



SWAPEN 4.0

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**Mengintegrasikan Teknologi Kecerdasan Buatan
Artificial Intelligence (AI) Sebagai Solusi Pendidikan**

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SWAPEN 4.0

**UNIT PENERBITAN DAN PENYELIDIKAN
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Ethical Management of Social Enterprises: Integrating *Rahmatan Lil'Alamin* Principles for Sustainable Development

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ABSTRACT

The purpose of this study is to look at the ethical management of social enterprises that incorporate *Rahmatan Lil'Alamin* in order to stay a viable business. The introduction of social entrepreneurship has gained facilitating faster economic growth. In order to satisfy Allah SWT as stated in the *Al-Quran* and *As-Sunnah*, this study suggested to create a new model based on the idea of *Rahmatan Lil 'Alamin*. The goal of this model is to identify the specific important variables that sustain social enterprises. The purpose of the study is to investigate the moral considerations that social entrepreneurs should make in order to achieve sustainable development the fundamentals of *Rahmatan Lil'Alamin*. In order to build and validate the framework, the research employed a qualitative method that involved conducting in-depth interviews with specific social enterprises. According to the findings, social enterprises can adopt a sustainability strategy that incorporates *Rahmatan Lil'Alamin* methods and believes that since humankind is all alike, it is crucial that we support one another in order to survive and live like others. Individuals who possess this trait align with Islamic principles and are rewarded by Allah SWT for their good deeds. This study's implications for a new development model result in sustainable social entrepreneurial practices and policies. More participants should be included in future studies to further discuss the dynamics of important subject matter components.

KEYWORDS: ethical management, social enterprises, *Rahmatan Lil 'Alamin*, sustainable development

1 INTRODUCTION

Sustainable development in social companies depends on ethical management. *Rahmatan Lil 'Alamin* values, which prioritize justice, compassion, and balance, can have a big impact on these companies' ethical decision-making processes. The virtuous circle of human capital and human resource management, as well as the ethics of justice and care, can influence this ethical framework (Maypízoc & Roumpi, 2020; Roumpi et al., 2019). The organization's general ethical atmosphere, corporate governance, corporate social responsibility, and human resource practices are all impacted by these principles (Hauptman & Belak, 2014).

Social companies need an ethical base to ensure that stakeholders—employees, the community, and the environment—are treated with respect. Adhering to the principles of *Rahmatan Lil'Alamin* might strengthen social responsibility programs, encourage diversity and support long-term, sustainable economic growth (Wang, 2023). Additionally, managers must take ethical considerations into account when making strategic decisions since social business ethical decision-making procedures are becoming more and more regarded as significant (Zhang et al., 2010).

Scaling up social enterprises brings ethical challenges, requiring a shift from caring entrepreneurs to caring enterprises. This underscores the importance of addressing ethical considerations during the growth and expansion phases (André & Pache, 2014). The hybrid nature of social enterprises, which prioritize creating societal value over profit, further emphasizes the need to integrate ethical principles into their core operations (Doherty et al., 2014).

Education plays a key role in instilling *Rahmatan Lil 'Alamin* values, not only in social enterprises but also in society at large. Incorporating these principles into educational curricula can nurture individuals with strong moral values, promoting tolerance, justice, and compassion (Wulandari, 2023; Ismail, 2024). Additionally, the ethical climate within organizations, such as healthcare facilities, is crucial for effective management and ensuring professional competence among employees (Shirey, 2005).

Integrating *Rahmatan Lil 'Alamin* principles into the ethical management of social enterprises can foster a culture of compassion, justice, and sustainability. By aligning their practices with these values, social enterprises can enhance their ethical standing and make positive contributions to society and the environment.

The study aimed to achieve the following objective:

1. To explore the ethical factors for social enterprises towards sustainable development with the principles of *Rahmatan Lil 'Alamin*

2 LITERATURE REVIEW

The importance of the study issue was established, among other things, by the literature review's roles in this thesis. This is done in order to comprehend the significance of the research and to demonstrate how it relates to earlier studies conducted in the same subject. A review of the literature demonstrates how this study expands upon or offers an alternative viewpoint on the corpus of existing knowledge.

2.1 Ethical Management of social enterprises

Ethical management is vital for the sustainable development of social enterprises. Integrating principles such as *Rahmatan Lil 'Alamin* can promote ethical behavior and positive societal interactions within these organizations (Parjiman, 2023). This integration emphasizes not only the importance of justice and benevolence but also the need to uphold rights and obligations, thereby fostering a culture of sustainability (Ismail, 2024). According to Arif (2021), this integration extends to various aspects of society, including education, workplaces, and mass media, promoting values of justice, compassion, and sharing.

2.2 Sustainability

Sustainability is crucial for the success of social enterprises. By incorporating sustainability into the firm's infrastructure, a culture is established where employees and managers proactively seek to improve the company's environmental and social performance beyond their usual duties (Galpin et al., 2015). Additionally, sustainable entrepreneurship is influenced by factors such as sustainability intention, behavioral control, and the propensity for sustainable entrepreneurship (Kimuli et al., 2020; Koe et al., 2014). Entrepreneurs with a strong commitment to sustainability are more likely to innovate and develop products and services that adhere to sustainable practices, thereby enhancing the overall sustainability of their ventures (Kimuli et al., 2020).

