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Integrating Kaamilah Sharia Value Added into Sharia-Compliant Digital Business Models: An Ethical and Sustainable Value Creation Framework

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ABSTRACT

Digital business models require a value creation framework that goes beyond profitability, scalability, and technological efficiency. This study aims to examine how Kaamilah Sharia Value Added can be integrated into digital business models to strengthen ethical, inclusive, and sustainable value creation. The study employs a conceptual and integrative literature-based approach by synthesizing Islamic business ethics, Sharia Enterprise Theory, Sharia governance, digital transformation, fintech, halal e-commerce, halal tourism, and Islamic social finance literature. The analysis focuses on how Sharia values are translated into digital business practices through transparency, accountability, stakeholder trust, social welfare, and sustainability-oriented governance. The findings show that blockchain, smart contracts, fintech platforms, digital marketplaces, digital Sukuk, crowdfunding, and halal traceability systems can enhance transparency and accountability when supported by credible Sharia governance, fatwa alignment, regulatory clarity, and auditable digital mechanisms. Kaamilah Sharia Value Added expands the logic of digital value creation by integrating economic, mental, and spiritual dimensions, including halal income, fairness, honesty, trustworthiness, social responsibility, and khalifah-based stewardship. Sharia Enterprise Theory further strengthens this framework by extending accountability beyond shareholders to God, humans, society, and nature. The study also identifies key enabling factors, including digital literacy, Sharia governance, regulatory compliance, technological readiness, and cross-sector collaboration, while highlighting barriers such as regulatory fragmentation, limited literacy, Sharia ambiguity around digital assets, and implementation capacity gaps. This study contributes to the body of knowledge by offering an integrative conceptual framework for assessing Sharia-based digital business models as ethical, accountable, inclusive, and sustainable systems of value creation.

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Keywords:
Kaamilah Sharia Value Added; Sharia-compliant digital business; Islamic fintech; Sharia Enterprise Theory; halal digital ecosystem; blockchain transparency; sustainable value creation

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1. Introduction

Digital transformation has profoundly reshaped the architecture of contemporary business by altering how firms create, deliver, capture, and distribute value across markets, platforms, and stakeholder networks. In the digital economy, value creation is no longer confined to physical assets or linear supply chains; it increasingly depends on data, platform governance, algorithmic systems, digital payments, online intermediation, and ecosystem collaboration (Albar et al., 2023). This transformation creates significant opportunities for ethical and faith-based business models, particularly those grounded in Sharia principles. Within Islamic economic thought, business is not merely an instrument for profit maximization but a mechanism for realizing justice, transparency, accountability, lawful income, social welfare, and human responsibility before God, society, and the environment. Recent literature on Islamic finance, halal ecosystems, Sharia-compliant digital platforms, and Islamic financial technology indicates that digitalization can expand access to ethical financial services, strengthen halal value chains, improve governance, and enhance stakeholder inclusion when supported by credible Sharia supervision and regulatory frameworks (Muryanto, 2022; Ramadhan, 2022; Ajouz & Abuamria, 2023).

The growing relevance of Sharia-oriented digital business is particularly visible in Muslim-majority markets, where consumer demand increasingly reflects religious alignment, ethical assurance, digital convenience, and institutional trust. Studies show that Muslim consumers are not only concerned with product quality and affordability but also with whether business processes, financial arrangements, marketing practices, and platform operations conform to Islamic norms (Mutmainah et al., 2022; Dewi & Adinugraha, 2023; Mujiatun & Badawi, 2023). This trend has encouraged the development of Islamic fintech, halal e-commerce, halal tourism platforms, Sharia-compliant online marketplaces, digital zakat and waqf systems, and halal lifestyle ecosystems. At the same time, global discussions on sustainability, responsible innovation, and stakeholder capitalism have strengthened the relevance of Islamic ethical principles in digital business. The values of justice, balance, accountability, and social responsibility embedded in Sharia are increasingly viewed as compatible with sustainability-oriented business models that prioritize long-term societal benefits rather than short-term financial extraction (Trimulato et al., 2023; Takhim et al., 2023; Aisyah, 2024).

