

Call for cases

## **Cases on Islamic brands: Special issue of Emerald's Emerging Markets Case Studies (EMCS)**

**\*Extended submission deadline: 31 October, 2018\***

The robust growth and significance of the Islamic economy and its constituent sectors is evident from the successive editions of Global Islamic Economy Report (Thomson Reuters, 2017). Concurrent to these signals of strong growth in the Islamic economy, there has been a surge in media coverage, as well as academic research on the Islamic economy, Muslim consumers and Islamic brands. To further research and teaching on the unique aspects of managing Islamic brands, this special issue of EMCS titled "Cases on Islamic brands" will publish quality teaching cases examining Islamic brands from different regions.

Alserhan (2010) suggested a multifaceted view of Islamic brands, by defining 'Islamic brands' as those brands that either originate from Muslim-majority countries or target Muslim consumers. These brands may also be purposely complying with Shariah (Islamic injunctions). According to this conception, an Islamic brand can be either traditional, outbound, inbound or true Islamic brand (See Alserhan (2010) and Wilson and Liu (2011)). Considering such diversity of views on Islamic brands, this collection welcomes case studies on Islamic brands which may fall into any of these categories.

In line with the editorial objectives of EMCS, the cases, and their associated teaching notes, in this special issue can focus on any management decision-making topic. For further information about EMCS' editorial objectives and author guidelines, please visit [http://www.emeraldgroupublishing.com/products/case\\_studies/authors.htm](http://www.emeraldgroupublishing.com/products/case_studies/authors.htm).

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