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MAPPING THE DEVELOPMENT OF ISLAMIC DIGITAL BUSINESS IN INDONESIA: A BIBLIOMETRIC ANALYSIS

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Abstract
This study explores the development of Islamic Digital Business in Indonesia, focusing on the growth and trends of digital transformation within Islamic business practices from 2011 to 2026. With the rapid growth of digital technologies, this research examines how Islamic principles are integrated into digital business models, particularly in the context of e-commerce, small and medium-sized enterprises (SMEs), and digital innovation. The study aims to identify key themes, emerging trends, and gaps in the existing literature, providing a comprehensive understanding of the field. A bibliometric analysis of relevant scholarly articles is conducted to assess global contributions and identify leading countries, institutions, and authors. The research methodology includes thematic analysis to explore dominant themes such as business performance, digital transformation, and business sustainability, along with underexplored areas like halal certification and Islamic finance. The study also examines the social and ethical implications of digital business in the Islamic context, emphasizing the importance of aligning business practices with Islamic values. Findings reveal that while e-commerce and digital transformation dominate the research landscape, areas like Islamic finance and sustainability remain underexplored. The research highlights the importance of interdisciplinary collaboration and suggests future research directions, particularly in integrating AI with Islamic business models and ensuring ethical and sustainable business practices. This study significantly contributes to the understanding of Islamic digital business in Indonesia, offering insights that can guide future research and practices in the field.
Keyword: *Islamic Digital Business, Islamic E-commerce, Digital Transformation*

A. Introduction

The development of digital technology has brought significant changes to the global economic system, including in Muslim-majority countries . Business digitalization has given birth to various technology-based business models, such as halal e-commerce, sharia fintech, sharia digital wallets, social commerce, halal digital marketing, and the use of blockchain and smart contracts to support transactions in accordance with sharia principles. This transformation has encouraged the creation of a digital business ecosystem that not only pursues economic benefits but also aligns with the values of maqāṣid al-sharīʻah, such as justice, transparency, and protection from riba, gharar, and maysir.

Along with these rapid developments, academic studies on the digitalization of the Islamic economy have increased significantly. Several studies have been conducted, particularly in specific subfields. For instance, research by Siti Fatimah & Indra highlights a sharp increase in scientific publications on Islamic fintech in the Scopus database over the past decade, identifying research clusters related to regulations, sharia crowdfunding, mobile payments, and digital banking.imilar findings were reported by Abu-Husin, Afifah, Rusydiana, et al. (2024), who mapped the research trends in sharia fintech and blockchain through bibliometric analysis, discovering key research clusters around the integration of smart contracts in sharia contracts.

In another study, Insani, Syahputra, and Shintia (2025) found that research on e-commerce from the perspective of Islamic economics has developed significantly, with dominant themes related to risk management, user experience (UX), and sharia compliance in digital transactions. Meanwhile, Sofyan et al. (2023) mapped national publications on sharia fintech in Indonesia, observing a sharp increase in publications that mirrors the growth of sharia fintech companies and related regulations. In a broader domain, Maulidiyah & Maika (2023) conducted a global mapping of the literature on Islamic finance, identifying over 1,800 publications from 1990–2022, with a consistent upward trend.

However, a review of the literature reveals an important research gap. Most available bibliometric analyses are focused on individual subfields, such as Islamic fintech, Islamic financial literacy, Islamic banking, or halal e-commerce. These studies have not comprehensively mapped the entire Islamic digital business ecosystem, despite the interconnectedness of topics such as the relationship between Islamic fintech and Muslim consumer behavior in halal e-commerce, the integration of blockchain and smart contracts in sharia-compliant digital trade, digital entrepreneurship, and the rise of platform-based sharia MSMEs, as well as financial and digital literacy in strengthening the sharia economy. The lack of holistic bibliometric mapping across these subfields leads to fragmented scientific studies, making it difficult to grasp the broader picture of Islamic digital business development. This lack of thematic mapping also leaves novice researchers without a clear direction, and policymakers (such as OJK, DSN-MUI) and halal startup industry players lack evidence-based research maps for developing regulations and innovations in Islamic digital products. Therefore, this research is essential to map scientific publications on Islamic Digital Business comprehensively through bibliometric analysis, identifying publication trends, dominant theme clusters, and institutions.

