

# The Role of Sharia Management in Promoting Corporate Sustainability in the Digital Economy Era

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## ABSTRACT

This study aims to explore the role of sharia management in improving corporate sustainability in the digital economy era. This study focuses on how sharia principles can be applied in management strategies to achieve long-term sustainability in an increasingly connected and digital context. This study uses a qualitative approach with a case study method. Data were collected through in-depth interviews with managers and sharia management practitioners in various companies that have implemented sharia principles. The results of this study indicate that the implementation of sharia management can make a significant contribution to corporate sustainability in the digital era. Sharia principles, such as fairness, transparency, and social responsibility, have been shown to improve corporate reputation, strengthen relationships with stakeholders, and optimize operational efficiency. This study concludes that sharia management plays an important role in improving corporate sustainability in the digital economy era. The implementation of sharia principles not only helps companies fulfill their social and ethical responsibilities, but also contributes to the efficiency and competitiveness of the company.

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## INTRODUCTION

Amidst the rapid development of digital technology, companies around the world are facing new challenges in maintaining their sustainability and competitiveness. The digital economy era brings significant changes in the way businesses operate, from traditional business models to a more digitally integrated approach. These changes require companies to not only adapt to the latest technologies but also to ensure that their operations remain sustainable and in accordance with globally recognized ethical principles. The rapid changes in the digital era require companies to not only adopt the latest technologies but also to ensure the sustainability of their operations within a global ethical framework. Adapting to the latest technologies is essential for companies to remain

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relevant and competitive in an increasingly evolving market. However, the integration of new technologies must not ignore the ethical and sustainability principles that underlie the company's operations.

Advanced technology, if not implemented in an ethical manner, can have negative impacts on society and the environment, ultimately harming the company's reputation. To meet these demands, companies need to develop a strategy that balances technological innovation and compliance with global ethical standards. The implementation of technology must be carried out with consideration of social and environmental impacts, and comply with applicable regulations and ethical guidelines. For example, companies must ensure that the use of data and information is carried out in a transparent and secure manner, and respects individual privacy. In addition, the technology implemented must support sustainable business practices, such as reducing carbon footprints and energy efficiency. Companies must also establish clear policies and procedures to ensure that all aspects of their operations are in line with ethical principles. This includes developing a code of ethics that governs business behavior and decisions, as well as training employees to understand and adhere to these principles. With strong policies and procedures in place, companies can maintain operational integrity and ensure that any technological innovations they adopt do not conflict with their ethical values.

In addition, companies need to communicate openly with stakeholders about the steps they are taking to ensure that their operations remain sustainable and ethical. Transparency in reporting and communication regarding the implementation of technology and its impact on the company's sustainability helps build trust and credibility in the eyes of the public. Through this openness, companies can demonstrate their commitment to social responsibility and ethics, and strengthen relationships with customers, business partners, and the wider community. Finally, to ensure that operations remain sustainable and in line with ethical principles, companies must continually evaluate and adapt their strategies as technology advances and the business environment changes. The process of continuous evaluation and improvement helps companies stay on track in integrating technology with ethical practices, and addressing new challenges that may arise. In this way, companies can not only adapt to change but also ensure that they operate in a responsible and sustainable manner in the digital age.

In this context, sharia management emerges as an alternative approach that offers solutions based on ethical principles and social responsibility. Sharia principles, which include fairness, transparency, and social responsibility, can help companies create management strategies that not only meet market demands but also strengthen their reputation and long-term sustainability. Sharia principles, which include fairness, transparency, and social responsibility, play a vital role in developing management strategies that not only meet market demands but also support the long-term sustainability of the company. The principle of fairness ensures that all stakeholders, including employees, customers, and business partners, are treated fairly and equally. In practice, this means that companies must implement policies that provide equal opportunities to all employees, ensure that business decisions are unbiased, and ensure fair treatment in transactions with customers and suppliers. By implementing fairness, companies not only increase stakeholder satisfaction and loyalty but also strengthen their reputation as ethical and trustworthy entities.

