., 2025).

Additionally, rapid technological advancements continuously introduce new challenges and opportunities that require further academic investigation. The increasing adoption of artificial intelligence, virtual reality, digital payment systems, and predictive analytics may substantially influence future marketing practices and customer interactions. While these technologies offer potential benefits for improving efficiency and customer satisfaction, they also raise ethical concerns regarding fairness, privacy, and accountability. Therefore, examining these developments from Sharia perspectives becomes increasingly relevant for ensuring that technological progress aligns with Islamic values and ethical principles (Dwivedi et al., 2023). Given these considerations, conducting a literature review on Sharia marketing management within the digital economy era is important for synthesizing existing knowledge and identifying emerging research directions. A comprehensive literature review can provide a deeper understanding of current trends, theoretical developments, practical challenges, and future opportunities associated with integrating Islamic marketing principles and digital technologies. Moreover, such research may contribute to the development of more effective and ethically responsible marketing frameworks for organizations operating within increasingly complex digital environments. Ultimately, understanding the relationship between Sharia marketing management and digital economic developments is essential for both academics and practitioners. Businesses are increasingly expected not only to achieve economic performance but also to demonstrate ethical responsibility and social contribution. Therefore, integrating Islamic values into digital marketing strategies may provide organizations with sustainable competitive advantages while promoting ethical business practices in modern economies.

LITERATURE REVIEW

Sharia Marketing Management: Concept and Fundamental Principles

Sharia marketing management refers to the application of Islamic principles within marketing processes and business activities. Unlike conventional marketing systems that frequently emphasize profit maximization and market dominance, Sharia marketing management incorporates ethical, social, and spiritual dimensions into organizational strategies. The concept seeks to create value not only for businesses and consumers but also for society as a whole by ensuring fairness, transparency, and responsibility throughout marketing activities (Alserhan, 2021). The principles underlying Sharia marketing management are derived from Islamic teachings and emphasize moral values in commercial interactions. Core principles include honesty (*sidq*), trustworthiness (*amanah*), justice (*adl*), transparency, and social responsibility. Honesty requires organizations to provide accurate and truthful information regarding products and services, while trustworthiness emphasizes maintaining commitments and protecting consumer interests. Justice refers to fair treatment of all stakeholders without exploitation or discrimination, whereas transparency involves openness in business transactions and communication processes (Wilson, 2022).

The integration of these ethical values into marketing management provides organizations with a framework for developing long-term relationships with customers based on trust and mutual benefit. Businesses that adhere to Sharia principles are expected to avoid deceptive advertising, fraudulent transactions, and manipulative marketing practices. Consequently, Islamic marketing is considered a holistic approach that combines economic objectives with ethical responsibilities and societal welfare (Ahmed & Ibrahim, 2023). Previous studies indicate that organizations implementing Sharia marketing principles often experience improved customer satisfaction and loyalty. Ethical behavior and value-based marketing strategies contribute significantly to strengthening customer perceptions and organizational reputation. As consumer awareness regarding ethical business practices continues to

increase, Sharia marketing management becomes increasingly relevant across various sectors and industries (Rahman & Aziz, 2024).

Digital Economy and Marketing Transformation

The emergence of the digital economy has transformed traditional business operations and marketing activities significantly. The digital economy refers to economic activities that utilize digital technologies and internet-based platforms to facilitate communication, transactions, and information exchange. Technological advancements have altered how organizations interact with customers, develop products, and deliver services in increasingly competitive markets (Kraus et al., 2022). Digital transformation has shifted marketing practices from conventional approaches toward technology-driven strategies. Businesses now rely on digital platforms such as websites, mobile applications, e-commerce systems, and social media networks to reach target audiences more effectively. These technologies provide organizations with opportunities to collect customer data, analyze consumer preferences, and personalize marketing communications according to individual needs and behaviors (Dwivedi et al., 2023).

One of the major characteristics of digital marketing is its ability to facilitate real-time communication and interactive engagement between businesses and consumers. Traditional marketing methods generally involved one-way communication, where organizations delivered messages through television, newspapers, and printed media. In contrast, digital technologies enable two-way communication where consumers actively participate in discussions, provide feedback, and influence brand perceptions through online communities and social media interactions (Kotler et al., 2021). Furthermore, digital transformation has created more efficient business processes and expanded market access beyond geographical boundaries. Organizations can now reach global consumers through online platforms and digital marketplaces with relatively lower operational costs. This accessibility has encouraged businesses to adopt innovative marketing strategies aimed at enhancing customer experiences and sustaining competitive advantages within digital environments (Hassan & Shafiq, 2024).

