



Developing Islamic Economics Research Opportunities: An Analysis from Admittance-Seeking Social Movement Theory Perspective

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ABSTRACT

This research aims to determine a new research topic for Islamic economics based on the evolution of the Admittance-seeking Social Movement (ASSM) theory. The evolution of the admittance-seeking social movement (ASSM) theory has lasted for 35 years, started from strategic management science before developed and applied to other fields. Therefore, to analyze ASSM theory development and determine the right research opportunities utilized by Islamic economics is such a prospective attempt to do. The bibliometric analysis was employed to describe the characteristics of its development while content analysis was used to determine the future research of Islamic economics. This research is beneficial for Islamic economics academia by proposing insight on new research topics for scientific advancement. The result shows that there were three main research topics namely assessing the field, research mapping, and Islamic economic movement. This study also offers future research questions derived from each research topic. Based on the authors' knowledge, this is one of the initial research to analyze the ASSM theory development and show research opportunities for Islamic economics based on the perspective of ASSM theory.

Abstrak: Studi ini bertujuan untuk menentukan topik penelitian baru untuk ekonomi Islam berdasarkan evolusi teori Acceptance-Seeking Social Movement (ASSM). Evolusi teori ASSM telah berlangsung selama 35 tahun, dimulai dari ilmu manajemen strategis sebelum menyebar ke bidang lain. Oleh karena itu, prospek untuk menganalisis perkembangannya dan menentukan peluang penelitian untuk ekonomi

Islam cukup menjanjikan. Analisis bibliometrik digunakan dalam penelitian ini untuk mendeskripsikan karakteristik perkembangannya sedangkan analisis isi digunakan untuk menentukan peluang penelitian ekonomi Islam ke depan. Hasil penelitian menunjukkan bahwa terdapat tiga topik penelitian utama yaitu kajian lapangan, pemetaan penelitian, dan gerakan ekonomi Islam. Studi ini juga menawarkan pertanyaan penelitian yang diturunkan dari setiap topik penelitian. Sejauh pengetahuan penulis, studi ini adalah penelitian pertama yang dilakukan untuk menganalisis perkembangan teori ASSM dan menunjukkan peluang dalam penelitian bidang ekonomi Islam.

Kata kunci: gerakan sosial pencarian penerimaan, ekonomi islam, bibliometrik

INTRODUCTION

Merton¹ stated that three important variables are associated with the sociology development which are differentiation, the efforts to build legitimacy, as well as a movement for reconciling with other social sciences. In thirty five years later, Hambrick and Chen researched Strategic Management and discovered that there are other important variables that accelerate science development. Hambrick and Chen² further stated that the emergence of the strategic management field results from social movement efforts. In addition, they proposed the "Admittance-seeking Social Movement" theory (ASSM) which states that new science fields are developed rapidly based on three factors that is differentiation, mobilization, and legitimacy building.

There is a need for "differentiation" in the existing fields. The differences are detected by identifying problems that are unable to be resolved by the existing or new fields. Furthermore, there is also a need for the "mobilization" of the new field community by utilizing existing members and resources. This also seeks to utilize "political opportunity structures" that support community missions and develop common interests among members, thereby creating a distinct field identity and networks to strengthen social ties. In the end, the field also needs to seek legitimacy by convincing others of its uniqueness and imitating already successful methods or practices. Therefore, through those three, Islamic economics field also has a chance to show its uniqueness logically. Although it is different and unique, it does not conflict with an established field.

Before this new attempt to develop Islamic economics field by using ASSM theory, the theory already has become a reference for various studies related to the emergence and development of new scientific fields. For example, Coviello et al.³ used the criteria mandated by the ASSM theory to assess whether international entrepreneurship is a science. Another identical research

¹ Merton, R. K. 1973. Social Conflict Over Styles of Sociological Work. In R. K. Merton (Ed.), *The Sociology of Science: The Theoretical and Empirical Investigations* (pp. 47–69). Chicago: University of Chicago Press.

² Hambrick, D. C., & Chen, M. 2008. New Academic Fields as Admittance-Seeking Social Movements: The Case of Strategic Management. *Academy of Management Review*, 33(1), 32–54.

³ Coviello, Nicola E, Jones, M. V, & McDougall-Covin, P. P. 2015. Is International Entrepreneurship research a viable spin-off from its parent disciplines? In F. Alain & P. Riot (Eds.), *Rethinking entrepreneurship: debating research orientations*. London: Routledge.

was done by Bettinelli⁴ in terms of assessing family entrepreneurship, while Galkina and Hultman⁵ explored the ecopreneurship field. Meanwhile, Landström⁶ applies this theory to explain the relationship between the evolution of entrepreneurship and an established branch of science. The science field status, established aspects, and weaknesses were assessed based on an assessment utilizing the ASSM theory.