B. Research Methods

Islamic Digital Business Theory

Digital business in the Islamic context refers to the application of digital technology that complies with sharia principles in its operations, including halal transactions, avoidance of riba (interest), and Islamic ethics in e-commerce and fintech. Information and communication technology (ICT) plays an important role in expanding the reach of businesses based on Islamic values, such as halal e-commerce and Islamic fintech platforms. In Indonesia, a Muslim-majority country, Islamic digital businesses are growing rapidly, driven by the need to provide solutions that are in line with sharia principles, while harnessing the potential of the digital market. Platforms such as halal marketplaces and sharia payment applications are key in facilitating transactions that meet sharia standards. SMEs in Indonesia are increasingly engaged in sharia-based digital businesses, leveraging technology to expand access to global markets. The Government of Indonesia supports this ecosystem with policies that facilitate the adoption of digital technology, such as regulations for sharia transactions and halal certification, which allow sharia SMEs to access digital payment services in accordance with Islamic law, as well as use technology to increase competitiveness and sustainable economic growth in accordance with Islamic economic principles.

Bibliometrix

Bibliometrics is a quantitative approach to analyzing the scientific literature to understand trends, developments, and patterns in a particular field of research. In the context of "Mapping the Development of Islamic Digital Business in Indonesia", bibliometrics are used to assess the development of topics related to Islamic digital business, such as halal e-commerce, sharia fintech, and SME digital transformation. Through temporal analysis, bibliometrics help identify how research in this topic develops over time. In addition, bibliometrics also allow for the analysis of research clusters, which can illustrate the relationship between topics such as halal certification in e-commerce or Muslim consumers' trust in digital transactions. This process also includes visualization of collaboration networks between researchers and institutions, as well as evaluation of research quality based on citations and their impact in the field of Islamic digital business in Indonesia.

Methods

This research presents a quantitative approach using bibliometric analysis from the Scopus database. Bibliometrics is the optimal technique for examining the conceptual structure of a research domain and identifying potential future research directions[1]. For a more comprehensive bibliometric analysis, this study combines bibliometric and content analysis (Abd. Wahab, Mohd Yusof, Zainuddin, Shamsuddin, & Mohamad, 2023; Alimusa et al., 2025) to synthesise research streams from various journals in the Scopus database from 1979 to 2024. The main reason for selecting the Scopus database is that a study on cash waqf utilising the Web of Science (WOS) database has already been conducted by (Bello & Haneef, 2022). Additionally, the WOS database is relatively limited and often overlaps with the Scopus database or includes journals indexed by both (Vargas-Sánchez and Moral-Moral, 2020). Furthermore, Scopus offers more comprehensive citation coverage than WOS databases.

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[1] Abd. Wahab, N., Mohd Yusof, R., Zainuddin, Z., Shamsuddin, J. N., & Mohamad, S. F. N. Charting future growth for Islamic finance talents in Malaysia: A bibliometric analysis on the Islamic finance domains and future research gaps. Journal of Islamic Accounting and Business Research. 2023

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In developing our data search strategy, we adopted the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework as outlined by (Jahangir, Bulut, & Dinc, 2023). Figure 1 illustrates the detailed PRISMA flowchart applied throughout the search process. Data were retrieved on May 24, 2024, from the Scopus database using the keywords ("business" OR "commerce" OR "enterprise" OR "trade") and “"digital" OR "online" OR "electronic" OR "virtual" and “Islamic" OR "Sharia" OR "Halal" OR "Muslim"). The initial dataset identified in Scopus (n = 4.157) consisted of article titles, abstracts, and keywords drawn from journals, conference proceedings, book chapters, and review papers. To maintain the rigor and validity of the review, three filtering criteria were applied: article universality, publication quality, and topical relevance. Universality was ensured by limiting the dataset to English-language journal articles. Accordingly, we employed the following filters: LIMIT-TO (DOCTYPE, “ar”), LIMIT-TO (SRCTYPE, “j”), LIMIT-TO (INDONESIA), and LIMIT-TO (LANGUAGE, “English”). We then removed documents that did not satisfy the inclusion criteria (n = 3.558). The remaining eligible records (n = 599) were subsequently used for descriptive, bibliometric, and content analyses.

