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Islamic Business Ethics Research in Google Scholar Using Bibliometrix Analysis

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Abstract

This research aims to see the development trend of Islamic business ethics studies in the scope of business and management published in Shinta indexed journals. This research uses bibliometric method with R Studio analysis tool which is used to analyse bibliographic data obtained automatically. The results showed that the number of Islamic business ethics publications has increased along with the number of Muslim entrepreneurs who apply Islamic business ethics in their business processes. The results of bibliometric analysis found that Islamic business ethics research is dominated by Islamic business ethic and ethic which uses more quantitative approaches. Furthermore, some research themes that can develop in the future are themes related to Product Quality Issue and Service Quality Issue. This study 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

INTRODUCTION

In Islam, the relationship between one human being and another is called mua'malah activities. The interaction of fellow human beings that is done daily has been regulated in Islam with a mua'malah system based on the permissibility of behaviour, which this system seeks to realise the purpose of human life, namely the achievement of the welfare of the world and the hereafter (Triwibowo & Adam, 2023) . Islam is a religion that brings values in all aspects of human life, including in muamalat affairs. There are various forms of muamalat activities, one of which is trade which contains buying and selling activities (Romadona & Ulfi, 2021) .

In today's globalisation era, the development of the business world is so fast and dynamic and competition is so intense, encouraging business people to use various methods in order to achieve their business goals or objectives. Therefore, business people in carrying out their activities need a system of values, rules and / or norms so that their business governance can run well, smoothly, and sustainably which in the end can bring reasonable benefits (profits) and get blessings from the results of their business (El-Badriaty, 2018) . Business cannot be separated from human life, even business is one of the popular activities in human daily life. Every day humans carry out business activities. Humans act as producers, intermediaries, and consumers. Producers produce products in business activities, where these products will generate profits and added value for consumers. Along with the times, today's business is increasingly complex. A businessman is not only required to have the courage to take business actions, but also supporting knowledge and insights, so that the business decisions taken can minimise the risks, and optimise the benefits (Ghafur, 2018) .

So far, many people understand business as a business whose main goal is to make as much profit as possible. The classical economic law that controls the smallest possible capital and extracts the largest possible profit has made 'business people' justify all means to achieve profits, starting from how to obtain raw materials, materials used, production sites, labour, management, and marketing are done as effectively and efficiently as possible. It is not surprising that business people rarely pay attention to social responsibility and ignore business ethics (Saifullah, 2011) .

In the modern business era as at this time, to face various business competition and to realise healthy competition in business, it is known by the term business ethics (Saifullah,

2011) . The ethical value of a business person is an indicator that can determine the attitude and behaviour to interact with others. Honesty is the main capital of trust in the business world. The wise man said, it is better to lose today's profits than to lose tomorrow's trust. A company that loses the trust of its consumers, then these consumers will leave it and move to another company (El-Badriaty, 2018) .

Business ethics is used to control the behaviour of business competition in accordance with existing norms. A business competition can be considered good, if it fulfils all existing norms. Business ethics can also be used by business people as a source of paradigm in running a good business (Sampurno, 2016) . The application of ethics in the implementation of the economy also needs to be improved. This is based on the fact that since the early 1980's, business ethics entered the discourse of the United States before finally expanding throughout the world. Business is influenced not only by economic situations and conditions, but also by social, political, economic and technological changes and shifts in the attitudes and perspectives of its stakeholders. Even if the purpose of business is viewed narrowly, namely as the maximisation of (economic) value for its owners, business must still consider everything that affects the achievement of these limited goals (Yunia, 2018) .

Business ethics is an acceptable norm standard to maintain the stability of the business process (Samsuduha & Ardi, 2022) . Without applying the right business ethics, it is very likely that business actors will commit malpractices that harm consumers. In early 2015, for example, there were many cases of food poisoning in Indonesia, which even became an Extraordinary Event (KLB) in a number of regions. In these conditions, producer behaviour has a considerable influence. Producer behaviour basically highlights the attitude of entrepreneurs in producing goods and services. Producing an item means creating benefits from the item. Not only creating physical goods but more inclined to the benefits arising from these products (Sampurno, 2016) .

