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Mapping the Landscape of Islamic Business Ethics Research in Indonesian SINTA-Indexed Journals: A Bibliometric Analysis

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ABSTRACT

This study aims to see the development of trends in the study of Islamic business ethics in the scope of business and management published in Sinta-indexed journals. This study uses a bibliometric method with the R Studio analysis tool which is used to analyze the bibliographic data obtained automatically. The results of the bibliometric analysis found that Islamic business ethics research is dominated by Islamic business ethics and ethic which uses more quantitative approaches. Furthermore, some of the research themes that can develop in the future are themes related to the Islamic Business Ethics Issue and the Customer Satisfaction Issue. This research contributes to future research and provides scientific novelty in the assessment of Islamic business ethics publications in the scope of business and management and is also practically and theoretically very important for academics.

Keywords: Islamic business ethics, bibliometric, research trend.

1. INTRODUCTION

Business is inseparable from human life (Hasan et al., 2023), So a norm is needed that can regulate business activities so that immoral behavior is not detrimental to humans, and the environment. One of the norms that can regulate this can be associated with religion commonly known as Islamic Business Ethics (Junaidi, 2021). Many academics want to separate business and norms, while in Islam these two things are symbols of worldly affairs and are considered an integral part of things that are investment in nature (Kaharudin, 2022). That is, if the business orientation and investment efforts of the hereafter (intended as worship and the totality of obedience to God), then business itself must be in line with moral principles based on faith in the hereafter (R. Sri Widaningsih, 2020).

Norms are often formed from cultural values, while norms based on religion certainly have differences where these ethics can apply universally to their people (Beekun, 1997). However, Islamic norms or laws will change due to changes in time and place. The same thing in the context of research, based on research Sofyan et al., (2024), the application of Islamic business ethics in various countries shows different topics. For example, the theme of gender and Islamic ethics is closely related to countries in the Middle East. So the regional context is very important to be studied to suit the context of the community.

As far as the author knows, there are many phenomena that occur in Indonesia related to Islamic business ethics. However, these studies only discuss the implementation of Islamic business ethics at the micro level such as micro business, Islamic banking, and employee performance. There is very little discussion related to the behavior of Muslim workers, Corporate Social Responsibility (CSR) and marketing (Sofyan et al., 2024). Therefore, it is necessary to examine the extent of the contribution of Islamic business ethics in Indonesia.

The development of research with the theme of Islamic business ethics provides an opportunity for us to be scientifically researched about the extent to which the theme of Islamic business ethics has been researched in academic studies. To the best of our knowledge, this study is one of the first studies to conduct a literature review on Islamic business ethics in the field of business and management using bibliometric analysis with the Biblioshiny application in Indonesia. Bibliometric analysis is used to evaluate scientific publications and understand the current situation of publications on Islamic business ethics. Bibliometric data was taken from the Shinta database which was filtered for analysis of each article. This research is of great importance to the academic and government communities as a reliable and comprehensive reference on Islamic business ethics research.

Knowing research on Islamic business ethics in the field of business and management can increase understanding of how Islamic business ethics are applied. A structured process was carried out to select the articles to be studied, and this study used data collection and analysis methods from previous research.

2. LITERATURE REVIEW

Ethics derives from the Greek word ethos, meaning “custom” or “habit” (Silviyah & Lestari, 2022). In general terms, ethics refers to a set of principles that regulate human behavior. More specifically, ethics can be defined as “the systematic study of the nature of value concepts good, bad, ought, right, wrong, etc. and of the general principles that justify us in applying them to anything; also called moral philosophy” (Saifullah, 2011). Ethics provides guidance for humans on what should and should not be done. Therefore, the existence of ethics brings peace and harmony to human life (Anggraeny, 2017).

From an Islamic perspective, ethics is often associated with the term akhlaq (khuluq), which carries a similar meaning guidelines that distinguish what is permissible from what is forbidden (Anggraeny, 2017). Thus, akhlaq refers to human behavior related to notions of good and evil, where every individual possesses both potentials (Saifullah, 2011). In Islam, ethics arises from faith (iman), submission (Islam), and piety (taqwa), all of which are grounded in strong belief in the truth of Allah SWT. Islam serves as the ultimate source of values and ethical guidance in all aspects of human life, including the sphere of business (Saifullah, 2011).