Transparency is another Sharia principle that supports the creation of effective management strategies. In this context, transparency refers to the disclosure of information about a company's operations, including financial statements, policies, and decision-making processes. By providing stakeholders with clear and open access to how the company operates, companies can reduce the risk of suspicion or distrust. This transparency also allows companies to quickly identify and fix problems, and demonstrates a commitment to accountability and integrity. In the long term, this approach helps build trust and a company's reputation in an increasingly connected and informed marketplace. Social responsibility is the third principle that supports a sustainable management strategy. This principle encourages companies to focus not only on financial returns but also on the social and environmental impacts of their business activities. Companies that practice social responsibility often engage in initiatives such as CSR programs, environmental conservation, and support for local communities.

These initiatives demonstrate that the company cares about the welfare of society and the environment, which can improve the company's image in the eyes of the public and stakeholders. Strong social responsibility also helps companies address global challenges, such as climate change and social inequality, which are increasingly relevant in modern business strategies. Integrating sharia principles into management strategies also supports long-term sustainability by creating value beyond just financial gain. The principles of fairness, transparency, and social responsibility help companies build stronger and more lasting relationships with stakeholders. These good relationships are not only beneficial in terms of reputation but also in terms of the sustainability of the company's operations and growth. Companies that are able to manage and utilize these principles effectively will have a significant competitive advantage in facing market changes and customer demands. Finally, the application of sharia principles into management strategies creates a solid foundation for long-term sustainability. By prioritizing fairness, transparency, and social responsibility, companies not only meet current market demands but also prepare themselves for future challenges. These principles help companies develop ethical and sustainable practices, which ultimately support long-term growth and success.

As a result, companies are able to not only achieve their business goals but also contribute positively to society and the environment, strengthening their position as responsible and sustainable industry leaders. Several studies have shown that companies that integrate sharia principles into their management are able to increase stakeholder trust and improve operational efficiency. However, the lack of in-depth research on the role of sharia management in the context of the digital economy indicates a knowledge gap that needs to be filled. In particular, how sharia principles can be adapted and applied in management strategies in this fast-paced digital era still needs to be explored further. Therefore, this study aims to explore the role of sharia management in improving corporate sustainability in the digital economy era. By understanding how sharia principles can be applied in a digital context, this study is expected to provide valuable insights for companies seeking to integrate sharia values into their strategies, as well as contribute to the literature on sharia management and corporate sustainability in the modern era.

## **METHOD**

This study uses a qualitative approach with the aim of exploring the role of sharia management in improving corporate sustainability in the digital economy era. This method was chosen because it allows for in-depth exploration and contextual understanding of how sharia principles are applied in management practices and their impact on corporate sustainability. The research design applied is a case study, which allows researchers to examine how sharia management is applied in various different companies in the context of the digital economy. The selection of case studies aims to identify patterns, challenges, and opportunities associated with the implementation of sharia principles in a digital and dynamic business environment.

Data sources in this study consist of in-depth interviews, direct observation, and document analysis. Interviews were conducted with managers, practitioners, and stakeholders in companies that have implemented sharia management. Direct observation was conducted to understand managerial practices and daily interactions that integrate sharia principles. In addition, document analysis such as annual reports, company policies, and sustainability reports were used to collect additional data on the implementation and impact of sharia management.

Data Collection Procedure begins with the selection of relevant and representative companies from different sectors that have implemented sharia principles in their management. Interviews were conducted using a semi-structured interview guide to ensure that all important aspects were covered, while still allowing respondents to explain their experiences and views in depth. Observations and document analysis were conducted simultaneously to obtain comprehensive data and triangulate data. Data analysis was conducted using thematic analysis techniques to identify themes and patterns that emerged from interview, observation, and document data. This process involved coding data, identifying key themes, and interpreting results to explain how sharia management affects corporate sustainability in the digital era. Findings from the data analysis were then linked to relevant theories and literature to provide a broader understanding of the role of sharia management in the context studied.