Islam places business as the best way to gain wealth and prosperity. Therefore, business must be done in the best way possible by not committing fraud, usury, price manipulation or hoarding of goods. Such actors cause injustice in the life of the community. Business activities are basically human activities to fulfil their needs properly, whether in the form of production, consumption, distribution or other activities. For Muslims, such activities are an integral part of their duty as khalifah and worship to Allah. Therefore, these activities must be based on and bound by the principles and values contained in the Qur'an and sunnah (Zainuddin & Khoiriyah, 2021) . Islamic business ethics has two inherent aspects, namely honesty and justice. The principle of honesty will give birth to various commendable attitudes, namely: not covering defects in the goods being sold, not committing fraud in buying and selling, not doing gharar, and all kinds of transactions prohibited in Islam, while the principle of justice includes balance and responsibility (Anggraeny, 2017) .

Islam has a well-established business, economic and social system and its influence is intertwined with the daily lives of Muslims. Therefore, companies in understanding the impact of religion on society is very important, before designing their marketing strategy (Komala, 2020) . Islamic business ethics is the value or application of principles regulated in the provisions of Islamic law. As a Muslim business actor, we should apply business ethics in our business operations. This is because with ethics we can distinguish right, wrong, good, bad, haram, and halal. Ethics means the basis of one's morality in behaviour. Indeed, ethics in Islam teaches humans to help each other, avoid resentment or spite, and cooperate with each other in terms of goodness (Rahmah & Hakim, 2022) .

METHODS

In this research, Non-Sinta databases (Google Scholar, DOAJ, Publish Or Perish, Diamond, and Garuda) were used to collect relevant data related to publications on Islamic Business Ethics. Bibliometric data is obtained automatically from Non-Sinta databases (Google Scholar, DOAJ, Publish Or Perish, Diamond, and Garuda). The author used the keyword (Islamic Business Ethics) in the first step which resulted in an initial sample of 100 documents. After that, we filtered the data obtained to check the relevance of the documents to our research objectives. Some unrelated documents in the field of marketing, management, and business were removed resulting in 85 documents. We then processed and checked the information obtained for bibliometric purposes.

This research uses R-package bibliometric software to get an accurate and clear analysis. This tool was developed by Aria and Cuccurillo. The latest version of this application is a web interface application (Biblioshiny) which is used to help users without the need for coding to perform bibliometric analyses (Aria & Cuccurullo, 2017). In addition, several approaches in bibliometrics are used such as the Bradford's law approach formulated by

Samuel C. Bradford in 1934 with the aim of studying the distribution of scientific literature (Brookes, 1969) and Lotka's law to assess the productivity patterns of authors (Pao, 1985).

RESULTS

Descriptive Statistics and Overview

Islamic business ethics research has developed and become the main focus of researchers in recent years. The table below shows information about articles with the theme of Islamic business ethics from Non-Sinta data sources (Google Scholar, DOAJ, Publish Or Perish, Diamond, and Garuda) with a time span of 2011-2023. In that period, there are 85 documents that have been successfully published with various types, namely journal articles, book sections, and conference papers. The entire document was published in 71 publication sources and involved 143 authors using 0 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 (14.35%) with an average annual rate of 3.06% (Figure 1). The results of application data processing can be seen in Table 1 which describes the bibliometric data used in this study.

Tabel 1. Key Information on Islamic Business Ethics Topics

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2011:2023
Sources (Journals, Books, etc)	71
Documents	85
Annual Growth Rate %	14.35
Document Average Age	3.06
Average citations per doc	0
References	0
DOCUMENT CONTENTS	
Keywords Plus (ID)	159
Author's Keywords (DE)	159
AUTHORS	
Authors	143
Authors of single-authored docs	36
AUTHORS COLLABORATION	
Single-authored docs	37
Co-Authors per Doc	1.78

