

**CALL-FOR-CHAPTERS for**  
**THE HANDBOOK OF ISLAMIC MARKETING**

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Muslims constitute twenty percent of the world population and actively participate in the global economy as investors, suppliers, manufacturers, bankers, and traders. Muslim consumers represent one of the fastest growing consumer segments. However, despite its increasing significance, the intersection between Islam and marketing theory and practice remains still largely understudied and poorly understood.

This edited book aims to provide relevant theoretical background and to present the results of the latest empirical research in the domain of Islamic marketing. The book will be a collection of conceptual and empirical original contributions that will offer a systematic, up-to-date, and multidimensional framework for examining the implications of Islam for consumption and marketing practices. The book aims to acquaint scholars and practitioners with foundational issues as well as emerging trends in Islamic marketing. The book encourages high quality chapters that do not only enhance knowledge in this increasingly important domain of marketing theory and practice but also present promising ideas that can be pursued in further research.

### **Target Audience**

The target audience of this book is people interested in various aspects of Islamic marketing. The book will address primarily researchers in the marketing discipline but also will be useful for academics in international business, consumption studies, and the various sub-disciplines of social sciences such as sociology, anthropology, economics, and psychology that deal with consumers, markets, and companies. Managers (of MNCs and of Muslim-owned and non-Muslim-owned SMEs) and industry professionals will benefit from the collection. The book can also serve as a supplement for graduate-level courses in cross-cultural marketing and international business.

### **Scope/Recommended Topics**

Topics include, but are not limited to, the following. Both conceptual and empirical studies are welcome.

- The rise of “Islamic Marketing”
  - History, authenticity, scale, theoretical and managerial significance
  - Implications of Islamic law, ethics, norms, ideals, and values on marketing
  - Capitalism and Islam
  - Challenges and opportunities faced by companies (both Muslim and non-Muslim-owned or managed)

- Islamic Consumptionscape
  - The Muslim consumer (beliefs, values, lifestyles, social networks, behavioral patterns, etc)
  - Practices of Islamic/Muslim consumption (in various domains such as fashion, food, cosmetics, etc.)
  - Spaces of Islamic/Muslim consumption (domestic spaces, shopping spaces, festival spaces, space and gender intersection etc.)
  
- Islamic Marketing Practices
  - Branding
  - Market development, segmentation, and positioning practices
  - Communicating with the Muslim consumers
  - Islamic advertising agencies
  - Pricing strategies
  - Distribution networks
  - E-marketing and mobile marketing
  - Selling to Islamic markets
  - Buying from Islamic markets
  
- Commodification/Commercialization of Islam
  - The border/dilemma between faith and commerce
  - Political/ideological implications of “too much” marketing
  - Ethical/managerial/social implications of using Islam to sell products
  
- Globalization, Postmodernity, and Islamic Marketing
  - Implications of globalization
  - Implications of postmodernity
  - Impact of political/social events, such as 9/11, Danish cartoons, Middle East conflict etc., on Muslim consumers and Islamic marketing practices

## **Submission Procedure**

Interested researchers and practitioners are invited to submit on or before September 15, 2009, a 750-1000 word manuscript proposal clearly explaining the purpose, outline of issues to be discussed, and likely contribution of the proposed chapter. Send submissions to Özlem Sandıkcı at [sandikci@bilkent.edu.tr](mailto:sandikci@bilkent.edu.tr) or Gillian Rice at [Gillian.Rice@thunderbird.edu](mailto:Gillian.Rice@thunderbird.edu)

Authors of accepted proposals will be notified by October 15, 2009 about the status of their proposals and sent organizational guidelines. Full chapters are expected to be submitted on or before April 15, 2010.

## **Schedule:**

September 15, 2009: Proposal submission (750-1000 word abstract)  
 October 15, 2009: Notification of acceptance  
 April 15, 2010: Full chapter submission  
 June 15, 2010: Reviewer comments sent out  
 September 15, 2010: Final chapter submission