

Editorial

Navigating the modern marketplace: Integrating faith, ethics, and behavior in the digital age

A Note from the Editorial Team,

We are pleased to present this diverse and thought-provoking edition of Serambi Journal (Volume 2, Number 3, 2024). This issue serves as a critical lens through which we examine the complex intersection of contemporary professional life, technological disruption, and enduring Islamic principles. The collected research does not merely observe trends; it actively seeks to reconcile the dynamics of the modern world with a value-based framework.

The papers in this edition address a central, pressing question: How do we maintain our ethical and spiritual compass in a world of digital noise, competitive pressures, and evolving workplace paradigms? The answers, as our contributors demonstrate, lie in a thoughtful synthesis of faith and practice.

Keywords: Digital workplace spirituality, Islamic work ethics, Islamic business strategy, Sharia consumer behavior, FoMO in Islam

Bridging the spiritual and the digital in the workplace

At the heart of this issue are two pivotal studies on human capital in the modern economy. The first explores the intriguing concept of digital workplace spirituality and its impact on innovative work behavior among millennials, with digital skills as a key moderating factor. This research rightly recognizes that for the digitally native generation, the workplace is not just a physical space but a digital ecosystem, and spirituality must be understood within that context.

Complementing this, another study investigates how Islamic work ethics foster thriving at work and strengthen employee commitment. Together, these articles provide a powerful, dual perspective: one on the emerging digital form of spiritual expression, and the other on the timeless, foundational ethics that underpin meaningful and committed work life.

Applying faith-based lenses to market dynamics

Beyond the individual employee, this issue also calls for rigorous, faith-informed analysis of broader market strategies. The study of the Tahubudi product strategy uniquely employs both Porter's Five Forces and an Islamic perspective to navigate market competition. This methodological blend is a testament to the journal's mission to integrate classical business frameworks with Islamic wisdom.

Similarly, the study on the decision to choose Bumiputera Sharia Life Insurance using the Multi-Factor Evaluation Process demonstrates a practical application of analytical decision-making within the bounds of Sharia compliance, highlighting how consumers navigate choice with both faith and rationality.

Understanding modern social phenomena

Finally, this edition delves into the socio-psychological realm by exploring FoMO (Fear of Missing Out)- driven behavior from an Islamic perspective, using a case study of JKT48 fans. This paper is crucial, as it connects Islamic teachings to a pervasive modern anxiety, offering spiritual and ethical guidance for a phenomenon driven by social media and consumer culture.

A cohesive tapestry of inquiry

While diverse in their subjects – from HR to marketing to consumer psychology – the articles in this issue are united by a common thread. They all seek to understand, critique, and improve modern systems and behaviors by viewing them through the clarifying lens of Islamic values. They move beyond describing what is to proposing what ought to be, providing valuable insights for Muslim scholars, practitioners, and anyone interested in an ethical approach to modern business and life.

We extend our deepest gratitude to the authors for their insightful contributions and to the reviewers for their rigorous work in upholding the academic integrity of Serambi Journal.

We invite you to engage with these studies and reflect on their implications for your own professional and personal journey.

Sincerely,

Hendryadi
Managing editor