International co-authorships %	0
DOCUMENT TYPES	
Article	85

Source: Secondary data processed through the RBiblioshiny application, 2024

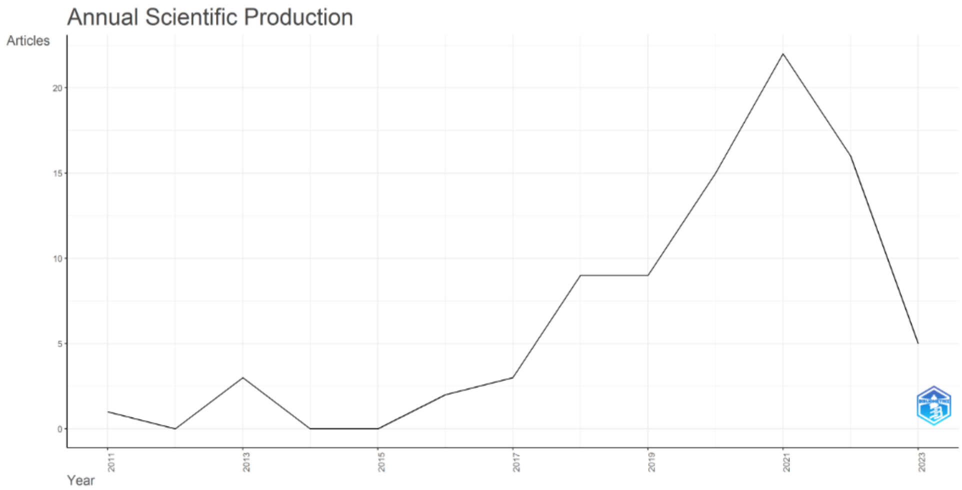

Figure 1. Annual Scientific Products

Source: RBiblioshiny App, 2024

Figure 2 is a Three Field Plot that shows the interrelationship of several elements, namely journal publications (SO), author names (AU), and keywords (DE), which are marked with grey grooves. The larger the flow generated in the application data processing, the greater the contribution made. The data processing results found that Niqosiya: Journal Of Economics And Business Research and JIMT: Journal of Applied Management Science are the most contributing journals in the publication of articles with the theme of Islamic Business Ethics. Furthermore, Erpianti N, Syafiq A, Azizah M, Kurniawan T, Hariyanto are the authors who are most involved in the preparation and publication of articles on the theme of Islamic Business Ethics. Finally, Islamic Business Ethic, Ethics and Business are the most used keywords in articles with the theme of Islamic Business Ethics.

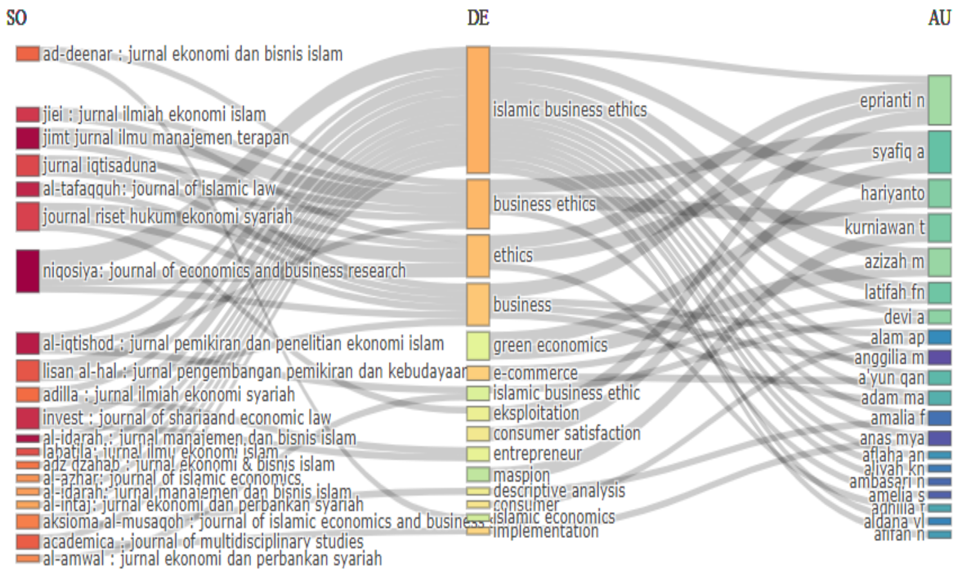

Figure 2. Three field plots

Source: RBiblioshiny App, 2024

Sources Analysis

This section will inform the publication of the most contributing and influential journals in the publication of articles on Islamic Business Ethics. Various approaches are used, namely through the number of articles published, the total citations obtained based on the reference list used by each article, the impact measurement (h-index, g-index, m-index), and the number of citations obtained by the journal publication. The table below presents a list of 10 journal publications that are most relevant to the focus of Islamic Business Ethics based on the number of published articles as well as the publication journals that are most cited by the articles included in this research category.

Niqosiya: Journal Of Economics And Business Research is the top source in publishing articles on the theme of Islamic Business Ethics which reached 5 articles, followed by Jimt: Journal of Applied Management Science with 3 articles, and Al-Idarah: Journal of Management And Islamic Business with 2 articles, and several other publication sources.