Despite these developments, the integration of Sharia values into digital business models remains conceptually and practically fragmented. Many digital businesses adopt Islamic labels or halal branding, yet their underlying value creation logic may still be dominated by conventional performance indicators such as revenue growth, market share, transaction volume, and platform scalability. Such an approach risks reducing Sharia compliance to a formal or symbolic attribute rather than embedding it into governance, accountability, stakeholder relationships, and social impact. The problem becomes more complex in digital ecosystems where transactions occur rapidly, data flows across multiple actors, and platform operators must manage algorithmic decisions, consumer privacy, cybersecurity risks, cross-border transactions, and regulatory uncertainty. Literature on Islamic fintech and digital Sharia governance consistently highlights that weak supervision, regulatory fragmentation, limited literacy, and inadequate Sharia governance may undermine consumer trust and expose digital businesses to ethical and legal risks (Muryanto et al., 2021; Mansur et al., 2022).

A general solution proposed in the literature is to strengthen Sharia governance, regulatory clarity, literacy, and ecosystem collaboration as foundations for ethical digital business development. Sharia Supervisory Boards, regulatory sandboxes, governance standards, transparent reporting mechanisms, and institutional collaboration are considered necessary to ensure that digital products and services remain compliant with Islamic principles while remaining innovative and competitive. In addition, studies emphasize the importance of Sharia literacy and digital literacy among consumers, entrepreneurs, regulators, and micro, small, and medium enterprises because literacy affects adoption, trust, and the ability to evaluate whether digital services are truly Sharia-compliant (Tubastuvi & Rusydiana, 2024; Mutmainah et al., 2022; Dewi & Adinugraha, 2023). From an ecosystem perspective, the penta-helix model involving government, academia, business, community, and media has been suggested as a collaborative mechanism to strengthen halal industries, Islamic finance, and Sharia-oriented digital platforms (Cipta & Hatamar, 2023; Trimulato et al., 2023; Aisyah, 2024).

More specifically, previous studies suggest that digital technology can become a strategic instrument for operationalizing Sharia values when it is designed within a clear ethical and governance framework. Blockchain, for example, has been discussed as a tool for increasing transparency, traceability, and accountability in zakat management, halal supply chains, Islamic finance, and Sharia-compliant transactions (Zulfikri et al., 2021; Mokodenseho, 2023; Djumadi, 2024). Digital platforms can also improve the distribution of zakat, infaq, sadaqah, and waqf funds by making collection, reporting, and allocation more efficient and auditable (Rosele et al., 2022; Ramadhan, 2022). In halal tourism and halal lifestyle ecosystems, digital marketing, online booking systems, halal certification information, and Sharia-compliant service design can enhance accessibility and consumer assurance (Fauziyah, 2023; Akbar, 2023; Solehudin, 2024). These findings indicate that digitalization can support Sharia-based value creation, but only when technological innovation is aligned with ethical principles and institutional accountability.

The concept of Kaamilah Sharia Value Added offers a more holistic approach to this issue by redefining value creation beyond financial performance. Rather than treating value added as merely economic surplus, Kaamilah Sharia Value Added emphasizes the integration of economic, mental, spiritual, social, and environmental dimensions in business practice. It is grounded in values such as lawful income, justice, balance, honesty, altruism, trustworthiness, and responsibility as khalifah on earth (Prayoga, 2023); (Pujianto & Muzdalifah, 2022). This perspective resonates with Sharia Enterprise Theory, which expands the notion of accountability beyond shareholders to include God, human beings, society, and nature (Muchtamarini & Jalaluddin, 2020; Risal, 2022; Mahendra, 2023). In the context of digital business, this framework is particularly relevant because platform-based firms influence not only consumers and investors but also communities, workers, regulators, data subjects, small enterprises, and environmental systems. Therefore, Sharia value added should be assessed through multidimensional outcomes such as trust, fairness, inclusion, transparency, social welfare, and sustainability.

Several streams of literature are closely related to this proposed solution. Research on Islamic fintech stresses the role of regulation, Sharia supervision, and governance in legitimizing digital financial innovation. Studies on halal ecosystems highlight the importance of halal value chains, literacy, certification, and cross-sector collaboration in expanding Sharia-compliant markets (Maf'ula & Mi'raj, 2022; Dzukroni & Afandi, 2023). Literature on digital zakat and blockchain demonstrates how technological infrastructure can improve transparency and accountability in Islamic social finance (Omar, 2021; Zulfikri et al., 2021; Hadi, 2024). Meanwhile, studies on Sharia Enterprise Theory provide a normative foundation for broader accountability and stakeholder-oriented value distribution (Risal, 2022; Mahendra, 2023; Umiyati, 2023). However, these studies remain dispersed across different sectors and often discuss Sharia compliance, digital innovation, or social responsibility separately. Limited attention has been given to an integrative framework that explains how Kaamilah Sharia Value Added can be systematically embedded into digital business models.