Several analytical tools were employed in conducting this research. R-biblioshiny Aria & Cuccurullo, and Microsoft Excel were used for computation and visualisation purposes, including frequency analysis and chart production. VOSviewer[2]was utilised to construct and visualise bibliometric networks, analyse abstract keywords and authorship patterns, and map collaborative relationships among authors, countries, and publication outlets. In addition, was used to calculate citation metrics and identify the most frequently cited works. This study adopted a comprehensive methodological approach to investigate the field of cash waqf scholarship by integrating bibliometric, content, and network analyses. Through this approach, the study sought to generate insights into multiple dimensions of the field, including publication trends, contributing countries and institutions, leading journals, influential authors, keyword co-occurrences, document and author citations, co-citation patterns, international collaboration networks, and emerging research trajectories.[3]

[2] Aria, M., & Cuccurullo, C. bibliometrix: A. n R-tool for comprehensive science mapping analysis. Journal of Informetrics, 2017. Journal of Informetrics,017 11(4), 959–975

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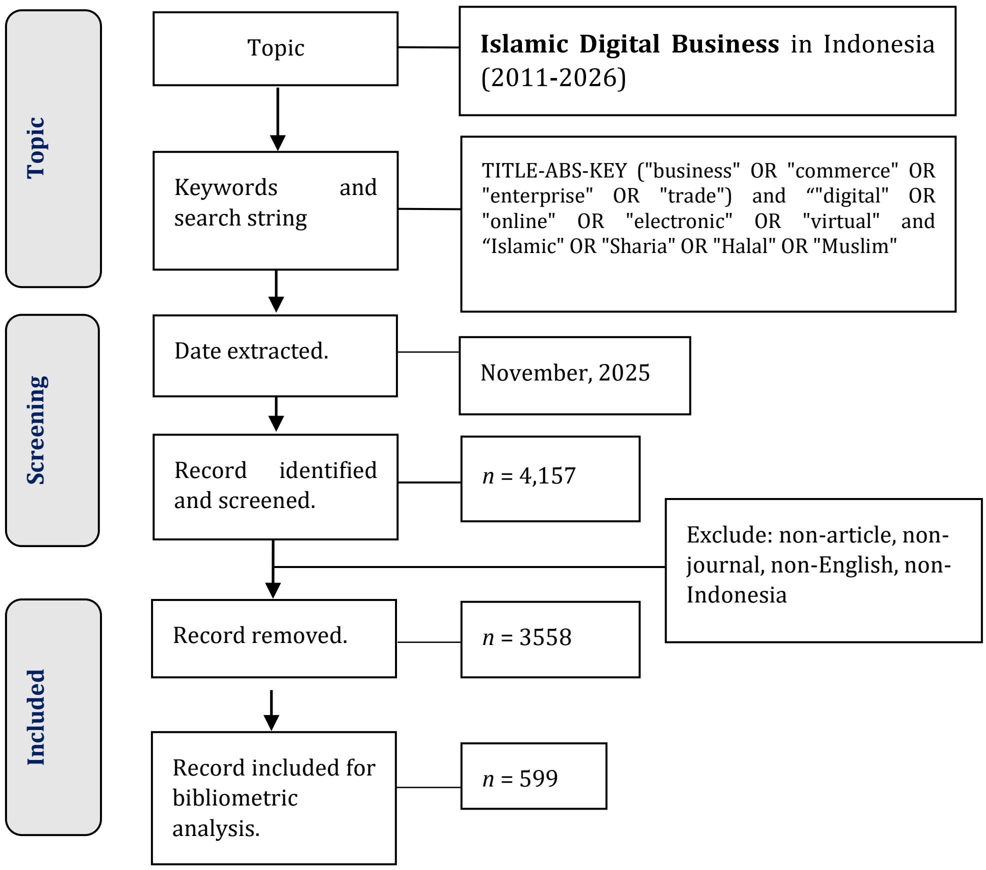
RESULTS AND DISCUSSION