Business represents activities that interact with and depend upon the surrounding environment (Azizah & Hariyanto, 2021). The term business in the Qur’an is expressed as al-tijarah, derived from the Arabic root (tajara, tajran, tijaratan), meaning to trade or engage in commerce. According to al-Raghib al-Asfahani in al-Mufradat fi Gharib al-Qur’an, at-tijarah refers to the management of wealth for the purpose of gaining profit(Purwanti & Pujawati, 2021). Hence, business activity involves the management of economic resources provided by the natural environment (Azizah & Hariyanto, 2021).

Business ethics refers to moral principles or ethical norms that govern business conduct (Amalia, 2014). It is a normative discipline wherein specific ethical standards are formulated and applied to evaluate what ought or ought not to be done in business practices. In English, the term is known as business ethics In Islam, Islamic business ethics directs Muslims to act in accordance with what Allah SWT has permitted and to avoid what He has prohibited, including in economic activities (Ahmad Syafiq, 2019). Islamic business ethics involves a continuous process of discerning right from wrong and subsequently acting upon what is right with regard to products, services, and organizational relations. It emphasizes moral integrity, organizational prudence, and universal ethical standards in business. In essence, Islamic business ethics represents a moral culture or habitual code of conduct that governs business activities within an organization (Purwanti & Pujawati, 2021).

3. RESEARCH METHOD

Bibliometrics is a statistical method that can analyze research papers on a specific topic (Chen et al., 2021). Thus, the results of bibliometric analysis studies can be used to determine the development of one field of science. Several studies using bibliometric analysis have been conducted (Pisuko et al., 2022). Bibliometric analysis is a popular method for exploring and analyzing a number of scientific data. Bibliometric analysis is used to see the distribution of the number of publications and citations from various literatures (Kurdi, 2021). Topics in bibliometric analysis can be explained both qualitatively and quantitatively. Bibliometric indicators can provide a higher level of development of a science by looking at the nature and progress of the science in question (Istiana, 2022).

In this study, the Sinta database was used to collect relevant data related to publications on Islamic business ethics. Bibliometric data is obtained automatically from the Shinta database. The author used keywords (Islamic business ethics and Islamic business ethics) in the first step which resulted in an initial sample of 75 documents. After that, we searched again for the data needed to add documents, resulting in 105 documents. Some documents that do not include the criteria that caused our system to issue errors. Then we carry out the process and check the information obtained for bibliometric purposes ;(Aria & Cuccurullo, 2017; Brookes, 1969) and Lotka's law to assess the productivity patterns of writers (Pao, 1985).

4. RESULTS AND ANALYSIS

Islamic business ethics research has developed and has become the main focus of researchers in recent years. The table below shows information about articles on the theme of Islamic business ethics from Shinta's data source with a time span of 2007-2023. During this period, there were 105 documents that were successfully published, namely journal articles. The entire document was published in 59 publication sources and involved 196 authors without using references. The results of the analysis through the application also found that the annual growth of articles with the theme of Islamic business ethics was 15.48%) with an average annual rate of 4.01 (Figure 1). The results of application data processing can be seen in table 1 which describes the bibliometric data used in this study.

Table 1. Main information about halal cosmetic publication

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2007:2023
Sources (Journals, Books, etc)	59
Documents	105
Annual Growth Rate %	15.48
Document Average Age	4.1
Average citations per doc	0
References	0
DOCUMENT CONTENTS	
Keywords Plus (ID)	227
Author's Keywords (DE)	227

AUTHORS	
Authors	196
Authors of single-authored docs	41
AUTHORS COLLABORATION	
Single-authored docs	41
Co-Authors per Doc	1.94
International co-authorships %	0
DOCUMENT TYPES	
Article	105

