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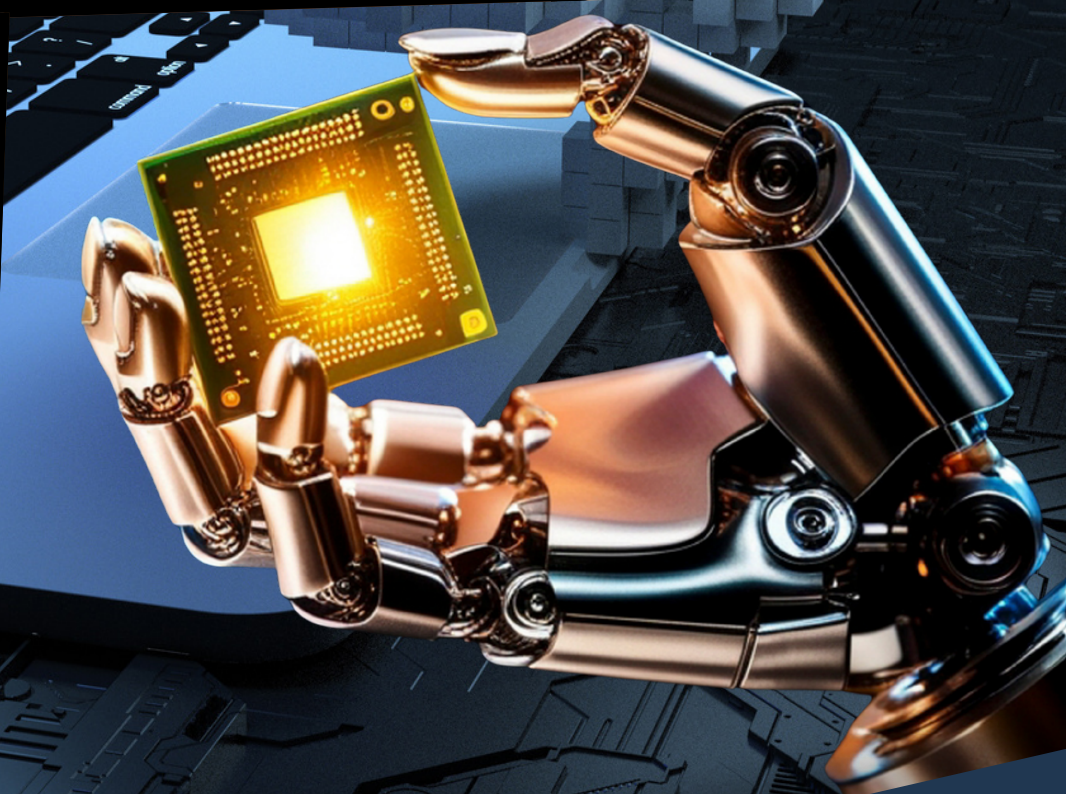


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TABLE OF CONTENTS

Editorial Board.....	iii
1. TIME FOR CHANGE: REPLACING OUTDATED VIP SPEECHES WITH MEANINGFUL ENGAGEMENT IN MALAYSIAN CEREMONIAL PROTOCOLS <i>Nurliyana Abas*, Nabila Ahmad & Norlizawati Md Tahir</i>	1
2. PSYCHOLOGICAL ORIENTATIONS OF FOMO AND JOMO IN THE DIGITAL AGE <i>Ramli Saad*, Wan Shahrul Aziah Wan Mahamad & Yong Azrina Ali Akbar</i>	5
3. EMBEDDING ISLAMIC ETHICAL PRINCIPLES IN EMOTIONAL INTELLIGENCE DEVELOPMENT FOR CUSTOMER SERVICE: A SCOPUS AI-BASED REVIEW <i>Shakirah Mohd Saad*, Rosliza Md Zani, Abd Rasyid Ramli</i>	9
4. ARTIFICIAL INTELLIGENCE (AI) IN BANK LENDING: MOVING BEYOND HEURISTIC- BASED CREDIT <i>Anita Abu Hassan*</i>	14
5. THE LECTURER'S ROLE IN SHAPING MEANINGFUL LEARNING <i>Nurul Hayani Abd Rahman*, Rabitah Harun & Nani Ilyana Shafie</i>	17
6. WORK-LIFE BALANCE AND THE FUTURE OF EMPLOYEES' WELL-BEING <i>Nurul Hayani Abd Rahman*, Nurul Fazila Abd Rahman & Nani Ilyana Shafie</i>	20
7. ECO-MICROCREDIT AS A CATALYST FOR RURAL SUSTAINABILITY <i>Zuraidah Mohamed Isa*, Dahlia Ibrahim & Zaiful Affendi Ahmad Zabib</i>	23
8. THE ATTRACTIVENESS OF PAWNING GOLD FOR SHORT-TERM FINANCING <i>Dahlia Ibrahim* & Zuraidah Mohamed Isa</i>	27
9. DIGITALISATION AND ECONOMIC GROWTH: INSIGHTS FROM ENDOGENOUS GROWTH THEORY <i>Shahiszan Ismail*, Nor Azira Ismail & Jamilah Laidin</i>	29
10. SUBSIDY DELIVERY IN THE DIGITAL ERA: MALAYSIA'S HYBRID DISTRIBUTION MECHANISMS <i>Anita Abu Hassan*, Syukriah Ali & Najah Mokhtar</i>	33
11. ENDS JUSTIFY THE MEANS: MACHIAVELLIANISM AND COUNTERPRODUCTIVE WORK BEHAVIOUR <i>Mohd Najmie Osman* & Nor Shuhada Mansor</i>	36
12. THE SANDWICH GENERATION: EXPLORING ITS TYPES AND CONSEQUENCES <i>Wan Shahrul Aziah Wan Mahamad*, Ramli Saad & Yong Azrina Ali Akbar</i>	40