Therefore, this study aims to examine the integration of Sharia value added into digital business models through the perspective of Kaamilah Sharia Value Added. The study argues that Sharia-based digital business should not be evaluated solely through compliance labels or financial outcomes, but through its ability to generate holistic value that includes ethical governance, lawful transactions, stakeholder accountability, social responsibility, digital transparency, and sustainable ecosystem development. The novelty of this study lies in positioning Kaamilah Sharia Value Added as a conceptual lens for redefining value creation in digital business, thereby connecting Islamic ethical principles, Sharia Enterprise Theory, digital platform governance, and halal ecosystem development into a unified analytical framework. The scope of the study covers digital business models in Islamic fintech, e-commerce, halal tourism, digital zakat, halal platforms, and related Sharia-compliant digital ecosystems. By doing so, this study contributes to the literature by offering a more comprehensive understanding of how digital transformation can be directed toward ethical, inclusive, and spiritually grounded value creation in contemporary Islamic business.

2. Methodology

2.1 Conceptual grounding: defining KSVA within Sharia principles and Islamic value frameworks

This study adopts a conceptual and integrative methodological design to develop a framework for embedding Kaamilah Sharia Value Added (KSVA) into digital business models. The approach is grounded in the view that Sharia-based digital business cannot be examined only through conventional indicators such as profitability, scalability, and market performance, because its value logic also includes ethical, spiritual, social, governance, and sustainability dimensions. Therefore, the study begins by positioning KSVA within Islamic business ethics, Sharia governance, and Sharia Enterprise Theory. These perspectives are relevant because previous literature emphasizes fairness, transparency, accountability, ta'awwun, risk-sharing, and stakeholder welfare as essential foundations of Sharia-compliant digital business (Azzumi, 2023; Liestyowati, 2024; Fidhayanti et al., 2024). This conceptual grounding also follows studies showing that Islamic fintech and halal digital ecosystems require credible Sharia supervision, regulatory clarity, and governance mechanisms to build trust and legitimacy. The methodological foundation is derived from the uploaded research notes on Sharia-based digital business models and Islamic value creation frameworks.

2.2 Literature-based scoping and construct identification

The second stage applies a literature-based scoping and integrative review to identify the main constructs of KSVA. This method is appropriate because studies on Sharia-based digital business are spread across Islamic fintech, halal ecosystems, Islamic business ethics, Sharia governance, digital transformation, and sustainability (Albar et al., 2025; Albar et al., 2026). Previous research has used library-based reviews and qualitative literature studies to map the role of digitalization in Islamic finance, identify ethical foundations, and develop conceptual frameworks for Sharia-compliant digital ecosystems (Lubis et al., 2023; Atikah et al., 2023; Saputra & Sugiarti, 2024; Syafril & Hadziq, 2021). Through this review process, the study identifies recurring constructs such as Sharia compliance, Sharia governance, ethical behavior, platform transparency, financial inclusion, social welfare, digital capability, innovation, and sustainability. These constructs form the initial taxonomy of KSVA.

2.3 Delphi-based consensus

After the initial constructs are identified, a Delphi-based consensus process is proposed to refine the KSVA framework. The Delphi method is suitable because KSVA remains an emerging concept that requires expert validation. Prior studies in Sharia fintech have used Delphi techniques, expert surveys, and interviews to determine strategic priorities in governance, risk management, compliance, and innovation (Mahfudz et al., 2025). In this study, experts from Islamic economics, Sharia advisory boards, fintech, halal industries, regulation, and digital platforms would assess the relevance and clarity of each KSVA dimension. This process ensures that the framework reflects both normative Sharia principles and practical digital business needs.

2.4 Qualitative validation through case studies and content analysis

The next stage involves qualitative validation through case studies and content analysis. This stage is necessary because Sharia values may be implemented differently across digital sectors. Content analysis can be applied to fatwas, regulatory documents, corporate ethics codes, Sharia compliance reports, and platform policies. Case studies may include Islamic crowdfunding, digital zakat platforms, Sharia peer-to-peer lending, Islamic e-wallets, and halal digital marketplaces. Previous studies have shown that qualitative methods are useful for examining fairness, transparency, accountability, regulatory challenges, and fiqh alignment in Sharia digital platforms (Hendratmi et al., 2019; Yulitasari, 2024).

