

ISLAMIC BUSINESS LEADERSHIP MODELLING FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT

This paper explores the importance of the social dimensions of business modelling for sustained growth and profitability by highlighting the potential of the Islamic economic framework. It examines common business models and identifies those areas of strength and weakness conducive to sustainability. In this, the potential of the Islamic system is highlighted. The paper argues that the Islamic system is largely socially oriented but that this should not be misunderstood as a compromise in profitability. Rather, that sustainable growth is not a single person (or firm) journey, but a gradual, yet lasting, cooperation with society for achieving sustainable growth to the mutual benefit of all parties. By this, it is hoped that the value of social entrepreneurship is highlighted.

Keywords: Business Modelling, Islamic Leadership Model, Sustainable Development, Islamic Entrepreneurship Model, Sustainable Entrepreneurship.