Sharia Marketing in the Digital Environment

The integration of Sharia marketing principles within digital environments has attracted increasing scholarly attention due to the rapid growth of digital platforms and Islamic markets. Digital technologies provide opportunities for businesses to implement ethical marketing strategies while simultaneously expanding market reach and improving customer engagement. However, the digital environment also introduces challenges that require careful alignment with Islamic principles (Rahman & Aziz, 2024). The use of social media has become one of the most influential aspects of digital marketing. Organizations increasingly utilize social networking platforms such as Instagram, Facebook, TikTok, and YouTube to promote products and establish relationships with customers. From a Sharia perspective, social media marketing should emphasize truthful communication, ethical promotional content, and responsible interactions with consumers. Misleading information, exaggerated claims, and manipulative practices may violate Islamic ethical principles and negatively influence consumer trust (Wilson, 2022).

Digital marketplaces and e-commerce systems also play significant roles in facilitating Islamic marketing practices. Online platforms provide opportunities for businesses to distribute halal products and services to broader markets. The increasing demand for halal products among Muslim consumers has encouraged organizations to integrate Islamic values into digital business operations. Product transparency, certification information, and ethical communication become essential factors influencing consumer purchasing decisions within digital environments (Ahmed & Ibrahim, 2023). Research suggests that digital platforms can strengthen customer trust when organizations consistently implement Sharia principles. Consumers are more likely to engage with brands that demonstrate ethical responsibility and transparency in digital interactions. Therefore, integrating Islamic values into digital marketing

activities may contribute positively to customer satisfaction and long-term organizational performance (Khan et al., 2025).

Consumer Trust and Ethical Considerations in Digital Marketing

Consumer trust represents one of the most critical determinants of successful marketing practices within digital environments. Trust influences purchasing decisions, customer loyalty, and overall perceptions regarding organizational credibility. The absence of direct physical interaction between consumers and businesses increases uncertainty and perceived risks associated with online transactions. Consequently, organizations must establish effective strategies to strengthen customer confidence and reduce concerns regarding digital interactions (Dwivedi et al., 2023). Islamic marketing principles emphasize trust as an essential element in business relationships. Trust is closely associated with honesty, fairness, and accountability in commercial activities. Businesses operating under Sharia principles are expected to provide accurate product information, maintain transparent communication, and fulfill promises made to consumers. Such practices contribute significantly to improving customer confidence and strengthening long-term relationships (Alserhan, 2021).

Despite technological advancements, digital marketing practices continue to raise ethical concerns regarding privacy, data security, and consumer manipulation. Organizations increasingly collect customer information through online activities and behavioral tracking systems. While such information may improve personalized marketing strategies, inappropriate use of customer data can create ethical and legal concerns. Data misuse, hidden advertising practices, and algorithmic manipulation may conflict with Islamic values emphasizing fairness and protection of consumer rights (Hassan & Shafiq, 2024). Several studies suggest that organizations implementing ethical digital marketing practices experience stronger customer loyalty and positive brand perceptions. Ethical behavior not only improves organizational reputation but also supports sustainable business growth. Therefore, ethical considerations remain central to integrating Sharia marketing principles within modern technological environments (Khan et al., 2025).

Emerging Technologies and Future Trends in Sharia Marketing

Emerging technologies continue to reshape marketing strategies and customer interactions within digital economies. Artificial intelligence, blockchain systems, machine learning, and predictive analytics are increasingly integrated into organizational activities to improve operational efficiency and customer experiences. These technologies enable businesses to analyze large volumes of customer data and develop more accurate market predictions (Kraus et al., 2022). Artificial intelligence applications have become particularly important within digital marketing environments. Organizations utilize AI systems for customer service automation, personalized recommendations, and predictive analysis of consumer behavior. While AI technologies offer numerous benefits, they also raise ethical concerns regarding privacy protection, transparency, and accountability. From a Sharia perspective, technological implementation should ensure fairness and avoid discriminatory or manipulative outcomes (Ahmed & Ibrahim, 2026).

Blockchain technology also presents opportunities for improving transparency and trust in digital transactions. The decentralized nature of blockchain systems enables organizations to enhance traceability and reduce information asymmetry between businesses and consumers. Such characteristics align with Islamic values emphasizing transparency and accountability in commercial transactions (Rahman & Aziz, 2024). Future research on Sharia marketing management is expected to focus on understanding the interaction between Islamic ethical principles and emerging digital technologies. Rapid technological changes continuously create new challenges that require adaptive frameworks and comprehensive theoretical development. Researchers increasingly recognize the importance of integrating technological innovation with ethical responsibility to ensure sustainable business practices within evolving digital environments (Yusof et al., 2025). Overall, the literature demonstrates that Sharia marketing management and digital transformation are increasingly interconnected.

