

International Journal of

Islamic Marketing and Branding

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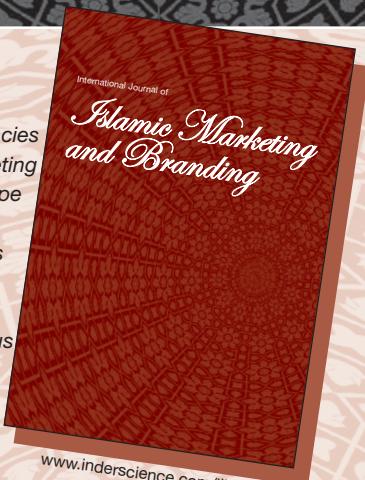
Scope of the Journal

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IJIMB plays a central role in shaping Islamic marketing, presenting cutting-edge research on branding and the intricacies of the Islamic market. A crucial resource for the global marketing community, it offers timely insights into this evolving landscape and introduces innovative ideas and theories, providing rich illustrations of Islamic marketing thought. Distinguished by its interdisciplinary approach, IJIMB stands apart with a comprehensive exploration of Islamic marketing, seamlessly integrating theoretical insights with practical applications, thus fostering unique depth and relevance.

Topics covered include:

- Islamic branding in the digital age
- Impact of halal certification on trust and brand loyalty
- Sustainable marketing in Islamic markets
- Trends in Islamic e-commerce and online branding
- Consumer perception in non-Muslim majority markets
- Innovations in Islamic financial services marketing
- Brand positioning and differentiation in Islamic markets
- Crisis communication for halal brands
- Marketing halal tourism and destination branding
- Social media marketing for Islamic products
- Influence of religious values on consumer behaviour
- Cross-cultural marketing for diverse Muslim segments
- Islamic fashion marketing trends and challenges
- Consumer perceptions of corporate social responsibility in Islamic brands
- Marketing halal food products: quality, safety and consumer trust



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