2.5 Operationalization and outcome linkage

KSVA is then operationalized as a multidimensional index consisting of Sharia compliance, Sharia governance, Islamic ethics and trust, social welfare and financial inclusion, digital capability, innovation, and sustainability alignment. These dimensions are supported by studies on fatwa alignment, Sharia Supervisory Board oversight, transparency, consumer protection, inclusive finance, and digital competence (Puteh, 2024; Mahyarni, 2024). Finally, the framework links KSVA to digital transformation outcomes such as user trust, adoption, inclusion, innovation, sustainability performance, and platform legitimacy. This methodological design enables KSVA to function not only as a normative concept but also as an analytical framework for assessing ethical, inclusive, and sustainable value creation in Sharia-based digital business.

3. Result and Discussion

Results

3.1 Evidence that digital technologies improve transparency and accountability in Sharia-based businesses

The findings indicate that digital technologies provide strong conceptual and emerging empirical support for improving transparency and accountability in Sharia-based business models. Blockchain appears as the most frequently discussed technology because of its ability to create tamper-evident, auditable, and traceable records. Conceptual studies argue that blockchain-enabled platforms can support Sharia compliance monitoring through immutable ledgers, decentralized consensus, and cryptographic verification, thereby reducing uncertainty and strengthening accountability in transactions (Gulyamov, 2024). In Islamic finance, blockchain-based Sukuk and asset-backed digital instruments are described as mechanisms that increase stakeholder visibility over ownership, cash flows, and fund utilization (Iman & Arifin, 2021). Smart contracts also emerge as an important mechanism for operationalizing Sharia principles because they can automate compliance checks, enforce contract terms, and reduce opportunistic behavior in mudarabah and other profit-and-loss sharing structures (Rejeb, 2022). These findings suggest that digital technologies can translate Sharia values such as amanah, transparency, justice, and accountability into technical processes that are auditable and verifiable. The synthesis of evidence is drawn from the uploaded research notes on transparency, accountability, and value creation in Sharia-compliant digital business models.

Table 1. Digital technology mechanisms for transparency and accountability in Sharia-based business models

Digital technology	Main mechanism	Transparency function	Accountability function	Relevance to Sharia-based business models	Supporting literature
Blockchain	Immutable, decentralized, and tamper-evident ledger	Provides traceable and verifiable transaction records that can be accessed by relevant stakeholders	Reduces manipulation, information asymmetry, and unverifiable claims in Sharia-compliant transactions	Supports amanah, transparency, reduction of gharar, and auditable Sharia compliance in Islamic finance, halal supply chains, and zakat management	Gulyamov, 2024; Iman & Arifin, 2021; T, 2024; Amin et al., 2023
Smart contracts	Automated execution of predefined contractual rules	Makes contract terms, payment flows, and execution conditions explicit and digitally verifiable	Minimizes opportunistic behavior and supports automatic compliance with agreed Sharia rules	Useful for mudarabah, musyarakah, crowdfunding, and profit-and-loss sharing schemes that require fairness and contractual certainty	Rejeb, 2022
Digital Sukuk and	Digital representatio	Enables visibility of	Strengthens investor	Aligns with Sharia	Iman & Arifin, 2021; T, 2024;

tokenized assets	n of asset-backed financial instruments	asset ownership, cash flows, and fund utilization	confidence and regulatory oversight through auditable asset-backed structures	requirements for real economic assets, risk-sharing, and avoidance of speculative financial structures	Amin et al., 2023
Islamic fintech platforms	Digital delivery of Sharia-compliant finance, payments, crowdfunding, and peer-to-peer lending	Improves user access to transparent product information, financing terms, and transaction processes	Requires Sharia Supervisory Board oversight, fatwa alignment, consumer protection, and platform governance	Expands financial inclusion while maintaining Sharia principles in digital banking, crowdfunding, digital payments, and Islamic social finance	Ajouz & Abuamria, 2023; Ahmad & Mamun, 2020; Ajib, 2022; Atikah et al., 2023; Rabbani et al., 2021
Digital marketplaces and halal e-commerce platforms	Online intermediation between halal producers, sellers, and consumers	Displays halal certification, product information, supplier identity, and transaction details	Enables platform operators, regulators, and consumers to monitor halal claims and ethical business practices	Supports halal lifestyle ecosystems by strengthening product authenticity, consumer trust, and compliance with Islamic business ethics	Atikah et al., 2023; Fadila et al., 2023; Ajouz & Abuamria, 2023
Blockchain-enabled halal supply chain traceability	End-to-end tracking of product origin, movement, certification, and handling	Provides provenance data and certification history across the halal value chain	Helps prevent fraud, contamination, and non-compliance in halal production and distribution	Strengthens halal integrity, consumer assurance, and stakeholder trust in halal industries	Amin et al., 2023; Iman & Arifin, 2021; Ratnawita et al., 2023
Digital zakat, infaq, sadaqah,	Digital collection, allocation, reporting, and	Allows donors and institutions to track fund	Improves accountability of fund managers and	Enhances social welfare, trust, and Sharia-based	Rabbani et al., 2021; Purwatiningsih et al., 2024;