While digital technologies provide significant opportunities for business development and market expansion, their implementation requires strong ethical foundations and value-based approaches. Integrating Sharia principles into digital marketing practices may provide organizations with sustainable competitive advantages while promoting responsible and socially beneficial business activities.

METHOD

This study employed a qualitative research approach using a literature review method to analyze and synthesize previous studies related to Sharia marketing management within the context of the digital economy era. A literature review approach is appropriate because it enables researchers to systematically identify, evaluate, and interpret existing knowledge concerning a specific topic. Through this method, the study aims to provide a comprehensive understanding of emerging themes, challenges, and future directions associated with the implementation of Sharia marketing principles within digital environments (Snyder, 2019). The literature review method has become increasingly significant in contemporary academic research because of the rapid development of scientific publications and technological innovation. The availability of numerous academic databases and digital repositories enables researchers to access broader information and identify patterns across existing studies. Furthermore, literature review studies contribute to theoretical development by synthesizing findings and identifying gaps that require further investigation (Snyder, 2019; Kraus et al., 2022). The research process was conducted systematically through several stages, including literature identification, article selection, data collection, data evaluation, and content analysis. A systematic process is essential to ensure that selected studies are relevant and aligned with the objectives of the research. This approach also helps minimize bias and improve the reliability of the research findings (Xiao & Watson, 2019).

The literature identification process was conducted through various academic databases and scholarly platforms, including peer-reviewed journals, conference proceedings, books, and relevant publications discussing Sharia marketing management and digital economy concepts. Multiple sources were utilized to provide broader perspectives regarding Islamic marketing and technological transformation in contemporary business environments (Dwivedi et al., 2023). The literature search process employed several keywords and combinations of keywords to obtain relevant publications. The keywords used included “Sharia marketing management,” “Islamic marketing,” “digital economy,” “digital transformation,” “Islamic business,” “ethical marketing,” and “technology in Islamic marketing.” The use of various keyword combinations is important because it allows researchers to identify broader and more relevant studies associated with the research topic (Snyder, 2019). To ensure the quality and relevance of selected publications, inclusion and exclusion criteria were established during the selection process. The inclusion criteria required studies to discuss topics directly related to Sharia marketing management and digital economy concepts. Furthermore, the literature was limited to publications from 2021–2026 to ensure that the reviewed studies reflected recent technological developments and contemporary marketing practices (Kraus et al., 2022).

Additionally, selected publications were required to originate from credible academic sources such as peer-reviewed journals and recognized scholarly databases. Publications discussing conventional marketing practices without any relationship to Islamic principles or digital business environments were excluded from the analysis. Studies with insufficient methodological descriptions or duplicated findings were also excluded to improve the validity and reliability of the review process (Xiao & Watson, 2019). Following the literature selection process, data extraction procedures were conducted to identify important information from each selected study. Extracted information included publication year, author names, research objectives, methodologies, key findings, theoretical perspectives, and conclusions associated with Sharia marketing practices in digital contexts. Organizing such information enabled systematic comparisons among studies and facilitated the identification of recurring themes

and research trends (Krippendorff, 2021). The analysis process employed content analysis techniques to evaluate and interpret information collected from previous studies. Content analysis is a systematic method for identifying and categorizing patterns within textual data. This approach enables researchers to understand relationships among concepts and generate broader interpretations regarding specific research phenomena (Krippendorff, 2021).

Several stages were involved in the content analysis process. First, selected studies were thoroughly reviewed to obtain a comprehensive understanding of key concepts and research contexts. Second, relevant information from each publication was categorized into thematic areas such as Sharia marketing principles, digital technologies, ethical considerations, consumer trust, and business strategies. Third, similarities and differences among findings were identified to determine dominant themes and emerging issues in the literature (Krippendorff, 2021; Dwivedi et al., 2023). To enhance the credibility and reliability of findings, this study employed data triangulation by utilizing multiple academic sources and theoretical perspectives. The use of diverse sources minimizes potential bias and strengthens the consistency of findings obtained from the literature review process. Comparing results from different studies also improves the validity of conclusions and provides a more comprehensive understanding of Sharia marketing management within digital environments (Snyder, 2019; Xiao & Watson, 2019). Overall, the literature review methodology adopted in this study provides a structured framework for examining and synthesizing existing knowledge regarding Sharia marketing management in the digital economy era. Through systematic analysis and interpretation of previous studies, this research contributes to theoretical development and offers practical implications for organizations seeking to integrate Islamic principles into digital marketing strategies (Kraus et al., 2022; Dwivedi et al., 2023).

