

EXPLORING THE CONCEPT OF *AL-FALĀḤ* (SUCCESS) IN BUSINESS: AN INSIGHT FROM MUSLIM EXPERTS

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ABSTRACT

The success of a Muslimpreneur firm should be scrutinised from the perspective of Islam, namely through the concept of *al-falāḥ* (success). To date, the measurement of business success is heavily influenced by non-Islamic a model which taints the image of Muslimpreneurs by isolating them through features that are material in nature. Currently, there is paucity in studies within this Islamic entrepreneurship setting. Therefore, the purpose of this study is to explore the concept of *al-falāḥ*, particularly within the Muslimpreneur context by conducting in-depth interviews with six Malaysian experts. Two pertinent issues emerged from this exploratory study. First, the experts in this study demonstrated a good understanding on the concept of *al-falāḥ*, especially in business context, hence contributing to the development of certain relevant attributes. Second, the concept of *al-falāḥ* integrates the role of individual (Muslimpreneur) and firm, indicating the implication of religiosity commitment, Islamic business values and entrepreneurial activities as important aspects of business outcome (business performance, *zakat* and social responsibilities activities). The study is significant in the embracing of the concept of *al-falāḥ* as a determinant of success in Islamic business and it should be viewed holistically in reflecting the needs of spirituality and meaningful efforts in business in obtaining God's blessing towards achieving prosperity in this world and the life hereafter.

KEYWORDS: Al-Falāḥ, Business Success, Muslimpreneur