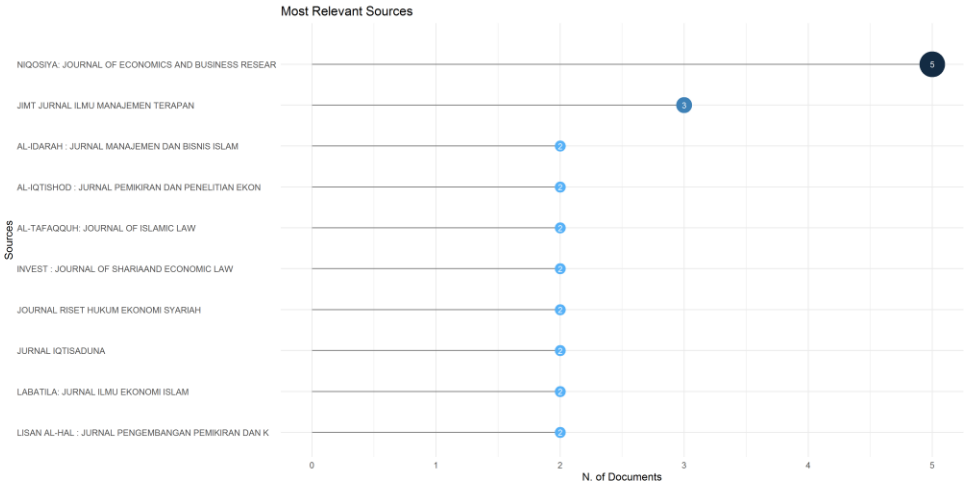

Figure 3. Top 10 Journals that Discuss Islamic Business Ethics Topics

Authors Analysis

Analysing author-related matters in bibliometric studies is important to investigate the most influential authors, affiliations, and countries that contribute to research on a particular theme. Table 4 below shows the 10 most influential authors in publishing articles on the theme of Islamic business ethics in terms of the number of published articles, impact measurements, and total citations obtained

Eprianti N ranked the highest in the publication of articles on the theme of Islamic Business Ethics with a total of 3 articles ((Rachmayanti & Eprianti, 2022) , (H. A. Rahmah & Eprianti, 2021) , (Syafitri et al., 2022)) followed by Azizah M with 2 articles (Azizah & Hariyanto, 2021) then Devi A with 2 articles (Wati et al., 2021) & (Maulidya et al., 2019) and several other authors. Judging from the measurement of impact, Eprianti N ranked first (h-index 2, g-index 3, m-index 0.667), then followed by Azizah M (h-index 2, g-index 2, m-index 0.667), and Devi A (h-index 2, g-index 2, m-index 0.4), and several other authors. Finally, judging from the total citations obtained by each author, Syafiq A obtained a total citation of 94 followed by Latifah FN with a total citation of 55, then Devi A with a total citation of 47, then Azizah M, and Hariyanto who each obtained a total citation of 40, and several other authors.

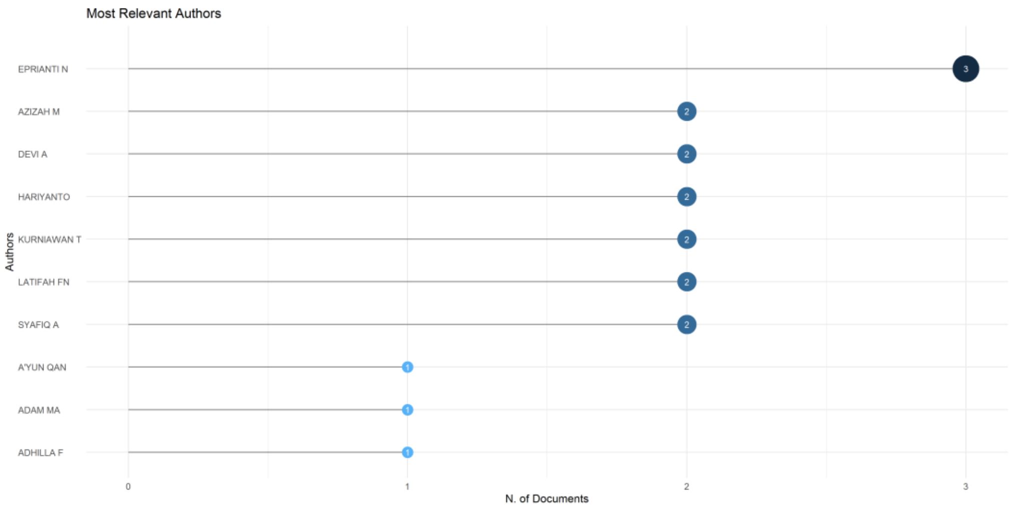

Figure 4. Top 10 Authors by Number of Publications, Impact Measures, and Number of Citations