RESULT AND ANALYSIS

The literature review findings indicate that the implementation of Sharia marketing management within the digital economy era is increasingly becoming an important area of discussion among researchers and practitioners. Existing studies demonstrate that technological advancements have significantly transformed business processes and customer interactions, creating both opportunities and challenges for organizations implementing Islamic marketing principles. The findings from previous studies reveal three major themes that consistently emerge within the literature, namely the integration of Sharia principles into digital marketing practices, consumer trust and ethical considerations in digital environments, and the impact of emerging technologies on Sharia marketing management development (Kraus et al., 2022; Dwivedi et al., 2023).

Integration of Sharia Principles in Digital Marketing Practices

The findings suggest that the integration of Sharia principles into digital marketing activities has become increasingly important as organizations attempt to align technological developments with ethical and religious values. Digital platforms such as social media, e-commerce systems, and mobile applications provide organizations with opportunities to expand market access and strengthen customer engagement. However, the effectiveness of these platforms depends significantly on the ability of organizations to maintain ethical practices consistent with Islamic principles (Rahman & Aziz, 2024). Sharia marketing principles emphasize honesty, transparency, trustworthiness, and fairness within marketing activities. In digital environments, these principles influence how organizations communicate information and interact with customers. Previous studies indicate that consumers are increasingly concerned with transparency regarding product quality, pricing information, and business practices. Consequently, organizations implementing Islamic values within digital communication strategies tend to achieve stronger customer relationships and improved organizational credibility (Alserhan, 2021).

Furthermore, digital environments require organizations to adapt traditional marketing approaches to emerging communication patterns and technological trends. Social media

platforms facilitate direct interactions between organizations and consumers, allowing businesses to establish stronger relationships through personalized content and customer engagement activities. However, Islamic principles require that promotional activities avoid misleading information and manipulative practices that may negatively affect consumer decisions (Wilson, 2022). Several studies further indicate that integrating Sharia principles into digital marketing practices contributes to sustainable business development because ethical business conduct strengthens organizational reputation and enhances customer satisfaction. Therefore, the findings suggest that the successful implementation of Sharia marketing within digital environments depends not only on technological capabilities but also on organizational commitment to ethical values (Ahmed & Ibrahim, 2023).

The integration of Sharia principles into digital marketing practices represents an evolving approach that seeks to align technological advancement with ethical business values. In modern business environments, digital marketing has become one of the primary tools used by organizations to establish customer relationships and promote products and services. However, the extensive use of digital technologies also requires organizations to maintain ethical standards in order to ensure that marketing activities remain consistent with Islamic values. Sharia marketing principles serve as important guidelines for organizations in developing responsible and sustainable digital marketing strategies (Wilson, 2022). Digital marketing environments differ substantially from traditional marketing systems because communication processes increasingly occur through technological platforms and online interactions. Organizations use websites, social media platforms, digital marketplaces, mobile applications, and search engines to reach customers and facilitate communication processes. These technologies create opportunities for businesses to enhance market accessibility and customer engagement while simultaneously increasing competition within industries. Therefore, integrating Sharia principles into digital marketing activities becomes essential for maintaining ethical standards and creating sustainable relationships with customers (Dwivedi et al., 2023).

One of the central principles within Sharia marketing is honesty in communication and information delivery. In Islamic business practices, honesty requires organizations to provide complete, accurate, and truthful information regarding products and services. Digital marketing activities often rely on persuasive communication strategies to attract customer attention and influence purchasing decisions. However, exaggerated claims and misleading information may create negative consequences for customers and reduce organizational credibility. Therefore, businesses implementing Sharia principles should ensure that all digital content reflects actual product characteristics and avoids deceptive communication practices (Alserhan, 2021). Transparency is another important component of Sharia marketing integration within digital environments. Transparency involves providing customers with sufficient information regarding prices, product quality, terms and conditions, and business policies. Digital platforms provide organizations with opportunities to improve transparency through detailed product descriptions, customer reviews, frequently asked questions, and real-time communication systems. Previous studies indicate that transparent communication contributes positively to customer trust and enhances perceptions regarding organizational reliability (Ahmed & Ibrahim, 2023).