It is also used to examine the evolution of a scientific community. The ASSM theory served as the foundation for Zoogah and Peng's⁷ concept for the establishment of scientific management communities in Asia and Africa. Furthermore, this theory is the primary method for gaining admittance into both internal and external parties, as well as the driving cause for the emergence of relative deficits, motivation to achieve, and the availability of role models. Meanwhile, Peng et al.⁸ and Bewley et al.⁹ has done research using the social movement theory to analyze the application of fair value accounting in China. This approach was used to develop a suitable analytical framework to explore accounting standards changes as a social movement.

Furthermore, Hambrick and Chen's¹⁰ idea serves as the foundation for bibliometric evolutionary mapping in the realm of research. In examining international entrepreneurship as a science, Servantie et al.¹¹ and Coviello et al.¹² adopted a bibliometric approach. According to Servantie et al., the field of science is not only formed by social and political circumstances, but it is also formed by new knowledge and its transmission inside and outside the research community. The co-citation analysis was one of the strategies utilized to analyze this case.

Given that the ASSM theory is tied to scientific progress, it is reasonable to conclude that it is also related to the field of Islamic Economics, which is likewise in the process of scientific development. When the first international conference on Islamic economics was held in Mecca in 1976, it was formally

⁴ Bettinelli, C. Family Entrepreneurship: A Developing Field. *Foundations and Trends® in Entrepreneurship*, 10(3, 2014), 161-236.

⁵ Galkina, T., & Hultman, M. Ecopreneurship - Assessing the field and outlining the research potential. *Small Enterprise Research*, 23(1, 2016), 58-72.

⁶ Landström, H.. The evolution of entrepreneurship as a scholarly field. *Foundations and Trends in Entrepreneurship*, 16(2, 2020), 67-243.

⁷ Zoogah, David B, & Peng, M. W.. Behind the emergence of management scholarly communities in Asia and Africa. *Africa Journal of Management*, (2019), 1-23

⁸ Zoogah, David B. Behind the emergence

⁹ Bewley, K., Graham, C., & Peng, S. The winding road to fair value accounting in China: a social movement analysis. *Accounting, Auditing & Accountability Journal*, 31(4, 2018.), 1257-1285.

¹⁰ Bewley, K., Graham, C. The winding road

¹¹ Servantie, V., Cabrol, M., Guieu, G., & Boissin, J.-P. 2016. Is international entrepreneurship a field? A bibliometric analysis of the literature (1989 - 2015). *Journal International Entrepreneurship*, (1).

¹² Servantie, V., Is international entrepreneurship

proclaimed a new research discipline¹³. As a result, before to 1976, several academics and jurists had expressed varied ideas about Islamic economics. However, there was no shared understanding of the development¹⁴.

Several studies have indicated the importance of developing Islamic economics in addition to other branches of research.¹⁵ Furthermore, Mahomedy¹⁶ stated efforts needed to affirm it as a science using methodologies and analytical tools commonly used in conventional economics. Moreover, one of the challenges in its development is the epistemological foundation.¹⁷ Conversely, various definitions have been offered according to the diverse backgrounds and Muslim economists' points of view.¹⁸

Several attempts to build an Islamic economic methodology include the research carried out to develop criteria for the acceptance and rejection of a theory and provide rationalized guidelines for the evaluation.¹⁹ Additionally, Proposed a methodology for developing Islamic economics as a social science. Meanwhile, Possumah and Ismail²⁰ designed another methodology for reconstructing and interpreting Islamic economic theory.²¹

Despite the fact that there is a diverse literature on the discipline of Islamic economics, writings on its evolution in relation to the ASSM theory are still scarce. Furthermore, the theory is used to assess the process of emergence and development. Furthermore, given the theory's evolution, which has become increasingly broad and complicated since its publication in 2008, a full evaluation is required to map the theory and identify new research subjects linked to Islamic economics. Based on observations, no research on this topic has been conducted. Several early research have been conducted in order to review this notion. Other subjects, on the other hand, include the evolution of

¹³ Hussein, K. A. Islamic Economics: Current State of Knowledge and Development of the Discipline. Seventh International Conference on Islamic Economics, 55–60. 2008. Jeddah: Islamic Development Bank

¹⁴ Hussein, K. A.. Islamic Economics: Current State of Knowledge and Development of the Discipline. Seventh International Conference on Islamic Economics, 2008. 55–60. Jeddah: Islamic Development Bank