and waqf platforms	monitoring of Islamic social funds	collection and distribution more transparently	supports more credible reporting to donors and beneficiaries	redistribution through transparent Islamic social finance	Fadila et al., 2023
Artificial intelligence and data-driven compliance tools	Automated monitoring, risk detection, and compliance screening	Supports faster identification of irregularities, suspicious transactions, and non-compliant activities	Enhances preventive supervision and strengthens governance capacity in digital platforms	Complements Sharia governance by supporting real-time monitoring, risk management, and compliance assurance	Gulyamov, 2024; Kılıç, 2023
Regulatory technology and digital audit systems	Digital reporting, compliance documentation, and audit trails	Standardizes disclosure and makes compliance records easier to verify	Supports regulators, Sharia boards, and auditors in assessing platform compliance	Strengthens Sharia governance, regulatory alignment, and institutional accountability in Islamic digital ecosystems	Supriadi et al., 2023; Ahmad & Mamun, 2020; Ajib, 2022

3.2 Integration of Sharia values, stakeholder trust, social welfare, and sustainable value creation

The results further show that the integration of Sharia values into digital business models has a significant relationship with stakeholder trust. Trust is repeatedly associated with the presence of Sharia governance, fatwa alignment, Sharia Supervisory Boards, transparent platform operations, and clear regulatory standards (Ajouz & Abuamria, 2023; Ajib, 2022; Atikah et al., 2023; Rabbani et al., 2021). Digital technologies strengthen this trust when they enable users, investors, regulators, donors, and Sharia boards to verify transactions and compliance in real time. Blockchain's transparency and irreversibility are particularly important because they reduce information asymmetry and provide stakeholders with clearer evidence of whether digital financial instruments, halal transactions, or social finance mechanisms are being managed according to Sharia principles (Rejeb, 2022; Kanwal et al., 2023; Iman & Arifin, 2021).

The findings also indicate that Sharia-compliant digital business models contribute to social welfare through financial inclusion, ethical financing, and support for SMEs and social projects. Islamic crowdfunding, peer-to-peer lending, digital payments, and blockchain-enabled microfinance can mobilize funds for productive and socially beneficial activities when governed by Sharia rules (Purwatiningsih et al., 2024; Fadila et al., 2023; Ratnawita et al., 2023). In this regard, digital business models create value not only through profitability but also through broader maqasid al-sharia objectives, including protection of wealth, social justice, welfare, and equitable access to financial services (Atikah et al., 2023; Naim & Kasri, 2025). The findings are consistent with the introductory argument that Sharia-based digital business should be understood through holistic value creation rather than narrow financial performance.

3.3 Enabling factors and barriers in implementing Sharia-compliant digital business models

The results identify several enabling factors that support the implementation of Sharia-compliant digital business models. Regulatory clarity and standardization are among the most important factors because digital platforms require clear rules on Sharia compliance, consumer protection, licensing, digital assets, and fintech operations (Supriadi et al., 2023; Ahmad & Mamun, 2020; Ajib, 2022). Robust Sharia governance also plays a central role because fatwas, Sharia Supervisory Boards, and standard-setting institutions provide legitimacy and reduce uncertainty for consumers, investors, and platform operators (Ajouz & Abuamria, 2023; Atikah et al., 2023). In addition, platform-level transparency, cross-sector collaboration, and digital inclusion are repeatedly identified as practical enablers. Collaboration among regulators, Islamic financial institutions, fintech firms, technology developers, halal producers, and Sharia scholars is required to build credible and scalable Sharia-compliant ecosystems (Kanwal et al., 2023; Rabbani et al., 2021).

However, the literature also reveals significant barriers. One major challenge is Sharia ambiguity surrounding cryptocurrencies and certain digital assets. Some studies suggest that digital currencies may be acceptable when supported by real assets and proper Sharia governance, while others caution that volatility, speculation, and uncertainty may create Sharia risks (Amany et al., 2022; Hidajat, 2020; Fadila et al., 2023; Mustafa et al., 2020). Regulatory fragmentation is another barrier because differences in legal systems, Sharia interpretations, and supervisory standards limit interoperability and cross-border scalability (Ahmad & Mamun, 2020; Supriadi et al., 2023; Kılıç, 2023). Technical and organizational barriers also remain important, especially among SMEs and halal industries that may lack capital, digital literacy, cybersecurity readiness, and internal capacity to implement sophisticated digital systems (Ajib, 2022; Mohamed et al., 2023; Ratnawita et al., 2023).