EMBEDDING ISLAMIC ETHICAL PRINCIPLES IN EMOTIONAL INTELLIGENCE DEVELOPMENT FOR CUSTOMER SERVICE: A SCOPUS AI-BASED REVIEW

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ABSTRACT

Customer service, by its nature, is a role that requires understanding the principles and viewing challenges as opportunities. It involves knowing the facts, understanding the underlying emotional situations, and managing them appropriately. This is where Emotional Intelligence (EI) is applicable. The Islamic ethical standards serve as foundational instruments for cultivating EI. Comprehensive studies emphasize the importance of EI for improving customer happiness, trust, and loyalty. However, insufficient attention has been paid to the ethical underpinnings that shape emotionally intelligent conduct in service environments. Correspondingly, this study synthesizes the convergence of Islamic ethics, EI, and customer service with Scopus Artificial Intelligence (AI) analytics. The results indicate that Islamic ethical principles closely align with fundamental EI competencies, offering a normative framework that enhances ethical consistency, emotional control, and relational authenticity in customer service. Overall, this study enhances the literature by incorporating ethical and emotional aspects of service management and provides practical implications for training design.

Keywords: Emotional intelligence, Islamic ethics, customer service, Scopus AI, ethical service, customer loyalty

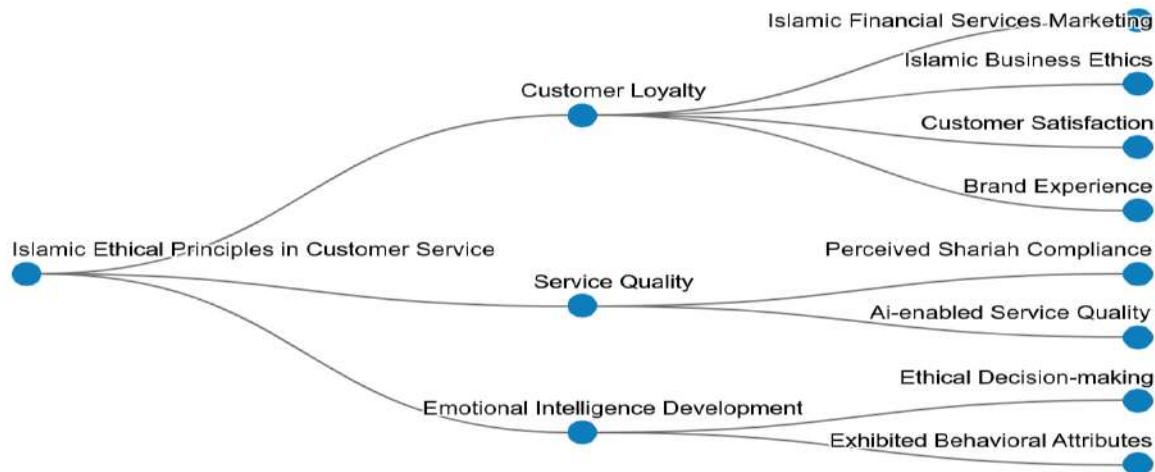
INTRODUCTION

In the contemporary service economy, customer service has evolved from merely addressing customer issues to fostering enduring relationships and securing a competitive advantage. As service interactions evolve toward greater relationality, emotional intensity, and technology-driven approaches, organizations must transcend mere procedural efficiency in favor of emotionally intelligent, ethically principled service delivery. Emotional Intelligence (EI), defined as the ability to identify, understand, regulate, and utilize emotions in oneself and others, has thus emerged as a crucial competency for frontline service providers (Sharma et al., 2025). Empirical evidence consistently links EI to improved customer satisfaction, engagement,

and loyalty, particularly in high-contact service sectors such as banking, hospitality, and retail (Al Khoury et al., 2023).

Parallel to this development, growing societal concern over ethical conduct, trust erosion, and algorithmic bias has intensified interest in values-based approaches to service management. In this context, Islamic ethics offers a comprehensive moral framework grounded in virtues such as honesty (*ṣidq*), compassion (*rahmah*), fairness (*ʿadl*), and excellence (*iḥsān*). These principles emphasize moral intentionality, equity, and emotional restraint, thereby aligning them conceptually with the enhancement of EI. Prior studies in Islamic marketing and business ethics demonstrate that ethically principled behavior can foster consumer trust, contentment, and loyalty. This is particularly true within Islamic finance and service organizations (Abbas et al., 2020; Wijaya et al., 2025).