Trustworthiness, commonly referred to as *amanah* in Islamic principles, also plays a significant role in digital marketing practices. Businesses are expected to fulfill promises made to consumers and maintain responsibility for their actions. In online business environments, trustworthiness becomes particularly important because customers frequently interact with organizations without direct physical contact. Delayed deliveries, inaccurate product descriptions, and failure to provide appropriate customer support may reduce customer confidence and negatively affect organizational reputation. Consequently, maintaining *amanah* within digital marketing practices contributes significantly to customer satisfaction and loyalty (Rahman & Aziz, 2024). Social media platforms have become one of the most influential channels within contemporary digital marketing practices. Businesses increasingly utilize platforms such as Instagram, Facebook, TikTok, and YouTube to communicate with customers and promote products. These platforms enable organizations to engage directly

with customers through interactive content and personalized communication strategies. However, from a Sharia perspective, promotional content should comply with ethical standards and avoid inappropriate messages or manipulative techniques intended solely to maximize consumer responses (Wilson, 2022).

The implementation of Sharia principles within social media marketing also requires organizations to maintain responsible interactions with consumers. Ethical communication practices involve respecting customer opinions, responding appropriately to customer concerns, and avoiding aggressive promotional approaches. Studies indicate that consumers increasingly appreciate businesses that demonstrate authenticity and ethical behavior in digital environments. Consequently, organizations that consistently maintain Islamic values in social media activities tend to establish stronger emotional connections with customers (Khan et al., 2025). Another important aspect associated with integrating Sharia principles into digital marketing involves customer data management and privacy protection. Digital technologies enable organizations to collect extensive information regarding consumer preferences and online behaviors. While customer data can improve personalized marketing strategies and customer experiences, concerns regarding privacy and ethical use of information continue to increase. Islamic business principles emphasize the protection of individual rights and prohibit actions that may cause harm or injustice to consumers. Therefore, organizations are expected to utilize customer data responsibly and ensure adequate privacy protection measures (Hassan & Shafiq, 2024).

Additionally, Sharia marketing integration within digital environments extends beyond commercial objectives and includes broader social responsibilities. Islamic principles encourage organizations to contribute positively to society and support community welfare through responsible business practices. Digital technologies provide opportunities for organizations to engage in social campaigns, educational initiatives, and charitable activities that promote social benefits. Such activities may strengthen organizational reputation and enhance public trust toward businesses implementing Islamic values (Ahmed & Ibrahim, 2023). Overall, the integration of Sharia principles into digital marketing practices demonstrates that technological innovation and ethical values can coexist within modern business environments. Businesses that effectively combine technological capabilities with Islamic ethical principles are more likely to achieve sustainable competitive advantages and establish stronger customer relationships. Therefore, the successful implementation of Sharia marketing in digital contexts requires organizational commitment to ethical responsibility alongside technological adaptation and innovation (Rahman & Aziz, 2024; Dwivedi et al., 2023).

Consumer Trust and Ethical Issues in Digital Marketing Environments

Consumer trust emerged as one of the dominant themes identified in the literature concerning Sharia marketing management within digital environments. The digital economy increasingly relies on online interactions where physical communication between consumers and businesses becomes limited. Consequently, trust plays a critical role in influencing customer behavior and purchasing decisions (Dwivedi et al., 2023). The literature indicates that trust within Islamic marketing contexts is closely associated with ethical conduct and compliance with Sharia principles. Organizations implementing honesty and accountability within business activities tend to establish stronger relationships with customers. Consumers often perceive organizations that follow ethical standards as more reliable and socially responsible compared with businesses prioritizing short-term financial objectives (Wilson, 2022). Nevertheless, rapid technological developments have introduced various ethical concerns associated with digital marketing practices. The increasing use of customer data for personalized marketing and behavioral targeting raises concerns regarding privacy protection and information security. Some organizations utilize digital technologies to influence customer decisions through excessive promotional activities and algorithm-based recommendations that may potentially manipulate consumer behavior (Hassan & Shafiq, 2024).

From a Sharia perspective, such practices may conflict with Islamic principles emphasizing fairness, transparency, and protection of consumer rights. Islamic business ethics require organizations to ensure that marketing activities provide truthful information and avoid practices that may harm consumers. Consequently, organizations adopting Sharia marketing management should establish ethical guidelines and responsible strategies for utilizing digital technologies within marketing activities (Alserhan, 2021). The findings also suggest that customer trust significantly influences organizational performance and long-term sustainability. Businesses demonstrating ethical responsibility within digital interactions are more likely to achieve customer loyalty and positive brand perceptions. Therefore, trust remains an essential factor supporting successful implementation of Sharia marketing management in the digital economy era (Khan et al., 2025). Consumer trust has become one of the most significant factors influencing business success within digital environments. The rapid growth of digital technologies has transformed how consumers interact with organizations and make purchasing decisions. Unlike traditional business transactions that often involve direct interaction between buyers and sellers, digital environments rely heavily on virtual communication and technology-based systems. This situation creates a higher level of uncertainty because consumers cannot physically evaluate products or directly verify information provided by businesses. Therefore, trust becomes an essential element that reduces uncertainty and encourages customers to engage in online transactions (Dwivedi et al., 2023).