Table 2. Top Author Information

Element	h_index	g_index	m_index	TC	NP	PY_start
AZIZAH M	2	2	0.667	40	2	2021
DEVI A	2	2	0.4	47	2	2019
EPRIANTI N	2	3	0.667	14	3	2021
HARIYANTO	2	2	0.667	40	2	2021
KURNIAWAN T	2	2	1	19	2	2022
LATIFAH FN	2	2	0.667	55	2	2021
SYAFIQ A	2	2	0.4	94	2	2019
A'YUN QAN	1	1	0.333	32	1	2021
ADHILLA F	1	1	1	8	1	2023
AFIFAH N	1	1	0.5	9	1	2022

Source: Analysed Results

Analysis of the authors can also be seen from the research collaboration network conducted by the authors. The resulting network will describe the relationship of two or more authors who carry out collaboration (Prell et al., 2009; Son B g et al., 2019). The figure below displays some of the authors' names and their respective connections. Connections between authors are indicated by groups of the same colour type and the resulting lines. The size of the circle indicates the number of articles produced, so the larger the size of the circle, the larger the number of articles produced.

The results of data processing show 8 clusters of collaboration networks produced and place the Pink coloured cluster as the largest cluster which shows the collaboration between 3 authors in this study namely Chusma NM, Latifah FN, A'yun QAN which resulted in 3 articles (Nabila A'yun et al., 2021) . The next largest cluster is the Red cluster which shows the collaboration of 2 authors, namely Azizah M and Hariyanto who produced 2 articles (Azizah & Hariyanto, 2021) . As well as the Blue cluster which shows the collaboration of 2 authors, Devi A & Arif S, which resulted in 2 articles (Wati et al., 2021) & (Maulidya et al., 2019) and several other clusters.

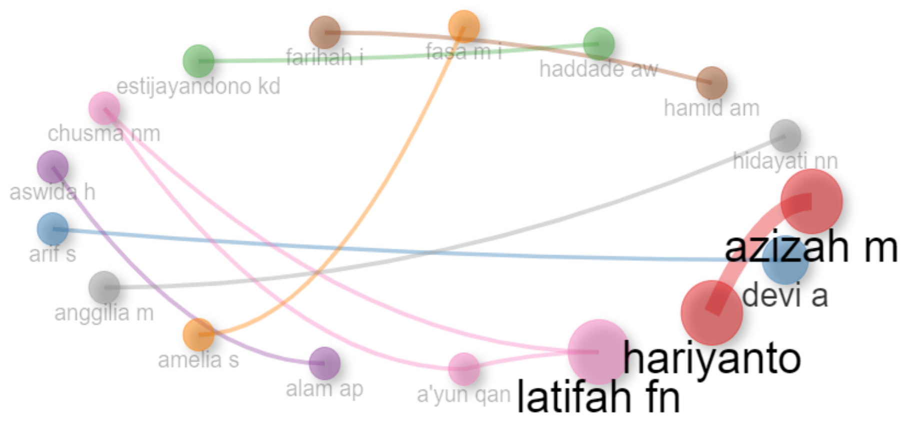

Figure 5. Collaboration network

Source: RBiblioshiny application, 2024

Documents Analysis

Regarding the relevant articles in the field of Islamic Business Ethics, this study also investigated the global citation count (GC) to measure the number of citations received from the articles included in this study from all Non-Sinta databases (Google Scholar, DOAJ, Publish Or Perish, Diamond, and Garuda) 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).

The table below describes the top 10 documents based on GC and places Ghafur A's work published in 2018 at the first rank with a total of 225 citations. Then followed by Amalia F's work published in 2013 with a total of 220 citations and Putritama A's work published in 2018 with a total of 70 citations, and several other articles.