## RESULTS AND DISCUSSION

This study identified several key findings related to the role of sharia management in improving corporate sustainability in the digital economy era. The application of the principle of justice in sharia management plays an important role in strengthening the reputation of the company. This principle emphasizes fair treatment of all stakeholders, including employees, customers, suppliers, and communities. Companies that implement justice in their business and operational decisions demonstrate a commitment to ethics and morality, which helps build trust among consumers and business partners. The existence of fair and transparent policies in salaries, promotions, and employee treatment not only increases employee satisfaction but also creates a positive image that supports the company's reputation in the market. The principle of transparency also plays a major role in building a company's reputation. In sharia management, transparency refers to the openness of information and honest communication regarding the company's operations and finances.

By providing clear financial reports and easy access to relevant information, the company demonstrates its integrity to stakeholders. This transparency minimizes the risk of suspicion or accusations of fraud, and strengthens public trust. Companies that are known for their openness tend to attract more customers and partners who value ethics and accountability. Corporate social responsibility (CSR) is another sharia principle that contributes significantly to a company's reputation. This principle encourages companies to focus not only on financial gains but also on the social and environmental impacts of their business activities. By engaging in social projects, such as education, health, and environmental preservation, companies can demonstrate their commitment to the welfare of society. Consistent and authentic CSR initiatives enhance the company's image as a responsible entity that cares about the public welfare, which in turn strengthens the company's reputation. The implementation of sharia principles in the digital context also plays an important role in the company's reputation. In this information age, good and bad news spreads quickly through social media and digital platforms.

Companies that implement sharia principles effectively can utilize digital media to promote their values and share best practices in management. This not only strengthens the company's reputation in the eyes of the public but also allows companies to build positive relationships with their digital audiences, increase brand awareness, and build customer loyalty. Finally, the application of sharia principles in company management results in a solid and positive reputation in the market. Companies that are consistent in implementing fairness, transparency, and social responsibility are able to build a strong and trusted image in the eyes of consumers, business partners, and the community. This good reputation not only impacts the company's relationship with stakeholders but also provides a valuable competitive advantage in an increasingly competitive and digitally connected business environment. Companies that implement these principles consistently show improvements in public perception and stakeholder trust, which in turn strengthens business relationships and expands their market network.

Sharia principles also contribute to the operational efficiency of a company. Studies show that companies that implement sharia management tend to have more structured and organized processes, reduce waste, and increase productivity. The implementation of a transparent and accountable system is a crucial element in effective resource management. A transparent system ensures that all processes and decisions within the organization are accessible and understandable to all stakeholders. This includes providing clear information about the allocation and use of resources, both financial and non-financial. When information is openly available, companies can reduce the possibility of waste or misuse of resources, as all activities are closely monitored. This transparency also allows for better monitoring of budget and resource use, which contributes to operational efficiency.

Furthermore, accountability in the management system strengthens internal control and ensures that all actions are accountable. With a clear accountability mechanism, each individual or department within the organization is held accountable for their decisions and actions. This creates an incentive for employees to work with integrity and in accordance with company policies. Accountability also ensures that errors or irregularities in resource management can be identified and corrected quickly. Implementing a robust accountability system helps companies maintain

compliance with ethical and operational standards, which supports long-term sustainability. In the context of operational management, a transparent and accountable system enables companies to improve process efficiency. By openly monitoring and analyzing operational data, companies can identify areas for improvement and implement more effective solutions. The system also facilitates better communication between different parts of the organization, allowing for better coordination and more informed decision-making. The operational efficiencies achieved through this system not only reduce costs but also increase productivity, which supports the company's sustainability goals.

In addition, the implementation of transparent and accountable systems contributes to strengthening relationships with stakeholders. Stakeholders, including investors, customers, and business partners, are more likely to support companies that can demonstrate their commitment to the principles of transparency and accountability. Trust built through open and accountable practices enhances a company's reputation and attracts more stakeholders who want to participate in the company's growth. Strong relationships with stakeholders support the company's long-term stability and growth. Finally, transparent and accountable systems play a key role in supporting the company's long-term sustainability. By managing resources and operations more effectively, companies can minimize risks and increase their competitiveness. Consistently implemented transparency and accountability practices ensure that companies remain adaptive to changes in the business and technological environment. This not only supports the achievement of long-term goals but also ensures that companies can survive and thrive in an increasingly competitive and complex market. Companies that implement sharia principles can be more adaptive to changes in technology and the market. Sharia principles encourage companies to innovate while adhering to ethical values. The study found that companies with strong sharia management have a better ability to efficiently integrate new technologies and overcome challenges arising in the digital era, which supports their competitiveness.