Trust can be understood as a consumer's willingness to rely on an organization based on perceptions regarding reliability, honesty, and competence. In digital marketing contexts, trust influences customers' perceptions toward products, services, and overall business credibility. Previous studies indicate that consumers are more likely to purchase products and maintain long-term relationships with organizations they perceive as trustworthy. Consequently, trust plays a significant role in determining customer loyalty, satisfaction, and business sustainability (Khan et al., 2025). Within Islamic marketing perspectives, trust is strongly associated with ethical principles and moral responsibilities in business activities. Islamic teachings emphasize honesty (*sidq*), trustworthiness (*amanah*), justice (*adl*), and accountability in all commercial interactions. Organizations are expected to fulfill promises and maintain transparency in their relationships with consumers. Ethical business conduct not only strengthens customer confidence but also reflects compliance with broader Islamic principles concerning social welfare and responsible business behavior (Alserhan, 2021).

The digital environment introduces several challenges that may affect customer trust and organizational credibility. One major issue concerns information asymmetry, where businesses often possess greater access to information than consumers. Organizations may utilize persuasive techniques and sophisticated technologies to influence customer perceptions and purchasing decisions. While marketing communication aims to attract consumer attention, excessive promotional claims or inaccurate information can create unrealistic expectations and reduce trust when actual experiences fail to meet customer expectations (Wilson, 2022). Another major ethical issue in digital marketing environments involves data privacy and information security. Digital technologies enable organizations to collect and process substantial amounts of customer information through online interactions, purchasing activities, and behavioral tracking systems. Customer data may include demographic characteristics, purchasing histories, personal preferences, and online activities. While such information can improve customer experiences through personalized services and targeted communication, improper handling of customer data may raise serious ethical concerns (Hassan & Shafiq, 2024). Concerns regarding customer privacy have increased significantly due to the growing use of digital technologies and artificial intelligence systems. Consumers increasingly worry about how organizations collect, store, and utilize personal information. Cases involving unauthorized data sharing, information leaks, and misuse of customer data have contributed to declining trust toward digital platforms and online businesses. From an Islamic perspective, protecting personal information is closely related to preserving individual rights and preventing harmful actions that may negatively affect consumers (Ahmed & Ibrahim, 2023).

Furthermore, algorithm-based marketing practices have become increasingly common within digital environments. Organizations frequently use artificial intelligence and predictive analytics to analyze customer behavior and develop personalized recommendations. These technologies allow businesses to improve marketing efficiency and provide relevant content based on consumer preferences. However, concerns arise when algorithms influence purchasing decisions in ways that manipulate consumer behavior or limit independent decision-making processes (Dwivedi et al., 2023). Islamic business principles emphasize fairness and prohibit practices involving manipulation or exploitation of consumers. Therefore, marketing technologies should be utilized responsibly to ensure that customers maintain freedom and autonomy in decision-making processes. Organizations implementing Sharia marketing management should ensure that technological systems operate transparently and do not encourage unethical practices that may negatively influence customer welfare (Wilson, 2022). Another ethical concern within digital marketing environments relates to misleading advertisements and promotional content. Social media platforms have enabled businesses to distribute information rapidly to large audiences. However, organizations may sometimes exaggerate product benefits, conceal important information, or use emotionally manipulative techniques to influence customer decisions. Such practices may generate short-term benefits but can negatively affect organizational reputation and reduce long-term customer trust (Rahman & Aziz, 2024).

Research findings suggest that consumers increasingly prefer organizations demonstrating ethical behavior and transparency within digital environments. Businesses that prioritize customer interests and maintain responsible communication strategies often achieve stronger customer engagement and improved brand perceptions. Ethical business conduct has been found to contribute positively to customer loyalty and long-term organizational performance (Khan et al., 2025). In addition, ethical considerations in digital marketing extend beyond customer relationships and include broader social responsibilities. Organizations are increasingly expected to consider the social implications of technological activities and business decisions. Ethical digital practices involve protecting vulnerable groups, ensuring accessibility, and avoiding content that may negatively affect societal values. Islamic principles encourage organizations to contribute positively to society and promote justice within business activities (Ahmed & Ibrahim, 2023). Overall, the findings indicate that trust and ethical considerations remain central elements in implementing Sharia marketing management within digital environments. Technological advancements provide substantial opportunities for improving customer experiences and business efficiency; however, organizations must ensure that technological applications remain aligned with ethical and Islamic values. Building consumer trust through honesty, transparency, and responsible business conduct may provide organizations with sustainable competitive advantages and support long-term business success (Hassan & Shafiq, 2024; Alserhan, 2021).