¹⁵ Azid, T. 2010. Anthology of Islamic Economics : Review of Some Basic Issues. Review of Islamic Economics, 13(2), 165–194

¹⁶ Mahomedy, A. C. Islamic economics: still in search of an identity. International Journal of Social Economics, 40(6, 2013), 556–578

¹⁷ Furqani, H. Consumption and Morality: Principles and Behavioral Framework in Islamic Economics. Journal of King Abdulaziz University, Islamic Economics, 30(April, 2017), 89–102. <https://doi.org/10.4197 / Islec. 30-SI.6>

¹⁸ Arif, M. Toward a Definition of Islamic Economics : Some Scientific Considerations . Journal of Research Islamic Economic, 2(2, 1985), 79–93.

¹⁹ Furqani, H., & Aslam Haneef, M. Theory appraisal in Islamic economic methodology: purposes and criteria. Humanomics, 28(4, 2012), 270–284

²⁰ Possumah, B. T., & Ismail, A. G. Reconstruction of Islamic Economic Theory: From Revelation to Methodology. Turkish Journal of Islamic Economics, 7(2, 2020), 50–69.

²¹ Khan, M. A. Methodology for Theory Building in Islamic Economic. Journal of Islamic Economics, Banking and Finance, 10(2, 2014), 11–37.

Eisenhardt's theory and the length of Macaulay's theory²². Therefore, there is a need to describe the characteristics of the ASSM theoretical development systematically.

The purpose of this study is to offer a thorough analysis of the ASSM theory. It is also connected to the advantages and possibilities of research that Islamic economics can exploit. This study is significant because it builds on the emerging discipline of Islamic economics, which is still developing and building its body of knowledge²³. Based on an examination of the evolution of ASSM theory, this study will present new avenues for investigation into Islamic economics.

METHODS

A quantitative method commonly used in library research and information science, such as bibliometric analysis, was adopted in this research²⁴. This method was developed in various fields of sciences such as management^{25,26,27}, technology^{28,29}, and also Islamic economics^{30,31}. Bibliometric analysis is used to investigate publishing trends and topic patterns³². This analysis can identify research gaps and guide future studies in a developing field.

²² Shah, S. A. A., Sukmana, R., & Fianto, B. A. Macaulay's theory of duration: 80-year thematic bibliometric review of the literature. *Journal of Economic Studies* (ahead-of-print). 2020.

²³ Furqani, H. Defining Islamic Economics: Scholars' Approach, Clarifying The Nature, Scope and Subject-Matter of The Discipline. *Turkish Journal of Islamic Economics*, 5(2, 2018), 69-93.

²⁴ Pritchard, A. Statistical bibliography or bibliometrics. *The Journal of Documentation*, 1969

²⁵ Acedo, F. J., & Casillas, J. C. Is International Management a truly international subject? *European Journal of International Management*, 1(4, 2007), 302-314.

²⁶ Kumar, S., Pandey, N., & Haldar, A. Twenty years of Public Management Review (PMR) : a bibliometric overview. *Public Management Review*, (2020). 1-21

²⁷ Van Fleet, D. D., & Bedeian, A. G. The Journal of Management 's First 40 Years. *Journal of Management*, 42(2,2016), 349-356.

²⁸ Hugar, J. G. Mapping of Literature on Nanotechnology : A Bibliometric Study. *Library Philosophy and Practice (e-Journal)* (2020).

²⁹ Singh, S., Dhir, S., Das, V. M., & Sharma, A. Bibliometric overview of the Technological Forecasting and Social Change journal: Analysis from 1970 to 2018. *Technological Forecasting and Social Change*, 2020. 154.

³⁰ Biancone, P. Pietro, Saiti, B., Petricean, D., & Chmet, F. The bibliometric analysis of Islamic banking and finance. *Journal of Islamic Accounting and Business Research*. (2020).

³¹ Paltrinieri, A., Hassan, M. K., Bahoo, S., & Khan, A. A bibliometric review of sukuk literature. *International Review of Economics and Finance*, (September 2018).

³² Tijjani, B., Ashiq, M., Siddique, N., Khan, M. A., & Rasul, A. A bibliometric analysis of quality research papers in Islamic finance: evidence from Web of Science. *ISRA International Journal of Islamic Finance* (ahead-of-print) (2020).

The data collection is based on the criteria proposed by Kipper et al. ³³. Furthermore, the first criterion is based on database selection. The source papers for the analysis were gathered from the Scopus database because to the availability of high-quality peer-reviewed studies in business and management compared to Google Scholar ³⁴. The second criterion is the time determination, which was from 2008, when Hambrick and Chen³⁵ published their research, through 2020.