Insert Figure 1. Data processing and search strategy



Descriptive analysis

The bibliometric analysis for 2011–2026 on the topic of Islamic Digital Business in Indonesia shows steady growth in the field, with 599 documents published across 314 sources such as journals and books. The research exhibits an annual growth rate of 7.6%, indicating a continuous increase in scholarly attention. Each document has an average of 6.31 citations, reflecting significant engagement with the research. The average age of the documents is 2.07 years, emphasizing the recency and relevance of this field. In total, the dataset includes 5,459 references, demonstrating strong connections to prior studies in both the Islamic business and digital business sectors.

The study reveals 417 "Keywords Plus" and 1,931 "Author's Keywords," reflecting a broad spectrum of topics within the scope of Islamic digital business in Indonesia. A total of 2,142 authors contributed to the research, with only one single-authored document, indicating that collaboration is a central aspect of this research area. Each document has an average of 7.64 co-authors, and 25.04% of the works involve international collaboration, underscoring the global interest and influence in this field. Most of the documents (599) are journal articles, showing the strong presence of academic publications focused on Islamic digital business

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in Indonesia. These findings highlight the growing recognition and academic relevance of this topic, both nationally and internationally (Figure.2).

Figure 2. Main Information About the Dataset

Research trend analysis

The subject area distribution reveals the diverse and interdisciplinary nature of the research analyzed. The largest contribution comes from Social Sciences, with 272 documents (45.41%), highlighting the prominent role of social, cultural, and educational aspects in the study of Islamic digital business in Indonesia. Business, Management, and Accounting follows closely, with 236 documents (39.40%), reflecting the importance of economic and managerial perspectives in the field. Economics, Econometrics, and Finance contribute 136 documents (22.70%), underscoring the relevance of financial and economic factors in the digital business landscape. Computer Science, with 91 documents (15.19%), indicates the significant impact of technology and digital tools, especially in the context of AI and digital platforms. Other areas such as Arts and Humanities (74 documents, 12.35%), Decision Sciences (70 documents, 11.69%), and Environmental Science (64 documents, 10.68%) show that cultural, decision-making, and sustainability perspectives are also integral to the development of Islamic digital business in Indonesia. Overall, this distribution highlights the multidisciplinary approach to the topic, combining social, business, technological, and environmental insights (Table.1).

Table 1. Subject area

Subject Area	TP	%
Social Sciences	272	45,41%
Business, Management and Accounting	236	39,40%
Economics, Econometrics and Finance	136	22,70%
Computer Science	91	15,19%
Arts and Humanities	74	12,35%
Decision Sciences	70	11,69%
Environmental Science	64	10,68%

Table 2 highlights the top journals publishing research on Islamic digital business in Indonesia, ranked by total citations (TC). Leading the list is Sustainability (Switzerland) with an impressive 427 total citations (TC) and a solid h-index of 12, g-index of 20, and m-index of 1.71, reflecting its substantial impact in the field. Cogent Business and Management follows with 86 citations (TC) and an h-index of 5, demonstrating a moderate but consistent contribution to the field. Journal of Ecohumanism ranks next with 7 citations (TC) and an h-index of 2, indicating a smaller yet meaningful presence in the scholarly landscape. Other notable journals include Uncertain Supply Chain Management with 74 citations (TC), and Journal of Open Innovation: Technology, Market, and Complexity with 303 citations (TC), showing their relevance in the broader research on digital business and sustainability. Additionally, journals such as Quality - Access to Success and Journal of Asian Finance, Economics and Business contribute valuable insights, with total citations of 15 and 237, respectively. Journal of Islamic Marketing rounds out the list with 56 citations (TC), focusing on marketing within the Islamic digital business space. All these journals contribute significantly to advancing research in the field of Islamic digital business in Indonesia, with some journals showing higher citation impact and others focusing on niche topics.