Emerging Technologies and Future Development of Sharia Marketing Management

The literature review findings further indicate that emerging technologies are becoming increasingly influential in shaping future marketing strategies and business operations. Technologies such as artificial intelligence, blockchain systems, machine learning, and predictive analytics are transforming how organizations collect information, analyze consumer behavior, and develop marketing decisions (Kraus et al., 2022). Artificial intelligence applications have become particularly important in digital marketing because they allow organizations to provide personalized customer experiences and improve decision-making processes. AI technologies can analyze large datasets and predict consumer preferences more efficiently than conventional approaches. However, concerns remain regarding transparency, fairness, and accountability in algorithm-based decision-making systems (Dwivedi et al., 2023).

Blockchain technology also offers potential opportunities for enhancing transparency and trust within digital business environments. The decentralized characteristics of blockchain systems allow organizations to improve transaction security and reduce information

asymmetry between businesses and consumers. These characteristics align with Islamic values emphasizing accountability and transparency in business practices (Ahmed & Ibrahim, 2026). Despite these technological opportunities, the literature demonstrates that future development of Sharia marketing management requires continuous adaptation to rapidly changing technological environments. Researchers increasingly emphasize the importance of integrating technological innovation with Islamic ethical frameworks to ensure sustainable business practices. Emerging technologies should not merely focus on operational efficiency and profitability but should also support social welfare and ethical responsibility according to Islamic principles (Yusof et al., 2025). Overall, the findings indicate that Sharia marketing management within the digital economy era requires a balanced approach combining technological innovation with ethical and religious values. Organizations that successfully integrate Sharia principles into digital marketing strategies are more likely to achieve sustainable competitive advantages and establish stronger relationships with consumers. Therefore, future business development should prioritize both technological advancement and ethical responsibility to create sustainable and socially beneficial outcomes (Rahman & Aziz, 2024).

The rapid advancement of technological innovation has substantially transformed contemporary business environments and marketing practices. Emerging technologies are increasingly integrated into organizational activities to improve operational efficiency, customer engagement, and strategic decision-making processes. Technologies such as artificial intelligence, blockchain systems, machine learning, cloud computing, big data analytics, and the Internet of Things (IoT) are becoming fundamental components of modern business operations. These developments create opportunities for organizations to improve business performance and establish competitive advantages within increasingly digitalized markets (Kraus et al., 2022). The integration of emerging technologies into marketing practices has significantly altered how organizations understand consumer behavior and deliver products and services. Traditional marketing methods often relied on limited customer information and generalized promotional strategies. However, modern technologies allow businesses to collect, process, and analyze large amounts of consumer data in real time. This capability enables organizations to develop personalized marketing approaches that are more responsive to customer preferences and changing market conditions (Dwivedi et al., 2023). Artificial intelligence has become one of the most influential technological developments within digital marketing environments. Artificial intelligence refers to technological systems capable of simulating human intelligence through learning processes, pattern recognition, and predictive analysis. Organizations increasingly use AI applications to improve customer service quality, automate business processes, and generate personalized recommendations for consumers. AI-powered chatbots, virtual assistants, and recommendation systems have become common tools for improving customer experiences and facilitating communication between organizations and consumers (Huang & Rust, 2021).

Despite the numerous advantages associated with artificial intelligence, several concerns remain regarding its implementation within marketing activities. AI systems frequently rely on algorithms and automated decision-making processes that may create challenges related to transparency and fairness. Algorithmic systems may unintentionally introduce biases that negatively affect customer experiences or produce outcomes inconsistent with ethical values. Therefore, organizations implementing Sharia marketing principles should ensure that AI technologies are designed and utilized in ways that support justice, accountability, and ethical responsibility (Ahmed & Ibrahim, 2026). From an Islamic perspective, the use of artificial intelligence should prioritize human welfare and avoid practices that may lead to exploitation or unfair treatment. Islamic principles emphasize the importance of maintaining balance between technological innovation and ethical obligations. Technologies should function as tools that support societal welfare rather than mechanisms solely intended to maximize profits. Consequently, organizations are expected to establish ethical guidelines for AI implementation that align with Islamic values and promote responsible business practices (Wilson, 2022).