2.3 *Rahmatan Lil 'Alamin*

Rahmatan Lil 'Alamin as mentioned by Mohd Kamal Hassan (2010), contemporary Muslim including scholars and professionals are reminded to promote development from Islamic perspective (Hassan, 2010). It would have to be based from the worldview of *Tawhid*. This include people responsibilities to worship and serveto Allah.

The concept of *Rahmatan Lil 'Alamin* goes beyond ethical behavior to include fostering peace within society, improving human relations with nature, and supporting sustainable spiritual and material development (Arif, 2021). This comprehensive approach supports the notion that Islamic education can be a means to improveenvironmental relations and promote sustainable development (Ismail, 2024). Moreover, applying *Rahmatan Lil Alamin* values across different sectors, such as education, workplaces, and mass media, underscores the wide relevance and applicability of these principles (Qosiimah, 2024).

3 RESEARCH METHODOLOGY

The research attempts to develop a new model in managing social enterprises using the elements in *Rahmatan Lil 'Alamin* to remain sustainable and able to serve the target community. Thus, the use of qualitative research methods through in-depth interviews with selected social enterprises is appropriate for the exploratory nature of studies. Miles and Huberman (1994) argued that to examine complex ideas and difficult study, the use of qualitative methods is appropriate since qualitative methods can put the conditions in question into the right angle and direction. In addition, Marshall and Rossman (1989) recommended the use of qualitative methods to enable researchers to ask more questions in order to explore the context of the study in greater detail.

4 FINDINGS

In this point, it discussed a summary of the findings as mentioned in the abstract to show details about managing social enterprises from *Rahmatan Lil 'Alamin* towards sustainability. It will also discuss the contribution of this research which is related to the elements of *Rahmatan Lil 'Alamin* that can sustain social enterprise and the insights of participants consisting of decision makers from social enterprises.

Question: *Could you please suggest any Islamic behaviour or criteria that social enterprises should havetowards sustainability?*

SE1 mentioned “So if you see of Islam itself, we see the concept of *Taawuf*. *Taawuf* is the concept of cooperation. We know they are Non-Muslim. They highlight humanity. Invite people to help them. [...] We have the passion. But we want to encourage your intention to get the blessing and more rewards and you want to help people”.

SE2 stated during the interview “He needs to have passion. Passion in other words. Humble, actually everybody can and cannot. Just he need to have passion because to open *Tahfiz*, we do religious work. And not everybody likes religious work”.

SE3 “It all depends on Allah. Within that case, the only criteria you need is to please Allah because *Tawhidic* is from Allah and *Tawhidic* is your business model. [...] So in social entrepreneurship, you put at the very top, *Tawhidic*, and the second the why. Because it is for Allah. So the why will change”.

SE4 answered by informing “I think the intention part is the most important because running a social enterprise, it’s really tough. If your intention is clear and it’s proper, you will get tested over time, and then this intention is gonna last you through these challenges”.

SE5 “So that teamwork factor is also important to portray, to tell people”.

The following Table 1 summarize the feedback received from the participants during the in-depth interview.

Code	Main point
SE1	Cooperation
SE2	Passion
SE3	To please Allah
SE4	Intention
SE5	Teamwork

Table 1 Summary of Participants’ Feedback

Figures 1 show the initial proposed conceptual framework for this research.

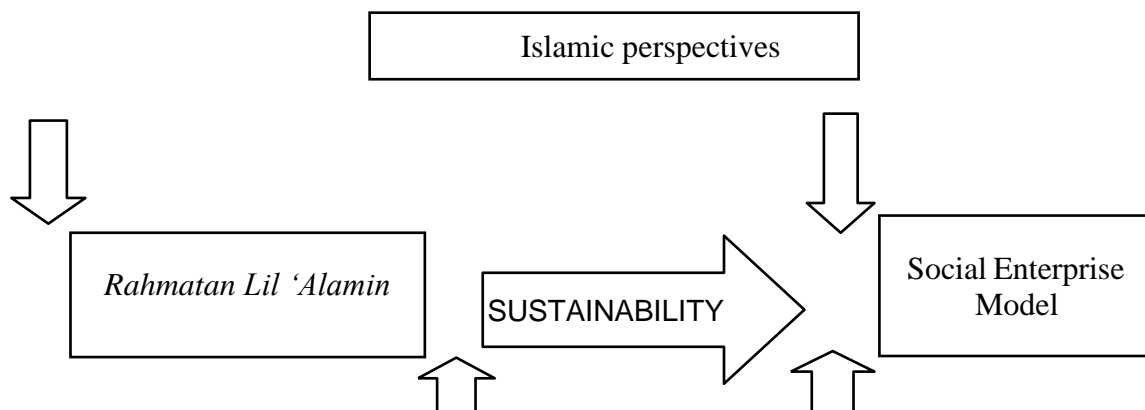


Figure 1: Proposed Conceptual Framework

5 CONCLUSION

This research proposed an alternate model from the practice of *Rahmatan Lil 'Alamin* for sustainability of social enterprise with comprehensive, holistic and balanced perspectives with dual objectives which are business continuity and provide social benefit.

In addition, the research discusses the philosophical foundation of the *Rahmatan Lil 'Alamin* and principle of sustainable competitive advantage to show the main differences of the mainstream involved to achieve the research objective. Towards the end of this chapter, the researcher proposed the use of *Rahmatan Lil 'Alamin* that also helps social enterprise to focus on serving Allah and humanity as the main objectives.

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