Source: Secondary data processed through the R Biblioshiny application, 2024

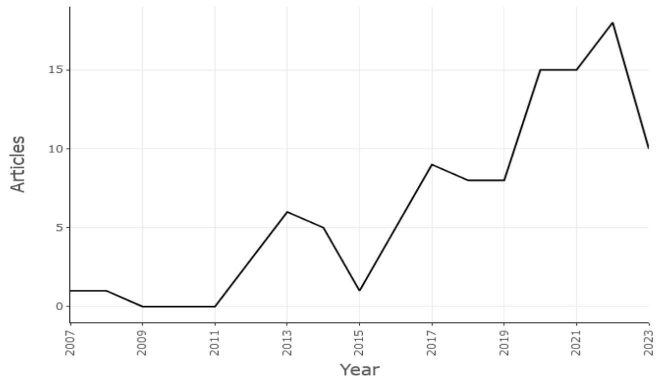

Figure 1. Annual Scientific Production

Source:R Biblioshiny application, 2024.

Figure 2 is a Three Field Plot image that shows the relationship of several elements, namely journal publication (SO), author name (AU), and keyword (DE) which is marked with a gray flow. The larger the flow produced in the application data processing, the greater the contribution produced. The results of the data processing found that the Journal of Islamic Economics and Business, the Journal of Theoretical and Applied Sharia Economics, and Jebi: Islamic Economics and Business were the journals that contributed the most to the publication of articles with the theme of Islamic business ethics. Furthermore, Suryaningsih SA, Huzaini M, Fausi A, Karishma Y, and Widiastuti T are the authors who are most involved in the preparation and publication of articles with the theme of Islamic business ethics. Lastly, Islamic Business Ethics and Ethics are the most widely used keywords in articles with the theme of Islamic business ethics.

4.1 Sources Analysis

In this section, you will be informed about the journal publications that contribute and influence the most in the publication of articles on Islamic business ethics. Various approaches are used, namely through the number of articles published. The table below presents a list of the 10 most relevant journal publications with the focus on Islamic business ethics based on the number of articles published. The Journal of Islamic Economics and Business is the top source in publishing articles with the theme of Islamic business ethics which reaches 12 articles, followed by the Scientific Journal of Islamic Economics with 8 articles, and the Journal of Theoretical and Applied Sharia Economics with 5 articles, and several other publication sources.

