

Editorial

Fostering sustainable development: Integrating entrepreneurship, Islamic ethics, and community empowerment in contemporary economics

Abstract

This edition of Serambi Journal explores sustainable development through entrepreneurship, Islamic ethics, and community economic empowerment. It examines how students develop their entrepreneurial intentions and looks at how digital innovation is changing Islamic philanthropy. Several studies in this edition focus on what drives consumer and member loyalty in halal markets and Islamic cooperatives, highlighting the importance of Sharia compliance, product quality, and trust. The research also addresses financial inclusion strategies, spiritual leadership, and agricultural welfare assessment. Overall, this edition reveals an integrated approach to economic development that aligns traditional Islamic values with modern economic challenges. These studies provide policymakers, educational institutions, and Islamic financial institutions with helpful insights to advance sustainable and ethical economic practices.

Keywords: Islamic Entrepreneurship; Digital Islamic Philanthropy; Halal Consumer Loyalty; Community Economic Empowerment; Islamic Agricultural Welfare

A Note from the Editorial Team,

We are pleased to present this insightful edition of Serambi Journal, which brings together pioneering research at the intersection of Islamic economics, entrepreneurship development, and community welfare enhancement. The articles in this issue collectively address the multidimensional aspects of sustainable economic development within Islamic frameworks, offering both theoretical contributions and practical implications.

Entrepreneurship and education: building future leaders

A significant focus of this issue lies in understanding the drivers of entrepreneurial development. One study meticulously examines the effects of entrepreneurial knowledge, motivation, and self-efficacy on entrepreneurial intention among students, offering crucial insights for educational institutions seeking to cultivate the next generation of Muslim entrepreneurs. Complementing this research, a bibliometric analysis of digital innovation in Islamic philanthropy maps the evolving research landscape from 2014 to 2024, highlighting emerging trends and future directions in this vital sector.

Islamic ethics in business and finance

Several articles investigate the application of Islamic principles in business and financial contexts. Research on halal certification, product quality, and word-of-mouth communication reveals their collective impact on consumer loyalty, offering valuable strategies for halal industry stakeholders. Similarly, studies on cooperative member loyalty and the factors influencing housewives' financing choices between PNM Mekaar and BTPN Syariah provide nuanced understanding of consumer behavior in Islamic financial markets. The exploration of marketing strategies for Islamic banks competing with digital fintech further enriches this discourse on modern Islamic business practices.

Community empowerment and welfare

This edition also presents innovative approaches to community economic development. The examination of spiritual leadership in shaping organizational identity and the household economic empowerment model, through the case study of Aisyiyah Eknaker Assembly in Medan City, demonstrates the importance of value-based approaches to community development. The research on food downstreaming through strawberry pancake production in Berastagi, analyzed from a Mashlahah perspective, and the assessment of farmer welfare levels in Paluh Kemiri Village using the Farmer Household Income Exchange Rate parameters, both contribute to our understanding of sustainable rural economic development.

Together, these articles present a holistic vision of Islamic economics in action, spanning individual entrepreneurial development, organizational management, and community welfare enhancement. They underscore the relevance of Islamic principles in addressing contemporary economic challenges while maintaining ethical integrity and social responsibility.

We extend our sincere gratitude to the authors, reviewers, and editorial team members whose dedicated efforts have made this publication possible. Their collective contributions have created a valuable resource for academics, practitioners, and policymakers interested in applying Islamic economics to sustainable development.

We invite readers to engage deeply with these research findings and join us in advancing the discourse on Islamic economics and its role in building prosperous, ethical, and sustainable communities.

Sincerely,

Hendryadi
Managing editor