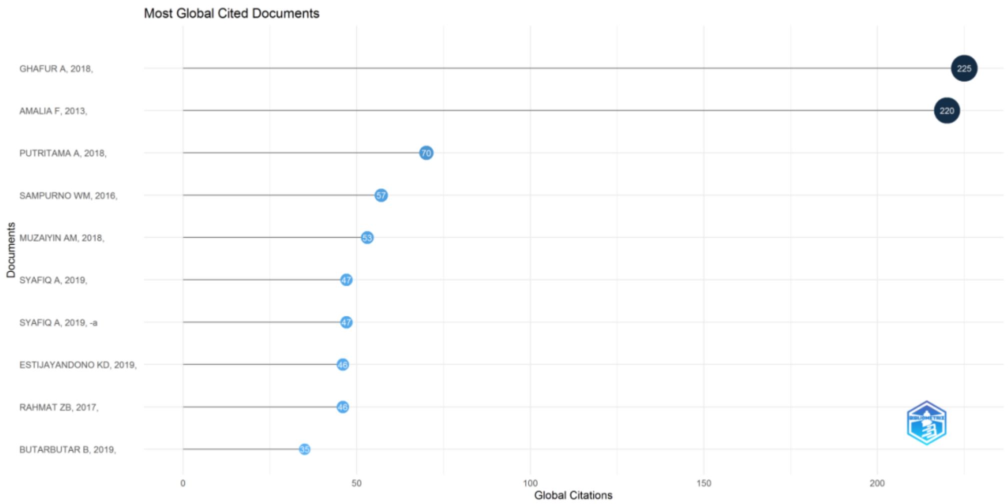

Figure 6. Top 10 Articles by Most Cited Documents Globally

Table 3. Top 10 Authors in Citation

Paper	DOI	TC	TC per Year
Ghafur A, 2018,	10.36835/iqtishodiyah.v4i1.74	225	37.50
Amalia F, 2013,	10.15408/aiq.v6i1.1373	220	20.00
Putritama A, 2018,	10.21831/nominal.v7i1.19356	70	11.67
Sampurno Wm, 2016,	10.20885/jielariba.vol2.iss1.art4	57	7.13
Muzaiyin Am, 2018,	10.30762/q.v2i1.1048	53	8.83
Syafiq A, 2019,	10.29062/faqih.v5i1.54	47	9.40
SYAFIQ A, 2019, -A	10.29062/faqih.v5i1.54	47	9.40
Estijayandono Kd, 2019,	10.26618/j-hes.v3i1.2125	46	9.20
Rahmat Zb, 2017,	10.29313/amwaluna.v1i1.2099	46	6.57
Butarbutar B, 2019,	10.31933/JIMT	35	7.00

Source: RBiblioshiny App, 2024

Analysis Author's Keyword

A keyword is a word or phrase that stands out (significant) in the title, subject heading, content note, abstract or text of a listing in online catalogues and bibliographic databases, which can be used as a search term in a free search to find all listings that contain that keyword. While another definition writes keywords as one word used as a key to one code, and also one prominent word or phrase, which is used to describe the contents of one document (Siswandi, 2013) . The figure below shows the 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 Business Ethic" is the most frequently used word as a keyword, then "Business Ethic", "Ethics", "Business", "E-Commerce", "Implementation", "Islam", "Islamic Business" and several other keywords.

Figure 7. Visualisation of keywords in Islamic Business Ethics research

Source: RBiblioshiny App, 2024

Keyword analysis also uses a co-occurance network approach to gain in-depth insight into research trends in the field of Islamic Business Ethics Co-occurance is used to display a visualisation of the network between keys. Before conducting co-occurance, first conduct a co-word analysis. This is intended to find out information on the source of scientific publications and prepare systematic knowledge. Co-word by presenting the relationship between keywords used by the authors (Ummah et al., 2023) . The figure below reveals the relationship between keywords as shown in Figure 7. Keywords that have a large influence are shown through the large size of the resulting circle and are connected to other keywords. The application's data processing results in 7 clusters which are shown through the colours generated by each cluster. The largest cluster is the red cluster, where the word "E-Commerce" is the most influential word and is connected to other words such as "religiosity buying and selling online", "consumers", "economic", "implementation", "islamic business" and several other words. The next cluster is the green cluster which shows the word "business ethics" which is connected to the words "business behaviour", "company", "descriptive qualitative". "The next cluster is the blue cluster that shows the word "business" connected to the words "business management", "buying", "islamic financial institute", "exploitation", and several other words. As well as several other clusters.