Table 2. Top 7 Journal Sources Title

Element	H_Index	G_Index	M_Index	TC	NP
Sustainability (Switzerland)	12	20	1,714	427	20
Cogent Business And Management	5	9	1,25	86	12
Journal Of Ecohumanism	2	2	1	7	12
Quality - Access To Success	2	3	0,333	15	12
Uncertain Supply Chain Management	5	8	1,25	74	10
Journal Of Asian Finance, Economics And Business	5	8	0,833	237	8
International Journal Of Sustainable Development And Planning	2	4	0,5	24	8
Journal Of Distribution Science	5	7	0,714	116	7
Journal Of Open Innovation: Technology, Market, And Complexity	5	7	1	303	7
Journal Of Islamic Marketing	4	6	0,571	56	6

Affiliates and productive author

The figure 3 illustrates the top 10 institutions contributing to research on Islamic Digital Business in Indonesia, ranked by the number of articles published. Leading the list is Bina Nusantara University, with 59 articles, showcasing its significant contribution to the field. Universitas Airlangga follows closely with 51 articles, reflecting its prominent role in the research landscape. IPB University ranks third with 36 articles, demonstrating its active participation in this area. Other notable institutions include Universitas Padjadjaran with 32 articles and Universitas Udayana with 31 articles, both making substantial contributions to the research. The remaining institutions, such as Universitas Sebelas Maret, Universitas Negeri Malang, and Universitas Indonesia, also show significant involvement with 53, 41, and 31 articles respectively. These institutions, primarily based in Indonesia, highlight the country's growing academic interest in the topic of Islamic Digital Business.

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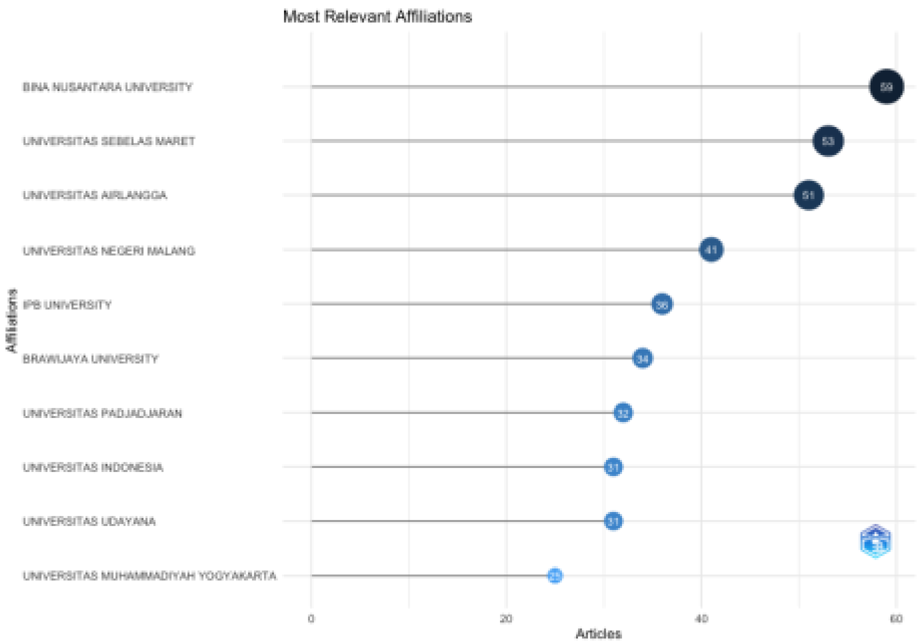

Figure 3. top 10 institutions contributing to research on Islamic Digital Business in Indonesia