3.4 Sector-specific implications for SMEs, Islamic financial institutions, and halal industries

The results show that SMEs can benefit from Sharia-compliant digital platforms through improved access to capital, more transparent financing mechanisms, and better investor trust. Islamic crowdfunding and peer-to-peer lending provide alternative financing channels for SMEs while preserving ethical constraints and Sharia-based risk-sharing principles (Purwatiningsih et al., 2024; Kanwal et al., 2023). Smart-contract-enabled mudarabah can reduce administrative costs, improve monitoring, and strengthen trust between fund providers and entrepreneurs (Rejeb, 2022). For Islamic financial institutions, digital transformation provides opportunities to improve efficiency, transparency, and Sharia-compliant customer value. Blockchain-enabled Sukuk, tokenized assets, and digital financial services can improve investor confidence when supported by strong governance, fatwas, and regulatory standards (Iman & Arifin, 2021; T, 2024; Ahmad & Mamun, 2020).

In halal industries, digital technology supports authenticity, certification traceability, and consumer assurance. Blockchain-based halal supply chains can help verify product provenance, certification status, and transaction history, thereby strengthening consumer trust and reducing the risk of fraud or non-compliance (Amin et al., 2023; Iman & Arifin, 2021). Digital marketplaces also create opportunities for halal producers to reach wider markets, but their success depends on credible certification, transparent information, and interoperable Sharia governance standards. These findings confirm that Sharia-compliant digital business models have different operational implications across sectors, yet they share common foundations: transparency, compliance, accountability, inclusion, and trust.

3.5 Synthesis and practical implications

Overall, the results suggest that successful Sharia-compliant digital business models depend on the alignment of technology, governance, regulation, and ethical value creation. Blockchain, smart contracts, fintech platforms, digital Sukuk, crowdfunding, and halal marketplaces can strengthen transparency and accountability when embedded within credible Sharia governance systems. Practical implementation requires clear regulatory support, standardized fatwa-based guidance, transparent reporting, and collaboration among stakeholders. These findings support the proposed KSVA perspective because value creation in Sharia-based digital business is not limited to economic output but includes trust, social welfare, ethical conduct, inclusion, and sustainable impact.

3.6 Limitations and future directions

The findings also reveal that much of the current evidence remains conceptual, review-based, or based on early implementation. More empirical studies are needed to measure whether digital technologies actually improve transparency, stakeholder trust, welfare outcomes, and sustainability performance across different jurisdictions. Future research should also examine consumer willingness to adopt Sharia-compliant digital products, the long-term impact of Islamic fintech on SMEs, and the effectiveness of blockchain-enabled halal traceability systems. In addition, cross-border studies are needed to address regulatory fragmentation and differences in Sharia interpretation. These future directions are essential for strengthening the empirical foundation of KSVA and for advancing Sharia-compliant digital business models as credible, inclusive, and sustainable forms of value creation.

Discussion

4.1 Kaamilah Sharia Value Added as a Holistic Logic of Digital Value Creation

The findings indicate that Kaamilah Sharia Value Added (KSVA) provides a broader conceptual lens for interpreting value creation in Sharia-compliant digital business models. Unlike conventional digital business frameworks that generally emphasize scalability, monetization, platform efficiency, and market expansion, KSVA extends the meaning of value into economic, mental, and spiritual dimensions. This is consistent with Islamic business ethics, which positions business activity not only as an economic transaction but also as an ethical and spiritual responsibility. The literature highlights that fairness, transparency, responsibility, accountability, and ta'awwun are fundamental elements of Sharia-oriented entrepreneurship and digital business ethics (Azzumi & Aziz, 2023). Therefore, the results reported in the previous section suggest that digital technologies can strengthen KSVA only when they are embedded within an ethical architecture that protects halal income, ensures fair exchange, and prevents exploitative value capture.