The results of the study showed that sharia management has a significant positive impact on corporate culture. Sharia principles such as fairness, integrity, and social responsibility influence the way companies build and maintain work culture. Companies that implement these principles tend to develop a more inclusive and ethical work environment, where moral and social values are applied in every aspect of operations. A corporate culture formed by sharia management creates a harmonious work atmosphere, which supports positive interactions between employees and enhances a sense of togetherness in the workplace. Furthermore, sharia management contributes to increasing employee motivation through the implementation of the principles of fairness and transparency. Employees who feel they are treated fairly and have clear access to company information and policies tend to feel more appreciated and motivated to give their best contribution. With fair policies in terms of salary, promotion, and performance appraisal, employees feel that they have equal opportunities to grow and succeed in the organization. This not only increases individual motivation but also encourages a productive work culture.

The principle of social responsibility in sharia management also influences employee motivation. When companies engage in real social and sustainability initiatives, employees feel proud to be part of an organization that has a positive impact on society and the environment. This sense of pride can increase job satisfaction and commitment to the company. Employees who see that their company is committed to social responsibility are more likely to be actively involved in the company's efforts and become positive brand ambassadors. In addition, sharia management creates a more ethical and transparent work environment, which supports the personal and professional development of employees. By providing training and development based on sharia values, companies help employees to improve their skills and knowledge in a context that is in accordance with ethics and moral principles. This development not only benefits employees' careers but also strengthens their connection to the company's mission and vision.

Finally, a corporate culture driven by sharia principles helps in creating a more harmonious and productive work environment. When ethical values are integrated into day-to-day management, it creates a sense of trust and cooperation among employees. High employee motivation, resulting from a positive and fair work culture, contributes to improving the overall performance of the organization. Thus, sharia management not only affects the internal aspects of the company but also supports the achievement of strategic goals and long-term sustainability. Sharia principles applied in the work environment create a more ethical and inclusive work atmosphere, which

contributes to employee satisfaction and engagement. This results in increased employee productivity and loyalty, which are essential for corporate sustainability. The study revealed that companies that implement sharia management tend to be more successful in fulfilling their social responsibilities. Sharia-driven initiatives, such as corporate social responsibility (CSR) programs and environmental sustainability projects, enhance the company's image and have a positive impact on the community and the environment. This not only supports corporate sustainability but also strengthens relationships with the community and customers.

## CONCLUSION

This study concludes that sharia management plays a significant role in enhancing corporate sustainability in the digital economy era. The application of sharia principles, such as fairness, transparency, and social responsibility, has been shown to provide strategic advantages in terms of corporate reputation and stakeholder relations. Companies that consistently implement these principles not only strengthen their image but also gain greater trust and support from customers and business partners. In addition, sharia principles have been shown to improve operational efficiency. Systems adopted based on sharia principles help in better resource management, reducing waste, and increasing productivity.

This allows companies to optimize processes and reduce operational costs, which supports long-term sustainability and competitiveness in an increasingly digital and competitive market. The study also shows that companies with effective sharia management are more adaptive to technological changes and market dynamics. Sharia principles encourage innovation that is in line with ethical values, enabling companies to better face digital challenges and implement new technologies efficiently. This adaptation contributes to the competitiveness of companies and their ability to survive and thrive in the digital economy era. In addition to the impact on efficiency and adaptation, the implementation of sharia management also contributes to corporate culture and employee motivation. A sharia-based work environment creates a more ethical and inclusive atmosphere, increasing employee satisfaction and engagement.

This has a positive impact on employee productivity and loyalty, which are essential elements in achieving corporate sustainability. Finally, sharia management plays a significant role in corporate social responsibility. Initiatives undertaken based on sharia principles, such as CSR programs and sustainability projects, not only improve a company's image but also have a positive impact on society and the environment. By fulfilling their social responsibilities, companies can strengthen their relationships with their communities and customers, and support their long-term sustainability.

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