Table 3 highlights the top 10 most productive authors in the research on Islamic Digital Business in Indonesia, showing both local and international contributions. Putra, A.H.P.K. is the most prolific author with 8 publications (1.34%) and 5 total citations, although with a lower average citation of 0.63 per publication. Nguyen, P.T. follows closely with 7 publications (1.17%) and 78 citations, achieving an impressive average citation of 11.14 per publication. Shankar, K., also with 7 publications (1.17%), has 26 citations, reflecting a citation average of 3.71. Other notable contributors include Hamsal, M. (6 publications, 172 citations, and an average of 28.67 citations), Narmaditya, B.S. (5 publications, 17 citations), and Ratnasari, R.T. (5 publications, 63 citations, with an average citation of 12.60). The research field also includes authors like Riyadh, H.A. and Kurniasari, F., both of whom have 5 and 4 publications, respectively, and show high citation averages. This indicates a blend of both emerging and impactful voices in the field, further emphasizing the global reach and growing interest in Islamic Digital Business research.

Table 3. Most Productive Authors

Author Name	TP	%	TC	C/P	h	g
Putra, A.H.P.K.	8	1,34%	5	0,63	1	2
Nguyen, P.T.	7	1,17%	78	11,14	1	2
Shankar, K.	7	1,17%	26	3,71	2	2
Hamsal, M.	6	1,00%	172	28,67	2	2
Narmaditya, B.S.	5	0,83%	17	3,40	2	2
Ratnasari, R.T.	5	0,83%	63	12,60	2	2
Riyadh, H.A.	5	0,83%	111	22,20	2	2

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Endri, E.	4	0,67%	5	1,25	1	2
Fahma, F.	4	0,67%	2	0,50	1	1
Kurniasari, F.	4	0,67%	88	22,00	2	2
Lestari, E.D.	4	0,67%	111	27,75	2	2

Citation analysis

Table 4 provides an overview of the top 10 most cited documents related to Islamic Digital Business research in Indonesia, showcasing their significant impact in the field. Leading the list is Wasono Mihardjo (2019), whose paper in *Management Science Letters* has accumulated 132 total citations with an impressive citation rate of 18.857 per year, reflecting a high level of scholarly attention. Lestari (2020) follows closely with 119 citations in *Journal of Asian Finance, Economics, and Business*, achieving a citation rate of 19.833 per year. Najib (2021) has two contributions in the top 10, one in *Journal of Open Innovation: Technology, Market, and Complexity* with 103 citations (20.6 TC/year) and another in *Sustainability* with 53 citations (10.6 TC/year), highlighting the broader interest in his research.

Other impactful contributions include Menne (2022) and Kilay (2022) in *Journal of Open Innovation: Technology, Market, and Complexity*, with 82 and 69 citations, respectively, both maintaining high citation per year rates. Yaiprasert (2023)'s work in *Intelligent Systems Applications* stands out with 64 citations (21.333 TC/year), emphasizing the growing relevance of AI in digital business applications. The list also includes contributions from Hernita (2021) and Utami (2022), focusing on sustainability and marketing research, underscoring the interdisciplinary nature of Islamic digital business studies.

Table 4. Top 10 Most Cited Documents Related to the Topic

Paper	DOI	TC	TC/ Y	Normalized TC
Wasono Mihardjo, 2019, Manag Sci Letters	10.5267/j.msl.2019.6.015	132	18,857	9,97
Lestari, 2020, J Asian Financ Econ Bus	10.13106/JAFEB.2020.VOL7.NO6.365	119	19,833	9,35
Najib, 2021, J Open Innov: Technol Mark Complex	10.3390/joitmc7010088	103	20,6	7,85
Tambunan, 2011, J Enterprising Communities	10.1108/17506201111119626	91	6,066	1
Menne, 2022, J Open Innov: Technol Mark Complex	10.3390/joitmc8010018	82	20,5	6,77
Kilay, 2022, J Open Innov: Technol Mark Complex	10.3390/joitmc8030119	69	17,25	5,699
Yaiprasert, 2023, Intell Syst Applications	10.1016/j.iswa.2023.200235	64	21,333	8,646
Hernita, 2021, Sustainability	10.3390/su13063177	57	11,4	4,345