The economic dimension of KSVA is reflected in the requirement that digital business models generate halal income through lawful transactions, risk-sharing mechanisms, and distributive justice. This finding is aligned with studies emphasizing that Islamic finance and Sharia-based entrepreneurship must avoid riba, gharar, maysir, and other prohibited activities while promoting equitable access to economic opportunity (Anwar et al., 2022; Ummah et al., 2024; Latifah, 2024). In digital contexts, this means that fintech platforms, halal e-commerce systems, Islamic crowdfunding, and digital marketplaces must ensure that their revenue models, contracts, product categories, and financing structures remain Sharia-compliant. The mental dimension of KSVA, meanwhile, appears in the cultivation of ethical organizational culture, integrity, amanah, siddiq, and transparent communication. The spiritual dimension is expressed through God-consciousness, khalifah responsibility, and the understanding that business is part of ibadah when conducted in accordance with Sharia. These three dimensions confirm that KSVA is not an additional corporate social responsibility layer, but a core logic for designing digital business models that pursue maslahah and sustainable stakeholder value.

4.2 Sharia Enterprise Theory and the Expansion of Accountability

The results also show that Sharia Enterprise Theory (SET) strengthens the theoretical foundation for KSVA by expanding accountability beyond shareholders. SET frames accountability as vertical accountability to God and horizontal accountability to humans, society, and nature. This theoretical orientation is crucial for digital business because platform-based enterprises influence multiple stakeholders simultaneously, including customers, investors, workers, SMEs, regulators, Sharia boards, communities, and the environment. The literature indicates that SET is closely related to Islamic CSR, social justice, environmental responsibility, and stakeholder-oriented value distribution (Aryani & Zuchroh, 2018; Nugraheni et al., 2024; Setiawan, 2023). Thus, SET provides a normative basis for assessing whether digital innovation truly contributes to Sharia-based value creation or merely adopts Islamic terminology without changing its accountability structure.

In the context of digital business models, SET can function as an evaluative framework for examining governance, disclosure, and value distribution. Vertical accountability requires digital platforms to align their products, contracts, and operational systems with divine principles, which are institutionally represented through fatwas, Sharia Supervisory Boards, DSN-MUI guidance, and regulatory compliance. Horizontal accountability requires fair treatment of users, funders, merchants, suppliers, employees, and beneficiaries. Environmental accountability, grounded in the khalifah concept, requires digital platforms to consider sustainability, responsible resource use, and the wider social-ecological consequences of digital operations. However, the literature also warns that full SET implementation remains aspirational in many institutions. Studies on Islamic CSR and Sharia-based governance show that gaps may occur between normative accountability and actual reporting or governance practice (Aryani & Zuchroh, 2018). This tension is important because it implies that digitalization alone does not guarantee Sharia accountability; it must be accompanied by measurable governance systems, transparent reporting, and enforceable Sharia standards.

4.3 Digital Technologies as Instruments of Transparency, Traceability, and Accountability

The results in Section 3 demonstrate that blockchain, smart contracts, digital marketplaces, and fintech platforms can enhance transparency and accountability when aligned with Sharia governance. This finding supports the methodological argument that KSVA should be operationalized through measurable indicators such as Sharia compliance, governance integrity, trust, social welfare, digital capability, and sustainability. Blockchain is particularly relevant because it can provide immutable audit trails, traceable fund flows, and transparent transaction histories. In Islamic financial services, blockchain can support Sukuk tokenization, asset-backed financing, zakat distribution, and real-time verification of fund utilization (Chong, 2021; Iman & Arifin, 2021; T, 2024). Smart contracts can further enhance accountability by automating contract execution and embedding Sharia rules into digital transactions, particularly in profit-and-loss sharing arrangements such as mudarabah (Rejeb, 2022).

These findings are theoretically significant because they show how digital technologies can transform Islamic ethical principles into operational mechanisms. Amanah can be supported by transparent records; qist can be supported by fair and verifiable transaction terms; tawazun can be supported by balanced value distribution; and accountability can be supported by auditable digital governance. The discussion of Table 1 in the Results section is therefore important because it illustrates that each technology has a specific governance function. Blockchain strengthens record integrity and traceability, smart contracts automate Sharia-compliant execution, digital Sukuk increases investor visibility, fintech platforms expand access to Islamic financial services, and halal marketplaces support product verification. Nevertheless, the literature also emphasizes that technological transparency must not be confused with Sharia legitimacy. A digital system may be technically transparent but still ethically problematic if the underlying contract, asset, platform incentive, or revenue model violates Sharia principles.

4.4 Models of Sharia-Compliant Digital Business across Sectors

The evidence further suggests that Sharia-compliant digital business models have developed across fintech, halal e-commerce, halal tourism, and Islamic social finance. In fintech, Sharia crowdfunding, digital payments, peer-to-peer lending, and Islamic investment platforms create alternative channels for financial inclusion, especially for SMEs and underserved communities. These models can support halal income, risk-sharing, and inclusive growth when regulated by Sharia governance and consumer protection mechanisms (Ummah et al., 2024; Adinugraha et al., 2023; Anwar et al., 2022). This finding reinforces the Results section, which shows that SMEs benefit from improved access to capital, reduced information asymmetry, and higher investor trust through Sharia-compliant digital platforms.