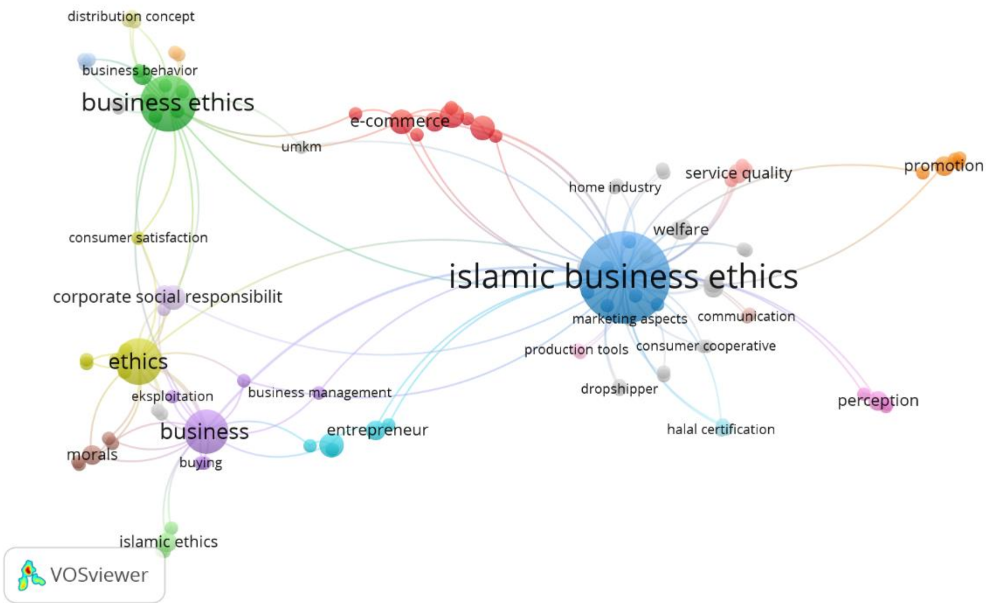

Figure 8. Co-occorunce Network

Source: VOS Audience Application, 2024

The next analysis is a thematic map using keywords used by the authors to get themes so that it can predict themes that can develop in the future and become a reference for future researchers to develop research on Islamic business ethics. Thematic map analysis is used to see the opportunity of a research trend based on density and centrality. Density itself means density, if the density line goes up, the more research (trends, issues, and reference documents). Meanwhile, centrality relates to how significant a theme is to the larger theme being studied. The more to the right the centrality, the more substantial and influential the theme is. Figure 8 shows the results of the thematic map analysis and is divided into four topic quadrants based on density and centrality: 1). Topics in the upper right quadrant are interpreted as relevant and widely researched topics, 2). Topics in the lower right quadrant indicate relevant and worthy of deeper research, 3). Themes in the upper left quadrant are themes that show less relevant and have rarely been researched or even too much studied, 4). Furthermore, themes in the lower left quadrant indicate that the topic is in decline (Ummah et al., 2023) .

Figure 8 shows the scatter map of the most used keywords in this research sample. The keywords grouped in the lower right quadrant only have 1 cluster, namely business ethics and consumer. As for the upper left quadrant, it only has 1 cluster, namely Islamic business ethics, product quality, and service quality. The last quadrant is the lower left quadrant which only has 1 cluster, namely perception. The clusters of business ethics, Islam, and consumer satisfaction are between the upper left and upper right quadrants. Furthermore, the islamic business ethics, e-commerce, and implementation clusters are between the upper right and lower right quadrants.