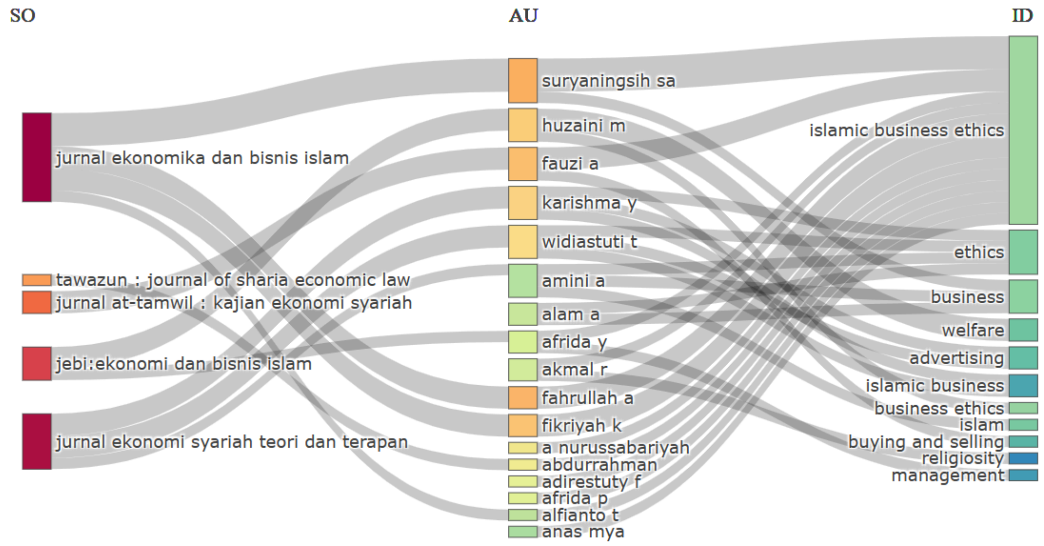

Figure **2.** Three field plot

Source: R Biblioshiny application, 2024

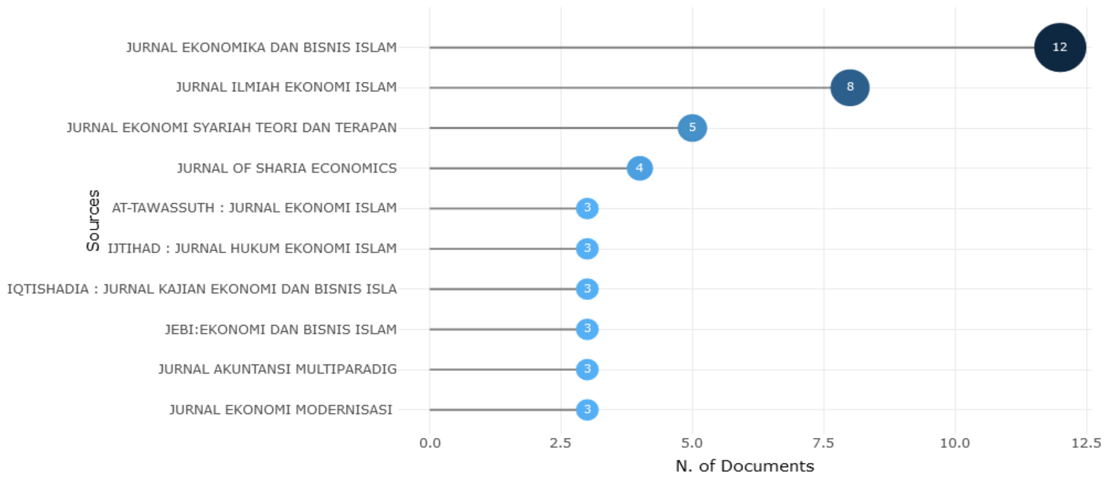

Figure 3. Most Relevant Sources

Source: R Biblioshiny application, 2024

4.2 Authors Analysis

Analysis of author-related matters in bibliometric studies is important that is useful for investigating the most influential authors and contributing to research on a particular theme. Figure 4 below shows the 10 most influential authors in publishing articles on the theme of Islamic business ethics reviewed from the number of articles that have been successfully published. Suryaningsih SA ranks highest in the publication of articles on the theme of halal cosmetics with a total of 3 articles (Prameswary & Suryaningsih, 2020) (Claudya & Suryaningsih, 2021), followed by Fahrullah A as many as 2 articles (Riananda & Fahrullah, 2021) (Maharti & Fahrullah, 2021), then Fauzi A as many as 2 articles (Noor Tamalla & Fauzi, 2021) and several other authors.