Another emerging technology influencing the future development of Sharia marketing management is blockchain technology. Blockchain refers to a decentralized digital system designed to record and verify transactions securely and transparently. The technology provides organizations with opportunities to improve transaction security and enhance transparency within business operations. Transparency has become increasingly important within digital environments due to rising concerns regarding fraud, misinformation, and information asymmetry between businesses and consumers (Kraus et al., 2022). The characteristics of blockchain technology demonstrate strong compatibility with Islamic principles emphasizing transparency and accountability in business transactions. Blockchain systems allow information to be recorded in ways that reduce opportunities for manipulation and unauthorized modifications. Such features may contribute positively to customer trust and improve organizational credibility. Moreover, blockchain technology can enhance supply chain management by enabling customers to verify information related to product origins, quality standards, and halal certifications (Rahman & Aziz, 2024). Big data analytics also plays a significant role in shaping future marketing practices. Big data technologies enable organizations to analyze large and complex datasets generated through digital interactions and online activities. Businesses utilize big data to understand consumer preferences, identify purchasing patterns, and predict future market trends. Such information assists organizations in developing more effective marketing strategies and improving customer experiences through personalized communication processes (Dwivedi et al., 2023).

However, the increasing use of customer data creates concerns regarding privacy and ethical responsibility. Organizations must ensure that data collection and utilization processes comply with ethical standards and protect consumer rights. Islamic business principles emphasize the importance of safeguarding personal information and avoiding actions that may cause harm to individuals. Therefore, organizations implementing Sharia marketing strategies should establish transparent policies regarding customer data collection and utilization (Hassan & Shafiq, 2024). The Internet of Things technology has also become increasingly relevant within digital business environments. IoT refers to interconnected devices capable of exchanging information and communicating through internet networks. Smart technologies allow organizations to monitor customer activities and improve service delivery processes. Businesses increasingly use IoT applications to improve operational efficiency and create more personalized customer experiences through real-time interactions (Kraus et al., 2022). Future developments in Sharia marketing management are expected to involve greater integration between technological innovation and ethical frameworks. Researchers increasingly recognize that technological advancement alone cannot ensure sustainable business success without appropriate ethical considerations. Organizations are required to develop strategies that balance innovation, customer satisfaction, and social responsibility. Integrating Islamic principles into emerging technological systems may contribute to more responsible and sustainable business practices within digital economies (Yusof et al., 2025).

Furthermore, future research should continue exploring how technological innovation influences marketing strategies and consumer behavior within Islamic business contexts. Rapid changes in digital technologies continuously create new opportunities and challenges that require further academic investigation. Developing comprehensive frameworks that integrate Sharia principles and technological innovation may provide valuable guidance for organizations operating within increasingly complex digital environments (Ahmed & Ibrahim, 2026). Overall, the literature indicates that emerging technologies offer substantial opportunities for improving marketing effectiveness and organizational performance. However, successful implementation of technological innovation within Sharia marketing management requires careful consideration of ethical values and Islamic principles. Organizations capable of integrating technological advancement with ethical responsibility are more likely to achieve sustainable competitive advantages and establish stronger relationships with consumers in future digital environments (Dwivedi et al., 2023; Wilson, 2022).

CONCLUSION

The findings of this literature review indicate that Sharia marketing management has become increasingly relevant in the digital economy era due to the rapid development of digital technologies and changing consumer behavior. The integration of digital platforms into business activities has transformed marketing practices by enabling organizations to improve customer engagement, expand market reach, and enhance operational efficiency. However, technological advancement also creates various challenges related to ethics, consumer trust, privacy, and business responsibility. Therefore, organizations are required not only to adapt to technological developments but also to ensure that marketing activities remain aligned with ethical values and Islamic principles. This study further demonstrates that the implementation of Sharia principles within digital marketing practices contributes significantly to strengthening customer relationships and improving organizational credibility. Fundamental Islamic values such as honesty (*siddq*), trustworthiness (*amanah*), justice (*adl*), transparency, and social responsibility provide important guidelines for developing ethical marketing strategies in digital environments. Businesses that consistently apply these principles tend to establish stronger customer trust and maintain long-term relationships with consumers. The findings also reveal that consumer trust remains one of the most important determinants of successful digital marketing implementation. Ethical concerns related to customer privacy, data security, misleading information, and manipulative technological practices increasingly influence customer perceptions toward organizations. Consequently, businesses implementing Sharia marketing management should establish responsible strategies for utilizing digital technologies while protecting consumer rights and maintaining ethical standards in all business activities. Furthermore, emerging technologies such as artificial intelligence, blockchain systems, big data analytics, and the Internet of Things present substantial opportunities for improving business performance and marketing effectiveness. Nevertheless, these technological innovations require careful implementation to ensure alignment with Islamic values and ethical frameworks. Technological advancement should not focus solely on maximizing profitability but should also contribute to social welfare, fairness, and sustainable business development.

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