In halal e-commerce, the central issue is not only online sales growth but also halal transaction compliance, product authenticity, and consumer trust. Digital halal compliance tools, such as scoring systems and traceability mechanisms, can help platforms verify product sourcing, certification, and transaction processes (Setik et al., 2023). In halal tourism, Sharia-compliant digital models involve halal service delivery, ethical hospitality practices, transparent information, and regulatory alignment (Solehudin et al., 2024). Islamic social finance provides another important model, particularly through digital zakat, waqf, infaq, and sadaqah platforms. These models demonstrate that digitalization can increase collection efficiency, improve distribution transparency, and expand social welfare when supported by proper governance (Nurjanah & Hasanah, 2021; Adinugraha et al., 2023). Across these sectors, the common finding is that Sharia-compliant digital business models must integrate compliance, trust, inclusion, transparency, and welfare rather than treating digital innovation as a purely technical upgrade.

4.5 Enabling Conditions and Barriers to Sharia-Based Digital Business Implementation

The findings also reveal that the success of Sharia-based digital business models depends on the interaction between digital literacy, Sharia governance, regulatory compliance, and technological readiness. Digital and financial literacy are essential because users must understand how Sharia-compliant digital products function, what risks they contain, and how they differ from conventional alternatives. Studies show that Islamic financial literacy and technology literacy influence adoption, inclusion, and the viability of Sharia fintech and digital platforms (Basrowi et al., 2020; Latifah, 2024; Agustiningsih et al., 2021). Without literacy, consumers and SMEs may be unable to assess compliance claims, understand digital contracts, or use platform features effectively.

Sharia governance and regulation remain equally important. DSN-MUI fatwas, Sharia Supervisory Boards, OJK-related rules, and platform-level compliance systems provide legitimacy and reduce uncertainty in digital Islamic finance and halal business ecosystems (Ummah et al., 2024; Anwar et al., 2022; Chong, 2021). However, regulatory fragmentation, cross-border differences in Sharia interpretation, and unresolved debates over cryptocurrencies and digital assets remain major barriers. Several studies caution that digital currencies may raise Sharia concerns related to speculation, volatility, asset-backing, and gharar, which means that technological innovation must be evaluated through fatwa-based and maqasid-oriented standards (Amany et al., 2022; Hidajat, 2020; Fadila et al., 2023; Mustafa et al., 2020). Technological readiness also determines whether firms can implement blockchain, cybersecurity, smart contracts, platform governance, and traceability tools effectively. This is especially relevant for SMEs and halal industries, where resource constraints and limited digital capacity may prevent the full realization of KSVA-oriented digital transformation. The uploaded research notes emphasize that KSVA, SET, and Sharia-based digital models must be understood together because value creation, accountability, and digital governance are interdependent rather than separate analytical domains.

5. Conclusion

This study demonstrates that Sharia-compliant digital business models can create value beyond financial performance when they are structured through Kaamilah Sharia Value Added (KSVA), Sharia Enterprise Theory (SET), and technology-enabled governance. The main findings show that blockchain, smart contracts, fintech platforms, digital marketplaces, and halal traceability systems can strengthen transparency, accountability, and stakeholder trust when they are supported by credible Sharia governance, fatwa alignment, regulatory clarity, and auditable digital mechanisms. These technologies are not merely operational tools, but can function as governance infrastructures that translate Islamic values such as justice, balance, trustworthiness, honesty, and social responsibility into digital business practice. The discussion further indicates that KSVA expands the logic of value creation by integrating economic, mental, and spiritual dimensions. SET strengthens this framework by extending accountability beyond shareholders to God, humans, society, and nature. This implies that Sharia-based digital businesses should be evaluated not only through profitability, adoption, or scalability, but also through halal income, fairness, social welfare, environmental responsibility, and stakeholder-oriented value distribution. This study contributes to the existing body of knowledge by offering an integrative conceptual understanding of how Islamic ethical principles, SET, and digital transformation can be combined to assess sustainable value creation in Sharia-based digital ecosystems. Future research should empirically test the proposed KSVA framework across fintech, halal e-commerce, halal tourism, Islamic social finance, and SME contexts to measure its impact on trust, inclusion, sustainability, and business performance.

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