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A Point of View in Malaysia

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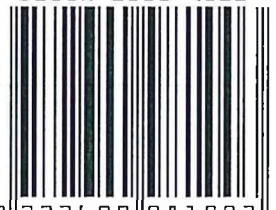
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SHARIA FINTECH: THE ROLE OF BLOCKCHAIN TECHNOLOGY IN TRANSFORMING THE ISLAMIC FINANCIAL SYSTEM

Challenges

The main challenges in applying blockchain technology in the context of Islamic economics are issues of regulation and Sharia compliance, besides the development of technological infrastructure. Another challenge is public awareness and readiness for blockchain technology. Thus, it is important to increase awareness among the public, financial institutions, and stakeholders (Djumadi, 2024), including the government.

Conclusion

In facing challenges and obstacles, joint efforts need to be made between various relevant parties to develop a framework that follows the principles of Islamic economics and ensures the successful implementation of Blockchain Technology in this context. By utilizing Blockchain Technology wisely, the Islamic financial sector can optimize efficiency, transparency, and compliance with Sharia principles, which, in its main aim, will encourage the growth and progress of the Islamic economy as a whole.

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Smart contract is a
program that
facilitates, verifies,
and enforces the
implementation of
business
transactions
(Zheng et al., 2020)

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SUSTAINABLE BRANDS SATISFIED CUSTOMER

A Look into Consumer Loyalty

HOW SUSTAINABILITY DRIVES CONSUMER LOYALTY AND MARKET GROWTH

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Entrepreneurship possesses the capacity to generate significant social transformation by promoting creativity, generating revenue, and tackling urgent societal issues. Entrepreneurship has long been recognized as a driving force for sustainable development, as it provides a platform for innovative solutions to address various socio-environmental challenges (Islam et al., 2021). Entrepreneurs who are dedicated to making a positive social effect can use their imagination, ingenuity, and economic sense to create businesses that benefit society as well as make money. Growing awareness of how purchases affect the environment has led to a consumer search for eco-friendly and sustainable companies and products. This sector of the economy requires entrepreneurs to provide sustainable practices, ecologically suitable substitutes, and consumer education on responsible purchasing. Entrepreneurs that can spot and seize these trends will be in a good position to satisfy changing consumer demands and desires while fostering the expansion and success of their businesses.



*"Entrepreneurs who
align with
sustainability unlock
brand loyalty and
long-term success."*

Apart from that, sustainability stimulates entrepreneurship by motivating companies to come up with innovative answers to challenging problems. In order to develop sustainable goods, services, and business models that benefit society and customers alike, entrepreneurs are utilizing technology, design thinking, and cooperative alliances. Businesses can acquire a competitive advantage in congested markets and draw in a devoted clientele by setting themselves apart through sustainability. These days, sustainable entrepreneurship promotes the development and distribution of innovative innovations, leading to improvements in today's technology, renewable energy sources, sustainable farming methods, and green infrastructure solutions. For example, the creation of rechargeable batteries and solar systems. Prioritizing sustainability in business allows companies to meet this demand by providing goods and services that support environmental restoration and protection, as demanded by our market nowadays.



Market opportunity and consumer demand are the driving forces for sustainability in entrepreneurship. Sustainable entrepreneurship involves a proactive approach to identifying and capitalizing on opportunities that can fulfill unmet or underserved socio-environmental needs, with the goal of creating value for both the business and society (Veleva, 2021). Entrepreneurship sustainability is shaped by market opportunity and consumer demand, which influences innovation, corporate decisions, and societal transformation. Entrepreneurs can promote positive environmental and social impact while achieving financial success by recognizing market possibilities and meeting customer demand for sustainable products and brands. Sustainability is becoming a basic value in entrepreneurship, and companies that embrace it will be well-positioned to prosper in the ever-evolving marketplace. Companies that cater to consumers' desires for ethical and sustainable products are in a good position to gain market share and spur expansion. A commitment to sustainability in business practices unlocks unrealized potential for corporate success by improving brand recognition, cultivating consumer loyalty, and opening doors to new market sectors.

"THE FUTURE OF SUSTAINABLE ENTREPRENEURSHIP"

In general, sustainability-related entrepreneurship is essential to solving urgent environmental issues and accelerating the shift to a more regenerative and sustainable economy. Entrepreneurs are generating chances for sustainable growth and development across industries by promoting innovation, collaboration, and consumer awareness, which in turn is sparking good change. While encouraging environmental responsibility is crucial, sustainable business owners must understand that consumers are frequently more receptive to other perceived benefits, such as improved product quality, lower costs, or good social effect. Customer satisfaction and loyalty are rising as a result of customers' growing affinity for sustainable products. Consumers are more likely to trust and believe in brands that are open about their environmental initiatives. Since customers want to support businesses that act responsibly and share their beliefs, this trust is essential to emotional loyalty.

"Trust and transparency are the cornerstones of emotional loyalty."



"Entrepreneurs who align with sustainability unlock brand loyalty and long-term success."

Sustainability is becoming more and more important to companies and customers as a result of increased knowledge of ethical and environmental concerns and consumerism. By aligning their practices with consumer values and demonstrating a genuine commitment to environmental responsibility, brands can foster trust, emotional connections, and long-term loyalty. Entrepreneurs can establish a powerful and enduring image that encourages engagement and loyalty by meticulously developing and upholding a brand identity that is consistent with beliefs and appeals to the target market. As sustainability continues to shape consumer behavior, businesses that embrace these principles will likely thrive in the evolving marketplace.

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