

Editorial Notes

“Infusing Ethical Innovation: Navigating Modern Business Challenges through Tawhidic Epistemology and MADANI Principles”

This issue presents a compelling collection of case studies that integrate the timeless principles of *Tawhidic* epistemology and the holistic values of MADANI—Sustainability, Prosperity, Innovation, Respect, Trust, and Compassion. By bridging ethical innovation with the realities of modern business and societal challenges, these cases offer profound insights into leadership, strategic management, and value-driven decision-making in a rapidly evolving global landscape.

Digital Transformation and Innovation

Batik Boutique exemplifies a social enterprise leveraging digital platforms to promote Malaysian Batik, showcasing how cultural heritage can be preserved while addressing modern challenges like fluctuating ad performance and low customer conversion rates. Recommendations for refining target segmentation, leveraging AI, and enhancing content diversity reflect a pathway to optimizing digital engagement and fostering sustainable growth.

Similarly, *Mokky’s Pizza* blends culinary creativity with a New York-inspired aesthetic while using Instagram as a primary platform for customer engagement. Diversifying into other digital spaces, collaborating with influencers, and implementing loyalty programs are proposed to strengthen brand visibility and customer retention in Malaysia’s competitive F&B market.

These cases align with MADANI values by illustrating how digital tools can drive sustainability and prosperity while respecting cultural and community-based principles.

Leadership and Ethical Accountability

Madam Kitchens Feeding with Iman highlights the *Pondok* system’s integration of Islamic values such as *ta’awun* (cooperation) and *ukhuwwah* (brotherhood) with entrepreneurship and sustainability. The structured ecosystem fosters leadership, operational excellence, and community-centric education, preparing students for meaningful societal contributions.

The case of *The Dismissal of Yassir* underscores the importance of Islamic ethics in addressing workplace leadership challenges, emphasizing principles of accountability (*amanah*) and justice (*‘adl*). This complements *Unity in Uncertainty* and *MAS Turnaround*, which showcase ethical leadership’s role in building trust and organizational resilience during crises.

Entrepreneurship and Community Development

Perniagaan Muafakat exemplifies the intersection of entrepreneurship and community development, guided by values such as *ta’awun* (mutual assistance) and *tawakkal* (reliance on Allah). This model of ethical business practices demonstrates the potential for entrepreneurship to foster communal responsibility and sustainability. Similarly, *Batik Boutique*’s case reinforces the importance of blending cultural preservation with entrepreneurial innovation.

Sustainability and Globalization

Both *Ülker's* global strategy and Strategic HRM at *GlocalFarm* highlight approaches to achieving sustainability and ethical stewardship in business operations. These narratives emphasize long-term growth, risk management, and the alignment of sustainability with innovation and prosperity, reflecting core MADANI values.

Social Activism and Brand Management

Navigating Boycott Challenges provides critical insights into balancing corporate strategy with socio-political expectations. This case explores the role of transparency, ethical considerations, and stakeholder engagement in managing brand identity amidst social activism.

Relevance to Readers and Educators

This collection of cases equips readers with practical insights into integrating innovation with traditional values, resolving ethical dilemmas, and responding to technological advancements and socio-political shifts. It serves as a valuable resource for courses in:

- Human Resource Management
- Strategic Management
- Business Ethics
- Change Management
- Entrepreneurship

By fostering critical thinking, ethical reflection, and strategic adaptability, these cases encourage a holistic approach to addressing modern business challenges. They inspire the development of innovative, sustainable, and value-driven solutions aligned with Tawhidic epistemology and MADANI principles, paving the way for a just, compassionate, and prosperous global business environment.

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