NAJIB, 2021, SUSTAINABILITY-A	10.3390/su131910535	53	10,6	4,040
Utami, 2022, Int J Mark Res	10.1177/14707853211027483	50	12,5	4,130

Keyword analysis

Table 5 presents the keyword distribution in the research on Islamic Digital Business in Indonesia, revealing key themes and areas of focus. The most prominent keyword is Indonesia, appearing in 63 publications (10.52%), indicating the central focus on the country's role in the field. E-commerce follows with 44 publications (7.35%), reflecting the significance of digital commerce in the context of Islamic business. Other major keywords include Business Performance (35 publications, 5.84%) and Innovation (30 publications, 5.01%), highlighting the ongoing emphasis on business outcomes and technological advancements in Islamic digital business.

Small and Medium-sized Enterprises (SMEs), represented by 29 publications (4.84%), demonstrates the attention given to the role of SMEs in the digital business landscape, along with Business Strategy (10 publications, 1.67%), underlining strategic considerations in Islamic digital business. Additionally, the impact of Covid-19 (27 publications, 4.51%) is evident, reflecting the changing dynamics of business during the pandemic. Keywords like Sustainability (23 publications, 3.84%) and Business Sustainability (19 publications, 3.17%) underscore the growing interest in sustainable business practices. This distribution of keywords highlights a multifaceted approach to Islamic digital business in Indonesia, focusing on economic, strategic, and technological aspects, with particular attention to the context of e-commerce and SMEs, while also acknowledging broader global factors like sustainability and the pandemic.

Table 5. 20 Top Keywords

Keywords	**TP**	**%**	**Keywords**	**TP**	**%**
Indonesia	63	10,52%	Small And Medium-sized Enterprise	18	3,01%
E-commerce	44	7,35%	Competitive Advantage	17	2,84%
Business Performance	35	5,84%	Digital Transformation	14	2,34%
Innovation	30	5,01%	Financial Performance	14	2,34%
Business	29	4,84%	Performance	13	2,17%
Msmes	29	4,84%	Supply Chain Management	12	2,00%
Covid-19	27	4,51%	Financial Literacy	11	1,84%
Smes	25	4,17%	Halal Certification	11	1,84%
Sustainability	23	3,84%	Marketing	11	1,84%
Business Sustainability	19	3,17%	Business Strategy	10	1,67%

The thematic map analysis of Islamic Digital Business in Indonesia reveals a dynamic and evolving research landscape, structured by the degree of development (density) and relevance (centrality) of the themes. Within this map,

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the Niche Themes quadrant identifies areas that, while showing significant internal development, remain relatively specialized. Topics like halal certification, small and medium-sized enterprises (SMEs), and business model innovation are well-established but focus mainly on particular contexts, such as the unique challenges and opportunities faced by Islamic businesses in Indonesia. Although these themes have built strong conceptual foundations, their limited connection with other dominant research areas suggests they have not yet fully integrated into broader discussions on e-commerce or digital transformation. The relevance of these themes is largely confined to specific sectors, but their importance lies in addressing specialized needs within the Islamic economy and digital business environment.

In contrast, the Motor Themes quadrant highlights the driving forces shaping Islamic Digital Business research. Central topics such as business resilience, digital innovation, and e-commerce exhibit both high development and relevance, positioning them as key contributors to the field. These themes represent the core of the ongoing digital transformation, especially within the Indonesian context. Business resilience has become a critical area of study, particularly in the wake of the COVID-19 pandemic, as businesses adapt to the challenges of the digital age. Likewise, digital innovation plays a pivotal role in shaping new business strategies, emphasizing the adoption of technologies like AI, blockchain, and e-commerce platforms in Islamic businesses. E-commerce continues to be a dominant focus, driven by the rapid growth of online shopping, mobile payments, and digital marketing in Indonesia. These themes not only have matured but also occupy central positions in the academic discourse, making them powerful engines for innovation and shaping the future direction of Islamic digital business practices.