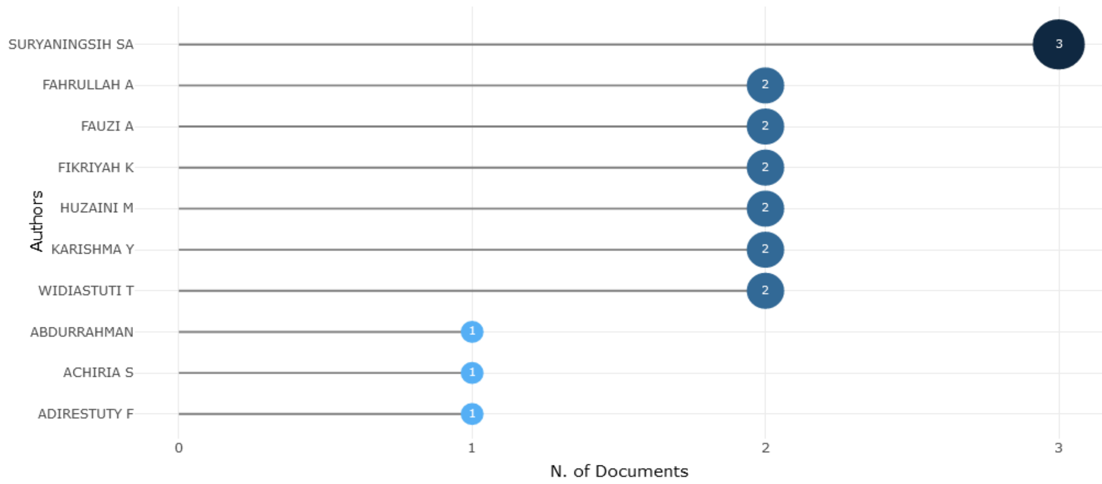

Figure 4. Most Relevant Author
Source: R Biblioshiny application, 2024

Analysis of authors can also be seen from the research collaboration network conducted by the authors. The resulting network will describe the relationship between two or more authors who carry out the collaboration (Prell et al., 2009; Song et al., 2019). The image below shows some of the author's names as well as their respective connections. The interconnectedness between authors is indicated by groups with the same type of color and the resulting lines. The size of the circle indicates the number of articles produced, so the larger the size of the circle, the greater the number of articles produced.

The results of the data processing showed 7 clusters of collaboration networks produced and placed the red cluster as the largest cluster which showed collaboration between the 2 authors in this study, namely (Karishma W & Widiastuti, 2017) and (Karishma W & Widiastuti, 2017). Karishma Y who produced 1 article (Kumala Nur Aini et al., 2022). The next largest cluster is the colored cluster which shows the collaboration of 2 authors, namely Suryaningsih SA and Claudya C which produced 1 article (Claudya & Suryaningsih, 2021) and a green cluster that shows the collaboration of 2 authors, namely Anwar MK and Asadanie FK who produced 1 article, (Asadanie & Anwar, 2022) and several other clusters.

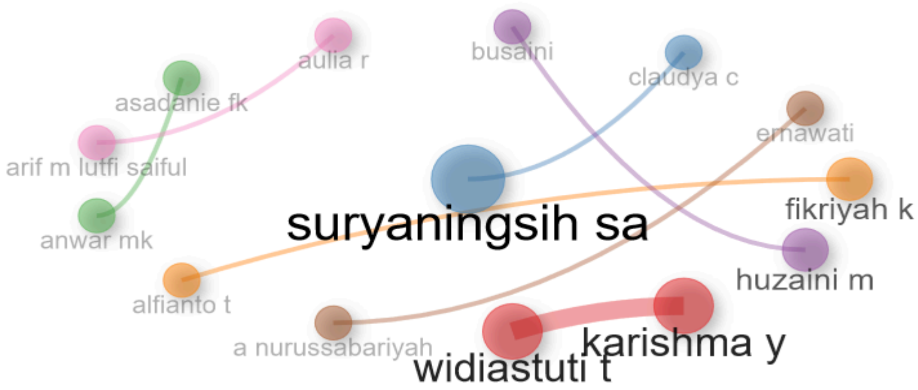

Figure 5. Collaboration network
Source: R Biblioshiny application, 2024

4.3 Documents Analysis

Regarding relevant articles in the field of Islamic business ethics, this study also investigated citations obtained globally (GC) to measure the number of citations received from articles included in this study from all Sinta databases and measure the impact of each article in receiving citations from various other disciplines (Aria & Cuccurullo, 2017; Grant et al., 2000; Waheed et al., 2018). (Wahyuni & Turisno, 2019)(Anindya, 2017) published in 2017 with a total of 90 citations and works by Afrida P (Putritama, 2018) published in 2018 with a total of 70 citations, and several other articles. Adapum table 7 explains the top 10 articles based on LC and places the work of Abd. Rahman et.al. (Khadijatul et al., 2023) the first was published in 2015 with a total of 23 citations, followed by the works of Aoun and Tournois published in 2015 with a total of 9 citations, as well as the works of Annabi & Ibidapo-Obe published in 2017 and the work of Syahid et.al published in 2018 with a total of 8 citations each, and several other articles.