Despite these comparable developments, the existing body of literature remains incomplete (Mayer et al., 2008). Investigations into EI often consider it as a value-neutral psychological trait, whereas Islamic ethics research mostly focuses on normative behavior, typically excluding emotional abilities. As organisations adopt AI-enabled service systems, ethical and emotionally intelligent design becomes critical to maintaining customer trust, fairness, and relational integrity (Huang & Rust, 2021; Davenport et al., 2020). Without integrating ethical foundations into emotional intelligence models, service systems risk becoming technically efficient but morally and relationally deficient. This review study uses Scopus AI analytics to examine the intellectual landscape of research on the intersection of Islamic ethics, EI, and customer service.



Concept Map Generated Through Scopus AI Analysis

ISLAMIC ETHICAL PRINCIPLES AND EMOTIONAL INTELLIGENCE IN CUSTOMER SERVICE ETHICAL FOUNDATIONS OF EMOTIONAL INTELLIGENCE

The concept map generated through Scopus AI analysis reveals strong conceptual alignment between Islamic ethical values and EI competencies. Honesty reinforces emotional transparency and trust-building, enabling service employees to manage customer expectations and communicate authentically (Panakaje et al., 2025). Compassion aligns with empathy, a core EI dimension that enhances emotional atonements and relational depth in customer interactions (Sharma et al., 2025). Justice supports perceptions of fairness and emotional regulation,

ensuring unbiased treatment and ethical decision-making, particularly in complaint-handling and service-recovery contexts (Aziz & Zulkepli, 2025). Aziz and Zulkepli (2025) suggest that Islamic ethics complements EI, while providing a normative anchor that strengthens the moral consistency of emotionally intelligent behavior in customer service settings.

EMOTIONAL INTELLIGENCE AS A DRIVER OF CUSTOMER SATISFACTION AND LOYALTY

Topic expert analysis by Scopus AI highlights a strong consensus that EI plays a strategic role in transforming customer relationships from transactional to relational. Customers increasingly value emotional understanding, responsiveness, and authenticity over purely functional service efficiency (Al Khoury et al., 2023). Studies in Islamic banking and marketing further demonstrate that ethical behavior grounded in Islamic values significantly enhances customer trust and loyalty, mediated by emotional satisfaction and perceived fairness (Abbas et al., 2020; Suhartanto et al., 2020).

The integration of Islamic ethics into EI development, therefore, strengthens emotional bonds between customers and service providers, reinforcing loyalty through ethically consistent emotional engagement.

EMERGING THEMES: TRAINING SYSTEMS, SPIRITUAL INTELLIGENCE, AND AI-ENABLED SERVICE

Ethical and Emotionally Intelligent Training Programs

One emerging theme identified through Scopus AI is the growing emphasis on ethics-based EI training programs. Effective training integrates emotional competencies such as empathy and emotional regulation with ethical teachings that emphasize honesty, accountability, and justice (Panakaje et al., 2025). Practical exercises, including role-playing and ethical dilemma simulations, allow service employees to apply EI within an Islamic ethical framework. This, in turn, reinforces moral awareness and emotional discipline.

Spiritual Intelligence and Emotional Regulation

Another emerging theme is the role of spiritual intelligence in enhancing EI. Research suggests that spiritual awareness, patience, forgiveness, and a sense of transcendence significantly improve emotional regulation and interpersonal sensitivity (Wijaya et al., 2025). Within Islamic contexts, spiritual intelligence strengthens EI by aligning emotional responses with moral intention, particularly in emotionally demanding service encounters.

AI, Ethics, and Emotionally Intelligent Service Design

Aziz and Zulkepli (2025) highlight the ethical implications of AI-enabled customer service systems. Algorithmic bias, lack of transparency, and emotional detachment pose significant ethical risks, particularly in Islamic financial services (Aziz & Zulkepli, 2025). Embedding Islamic ethical principles such as justice and accountability into AI design enhances emotional trust and ensures Shariah-compliant service experiences (Sulaeman et al., 2025). This trend underscores the significance of integrating ethical EI principles into both human and technological service interfaces.

CONCLUSION

This Scopus AI-based review illustrates that embedding Islamic ethical principles into EI development offers a robust framework for enhancing customer service quality, trust, and loyalty. Islamic values such as honesty, compassion, and justice align closely with core EI competencies, providing moral depth and ethical coherence to emotionally intelligent service behaviour. The findings highlight the importance of integrated training systems, the development of spiritual intelligence, and the design of ethically enabled AI services.

Theoretically, this study bridges EI and Islamic ethics within the field of customer service scholarship. Methodologically, it demonstrates the value of Scopus AI for systematic literature synthesis. Practically, the review offers insights for managers, educators, and system designers seeking to develop emotionally and ethically grounded customer service strategies. Future research should empirically test integrated EI-ethics frameworks across diverse service contexts and explore cross-cultural applications beyond Islamic service environments.

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