On the other hand, the Emerging or Declining Themes quadrant captures themes that are either in the early stages of development or experiencing waning momentum. In the context of Islamic Digital Business in Indonesia, financial literacy, supply chain management, and business sustainability are among the themes that may either gain importance or lose relevance in the coming years. While financial literacy is vital for businesses operating in the digital space, its integration into Islamic business models is still emerging. The growing relevance of supply chain management in the digital business world, especially in the context of e-commerce, offers potential for further development, but its application to Islamic businesses remains limited. Similarly, business sustainability, although gaining traction globally, needs to be explored more thoroughly in relation to Islamic values and practices. These themes are at a crossroads, with their future development heavily dependent on whether they can be integrated into the broader discussions of digital transformation and sustainability within the Islamic business context.

Finally, the Basic Themes quadrant highlights foundational topics that are widely recognized but have not yet been fully explored with depth or theoretical rigor. Themes like business performance, e-commerce, and digital transformation serve as the core pillars of Islamic digital business research. Although these topics are central to the field and widely cited, there is still a need for more

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comprehensive studies that explore their intersection with Islamic principles and their impact on the digital economy in Indonesia. Business performance, for example, is a fundamental measure of success, but its relationship with digital transformation in Islamic businesses has yet to be thoroughly investigated. Similarly, e-commerce, while a dominant area of research, still lacks deeper analysis, especially regarding its adaptation to Islamic business models and consumer behavior. These basic themes represent critical areas of study that will likely drive the next wave of research and innovation in the field, offering fertile ground for new theoretical frameworks and empirical applications.

Together, this thematic mapping underscores the multidimensional nature of research on Islamic Digital Business in Indonesia. It illustrates a landscape where some themes are solidifying their positions as key drivers of innovation, while others remain specialized or uncertain. The analysis also highlights the need for more comprehensive and interdisciplinary research that integrates technological, economic, ethical, and cultural dimensions. As these themes evolve, they will shape the future direction of the field, offering valuable insights for scholars, practitioners, and policymakers aiming to harness the potential of digital technologies in Islamic business. This ongoing research will be essential in understanding how digital transformation can align with Islamic principles to foster a more sustainable, inclusive, and innovative business environment in Indonesia and beyond.

4. CONCLUSION

This study offers a comprehensive bibliometric analysis of the research on Islamic Digital Business in Indonesia from 2011 to 2026, showcasing the rapid growth and increasing scholarly attention in this field. With 599 documents published across 314 sources, the research indicates a steady annual growth rate of 7.6%, reflecting the rising significance of Islamic digital business in both national and international academic discourse. The research landscape is highly interdisciplinary, with major contributions from Social Sciences, Business, Economics, and Computer Science, highlighting the diverse range of perspectives shaping the field. Key themes such as e-commerce, business performance, innovation, and digital transformation dominate the research, while emerging areas like fintech syariah, halal certification, and business sustainability provide opportunities for future exploration.

The study successfully identifies the leading institutions and authors contributing to the field, with prominent institutions in Indonesia such as Bina Nusantara University and Universitas Airlangga playing a central role in the academic output. A significant proportion of the research involves international collaboration, emphasizing the global nature of the topic. An in-depth keyword and thematic analysis highlights the centrality of topics like e-commerce and digital innovation, while pointing to underexplored areas like financial literacy, supply chain management, and sustainability within Islamic digital business. The study also addresses the broader social and ethical implications of AI and digital transformation in Islamic businesses, emphasizing the need for a balance between technological advancement and adherence to Islamic principles. Looking ahead,

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the study suggests the need for further interdisciplinary research to tackle challenges and explore new opportunities for integrating AI and digital innovation into Islamic business practices. This research provides a valuable foundation for future studies, offering insights that can guide both theoretical and practical advancements in the field of Islamic Digital Business in Indonesia.

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