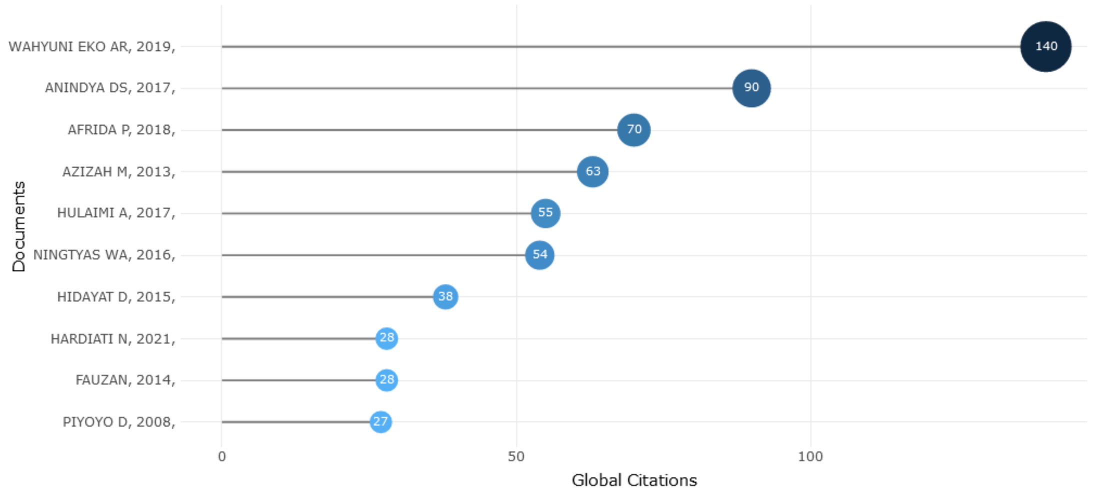

Figure 6. Top 10 Articles by Most Global Cited Documents

Source: R Biblioshiny application, 2024

4.4 Analysis Author's Keyword

A keyword is a word or phrase that stands out (significant) in the title, subject heading, table of contents, abstract or text of an entry in online catalogs and bibliographic databases, which can be used as a search term in a free search to find all lists that contain the keyword (Irman, 2013). The image below shows keywords that are often used in articles that have been published on the theme of Islamic business ethics. Of the many keywords used by the authors, the word "islamic buusniness ethics" is the word most often used as a keyword, then "business ethics", "business", "ethics", "islam", "welfare", "advertising", and several other keywords.

Keyword analysis also uses a map based on bibliographic data approach to gain in-depth insights into research trends in the field of Islamic Business Ethics maps based on bibliographic data are used to display inter-key network visualizations. Before doing a map based on bibliographic, first conduct a co-word analysis. This is intended to find out information on scientific publication sources and prepare knowledge systematics. Co-word by presenting the relationship between the keywords used by the writers (Ummah et al., 2023). The figure below reveals the relationship between the keywords as shown in figure 7. The keywords that have a great influence are shown through the size of the circle generated and connected to other keywords. The results of application data processing resulted in 7 clusters which were shown through the colors produced by each cluster.

The largest cluster is the red cluster, where the word "islamic business ethic" is the most influential word and is connected to other words such as "marketing management", "restaurant business", "endorse ethics", "corporate social responsibility", "small business" and several other words. The next cluster is a green cluster that shows the word "business" which is connected to the words "business ethics", "islamic ethics", "principles". "business management", "customer satisfaction". and a few other words The next cluster is a blue cluster that shows the word "business ethics" connected with the words "competitiveness", "business ethics education", "financial illegal technology", "Sharia Banking", and a few other words. As well as several other clusters.

Figure 7. Visualization of keywords in Islamic Business Ethics research
Source: R Biblioshiny application, 2024.

