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## **Editorial: Islamic marketing and business for social innovation**

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**Biographical notes:** Daphne Halkias is a distinguished academic, cross-cultural Researcher, consulting Psychologist and Executive Coach. Publications carry her name in research on entrepreneurship, women's issues, family business, organisational behaviour, education and clinical psychology. She is currently a Senior Research Fellow at the Center for Young and Family Entrepreneurship (CYFE) at the University of Bergamo, Italy; Dissertation Chair at the Northcentral University in Arizona, USA; Research Affiliate at the Institute for Social Sciences at Cornell University; and affiliate at the Institute of Coaching at McLean Hospital of Harvard Medical School. Her forthcoming applied research books are in the areas of international management and immigrant family business.

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As throughout history, today's business leaders have been confronted with continuous challenges. Innovation allows the global business community to move forward and face these challenges. A business with a social conscience needs to nurture its market to creating social, environmental, cultural and ethical values that are as important for its long-term survival as generating economic capital. Financial, human and social capital cannot exist in failed societies, therefore when business embrace social innovation, we are all offered new frontiers for business in society and innovation. Such is a business mindset and model that gives birth to social innovation.

Welcome to this themed issue of the *International Journal of Social Entrepreneurship and Innovation*. The issue includes a selection of peer-reviewed papers presented at the 2nd Global Islamic Marketing Conference which was held in Abu Dhabi in January 2012 and was jointly organised by the United Arab Emirates University, United Arab Emirates and the International Islamic Marketing Association, London, UK. The conference for the second year in a row was organised and made possible by the committed work and leadership of Dr. Baker Ahmad Alserhan, College of Business and Economics of United Arab Emirates University. The Global Islamic Marketing Conference (GIMC), a very popular event among scholars from around the world, researching Islamic markets and consumers, interdisciplinary areas of research and seeks to promote scholarly collaboration worldwide. Islamic marketing is the fastest growing discipline in the global economy. Scholars and business persons within and outside of the discipline of marketing converge each year to network with colleagues and share their research and business ideas at the GIMC. The next gathering of GIMC scholars will take

place May 2013 in Istanbul, Turkey with plans to hold one of its 2014 meeting in North America.

Topic areas covered within the area of ‘Islamic marketing and business for social innovation’ include Islamic marketing and branding, Islamic hospitality, tourism and entertainment, Islamic finance and banking, work ethics, Islamic business studies, Halal studies, commercialisation of Islam, regional Islamic studies, comparative market-religious studies, and entrepreneurship. Through such dissemination of global knowledge, *IJSEI* has given this themed issue’s authors the opportunity to share with readers an understanding of the role of social innovation in cross-cultural Islamic marketing structures and to provide a foundation for critical thinking in a growing and significant area of international business.