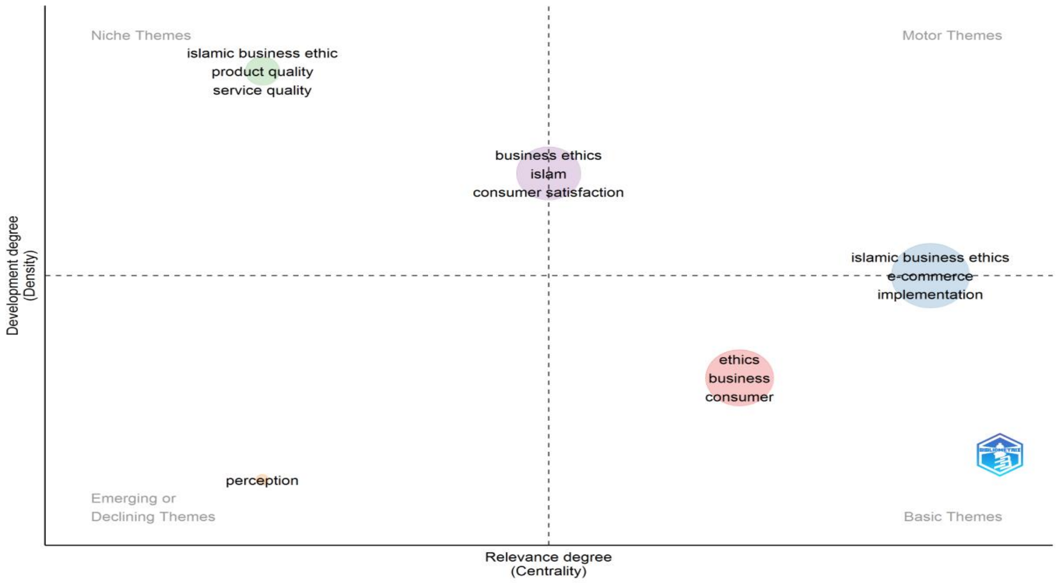

Figure 9. Thematic map based on author keywords

Source: RBiblioshiny application, 2024

DISCUSSION

This research uses bibliometic analysis by collecting Non-Sinta databases (Google Scholar, DOAJ, Publish Or Perish, Diamond, and Garuda) by setting a certain treatment. When compared to other topics of the application of business ethics, the topic of Islamic business ethics is growing along with the increase of business people who apply Islamic business ethics to their business.

Business ethics is studied not only to know what business ethics is all about. But more importantly, business ethics aims to help business people decide on ethical business decisions, because so far many people understand business is business, whose main goal is to make as much profit as possible. The concept of ethics in Islam has been known by different names. In the Quran, ethics is close in meaning to *khuluk*. In addition, the Quran also uses a number of terms that explain the concept of goodness, namely *khair* (goodness), *birr* (virtue), *qist* (fairness), *'adl* (justice, balance), *haqq* (truth), *ma'ruf* (known and accepted), and *taqwa* (piety). Ethics is often discussed alongside '*morals*' and '*character*'. All three terms determine the good and bad values of human attitudes and actions. The difference lies in their respective standards. The standard of morals is the Quran, while ethics is the consideration of reason and morals is the customs that prevail in society. As for business ethics is a series of considerations of decisions taken when running a business (Handayani, 2019) .

The results of our investigation through keyword analysis found that research on Islamic business ethics has now reached a fairly rapid development. This can be seen from Figure 6 which contains a visualisation of the keywords used by the authors and Figure 7 to deepen the keyword analysis and find the networks built in Islamic business ethics research. Both figures can be concluded that several topics related to Islamic Business Ethics (Subekti, 2022) ; (Anwar, 2023) ; (W. Rahmah & Hakim, 2022) ; (Arkandia et al., 2022) , Business Ethics (Mufqi Arief, 2019) & (Pratiwi & Kurniawan, 2022) , Consumers (Wulansari & Suprihatintin, 2021) ; (Sahetapy, 2017) ; (Halwani Aswida et al., 2022) , and Business Management (Anggilia et al., 2021) have dominated as research topics on Islamic Business Ethics**.** In addition, the research topics raised by the authors have a tendency to use quantitative rather than qualitative approaches.

Based on Lotka's law, the resulting graph shows the tendency of the authors to utilise the theme of Islamic business ethics as a momentum in order to produce articles and is cyclical. This indicates that there is a lack of writers who are consistent in producing research topics on Islamic business ethics, even though the theme of Islamic business ethics is very useful for business development in the future.

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

1. Product Quality Issues

The map shows that there are several topics such as those related to product quality. This cluster highlights the work of Riana & Nafiati which highlights the perceptions found in the sales level of MSMEs. The study took Yogyakarta as a sample and found that the perception of product quality can affect the sales level of MSMEs. This topic further demands critical debate in future studies.

2. Service Quality Issues

This cluster highlights the work of Riana & Nafiati which highlights the perceptions found in the sales level of MSMEs. The study took Yogyakarta as a sample and found that perceived product quality can affect the sales level of MSMEs. This topic further demands critical debate in future studies.

CONCLUSION

Research on the theme of cosmetic Islamic Business Ethics is still relatively new so the opportunity to conduct research on the theme is very large. This research contributes to the literature on Islamic Business Ethics by providing an up-to-date review of the development of Islamic Business Ethics research. This research aims to evaluate research on Islamic Business Ethics published and available in Non-Sinta data (Google Scholar, DOAJ, Publish Or Perish, Diamond, and Garuda). Our objective shows that the direction of Islamic Business Ethics research is dominated by "Islamic Business Ethic", "Business Ethic", "Ethics", "Business", "E-Commerce", "Implementation", "Islam", "Islamic Business" which uses more quantitative approaches. Furthermore, some research themes that can develop in the future are themes related to business and consumer ethics.

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