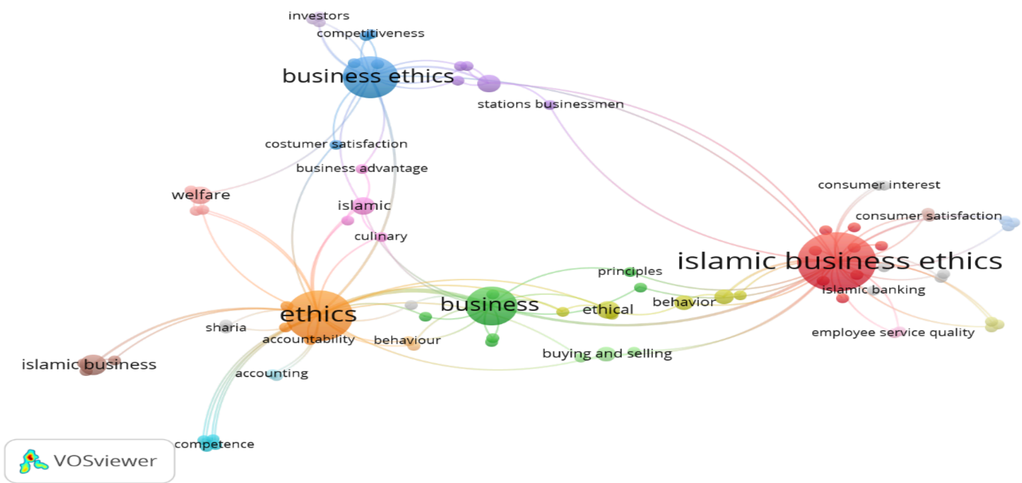

Figure 8. map based on bibliographic
Source: VOSviewer, 2024

The next analysis is a thematic map using keywords used by the authors to get themes so that they can predict themes that can develop in the future and become a reference for future researchers to develop research on halal cosmetics. Thematic map analysis maps words into 4 important quadrants (Aria & Cuccurullo, 2017). Figure 9 shows the ticking map of the most used keywords in this study sample. The keywords grouped in the upper right quadrant consist of 2 clusters, namely business, ethics, islam, etc. and the next cluster is business ethics and islamic business advantage. The lower right quadrant consists of 3 clusters, namely sharia business ethics. Furthermore, the cluster is behavior, and the last cluster is Islamic business ethics, management, employee service quality, etc. As for the upper left quadrant, there are 3 clusters, namely the first cluster, namely buying and shelling and rounding price. The second cluster is green economy and welfare and Islamic work ethics, and the last cluster is business ethics, dumping policy and monopoly. The last quadrant is the lower left quadrant which only has 2 clusters, namely customer satisfaction and the next cluster is religiosity.

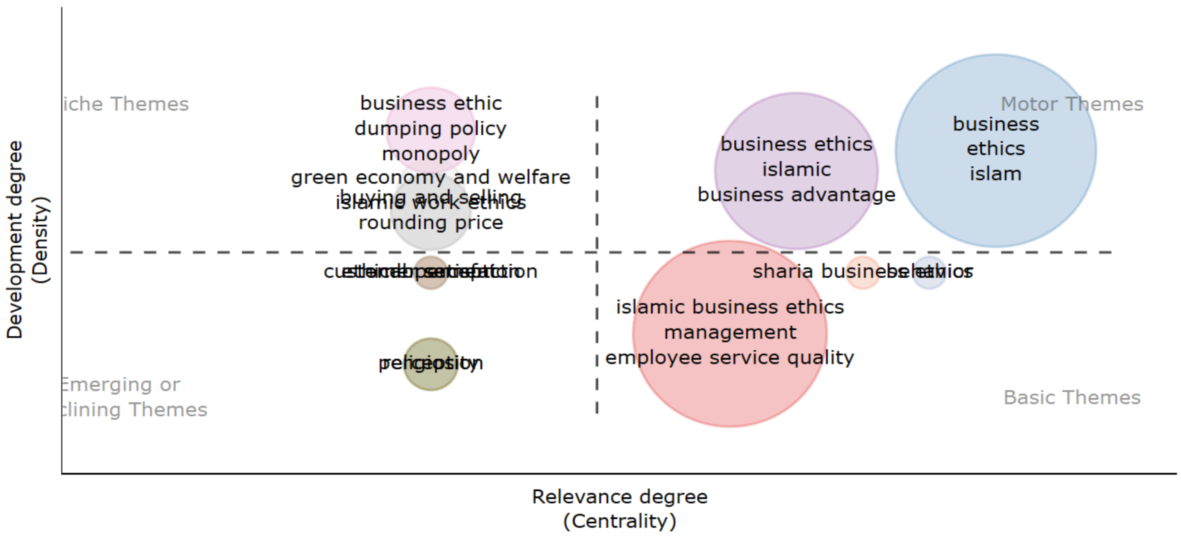

Figure 9. Thematic map by author's keywords

Source: R Biblioshiny application, 2024

4.5 Discussion

This study uses bibliometric analysis by collecting Shinta's database by determining certain treatments. When compared to other topics of the application of business ethics, the topic of Islamic business ethics is growing along with the increase in business people who apply extraordinary Islamic business ethics to their businesses. This is supported by the large number of Muslim entrepreneurs who build their businesses based on Islamic principles. Along with the revelation of this, it triggered entrepreneurs to apply Islamic business ethics in their businesses.

The parameters of the application of Islamic business ethics can also be used to measure the progress of a business. To be able to assess whether a business company is profitable or not, it is necessary to analyze and evaluate the business company that calculates the benefits and costs needed throughout the operation of the business company (Sampurno, 2016). Balance in Islamic business emphasizes the importance of maintaining a balance between profits and losses, as well as between the interests of business and society (Alparisi et al., 2023). The results of our investigation through keyword analysis found that research on Islamic business ethics has reached considerable progress today. This can be seen from figure 7 which contains the visualization of keywords used by the authors and figure 8 to deepen keyword analysis and find networks that have been built in Islamic business ethics research. Both images can be concluded that several topics related to Islamic business ethics (Rinawati et al., 2021), ethics (Anita, 2022), Marketing Management (Dhanisyah & Khoirul, 2023) and competitiveness (Zainurrafiqi & Rachmawati, 2019) has dominated as a research topic on Islamic business ethics. In addition, the research topics raised by the authors tend to use quantitative rather than qualitative approaches.

Based on Lotka's law, the tables and figures produced have a tendency for writers to use the theme of Islamic business ethics as a momentum in order to produce articles and are cyclical. This indicates that the lack of consistent authors in producing research topics on Islamic business ethics, even though the theme of Islamic business ethics is very beneficial for the development of businesses that apply Islamic business ethics in the future and the number of business people with various characteristics can be a consideration for the direction of business development that is centered on the application of business ethics in accordance with Islamic sharia increasingly rapidly in the future.

Through the resulting thematic map (figure 8) it is very useful to determine the topics that are relevant and can develop in the future (Agbo et al., 2021). The image shows a thematic map of Islamic business ethics divided into 4 quadrants (Q1-Q4). The upper right quadrant (Q1) is a motor theme that shows as a central theme and allows it to develop, the lower right quadrant (Q4) shows the basic theme that shows a central theme but allows it not to develop, the upper left quadrant (Q2) indicates a specific theme and can develop, while the lower left quadrant (Q3) shows a theme that tends to decline and is possible not to develop.

4.5.1 Islamic Business Ethics Issue

The map shows that several topics are related to Islamic business ethics. This cluster highlights the work of Maydiana S et.al (ref) which highlights that Muslim business people in running their business should apply business ethics as a guide to competition behavior in accordance with existing norms and in accordance with those stipulated in the Qur'an, hadith and other Islamic sources. The study took a copy of the Surabaya coffee shop as a sample and found that based on the results of an interview with one of the founders and one of the shop employees, the Diskuupi provided time for the shop employees to carry out their mandatory worship. Another practice is that there is no discrimination between workers, sellers and partners. One form of discrimination against workers is wage discrimination. In carrying out business activities, Diskuupi never forces customers to buy their products. As of now, the Disco releases its latest product, and during the transaction all the employees of the Disco promote the product by not forcing the buyer to buy the product.

4.5.2 Customer Satisfaction Issue

Ethics, business, and customer satisfaction are important special themes in the field of Islamic business ethics (Figure 8). This cluster represents the work of Maulidya RN et.al (maulidya ref) which highlights how hoteliers must strive to provide satisfaction to customers by providing quality service accompanied by Islamic business ethics.

5. CONCLUSION

Research on Islamic business ethics remains relatively new, providing a wide opportunity for further investigation within this area. This study contributes to the existing body of literature on Islamic business ethics by offering an updated overview of the research developments in this field. The purpose of this study is to evaluate published research on Islamic business ethics indexed in the SINTA database. Our findings indicate that research trends in Islamic business ethics are largely dominated by keywords such as “business ethics,” “business,” “ethics,” “Islam,” “welfare,” and “advertising,” with most studies employing a quantitative approach. Furthermore, potential directions for future research include topics related to Islamic business ethics, management, and employee service quality.

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