Subsequently, the third criterion is keyword selection. In the title of the Scopus search, the keyword "Admittance-Seeking Social Movements" is used. Furthermore, choose the entire number of publications cited by Hambrick and Chen³⁶ in their study entitled "New Academic Fields as Admittance-Seeking Social Movements: The Case of Strategic Management". The fourth criterion is the selection of document types. The data collected in January 2021 had an inclusion criterion such as documents cited in the research carried out by Hambrick and Chen³⁷ and published between 2008 to 2020. Approximately 164 documents were analyzed for further bibliometrics. The fifth criterion is the determination of data analysis, and this research adopted descriptive and network analyses³⁸. The research design is shown in Figure 1.

³³ Kipper, L. M., Furstenau, L. B., Hoppe, D., Frozza, R., & Iepsen, S. Scopus scientific mapping production in industry 4.0 (2011 - 2018): a bibliometric analysis. *International Journal of Production Research*, 58(6, 2019), 1605–1627.

³⁴ Verma, S., & Gustafsson, A. Investigating the emerging COVID-19 research trends in the field of business and management: A bibliometric analysis approach. *Journal of Business Research*, 118, 2020. 253–261.

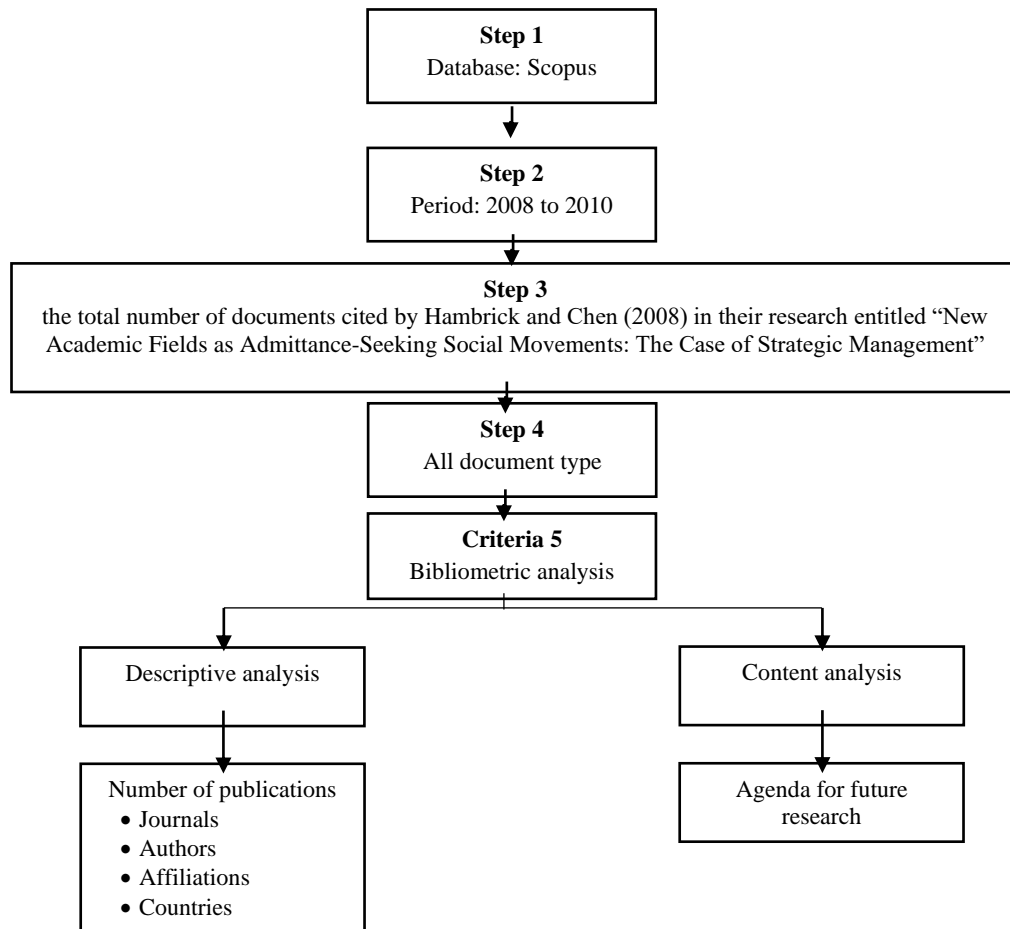
³⁵ Hambrick, D. C., & Chen, M. New Academic Fields as Admittance-Seeking Social Movements: The Case of Strategic Management. *Academy of Management Review*, 33(1, 2008), 32–54.

³⁶ Hambrick. *New Academic Fields*

³⁷ Hambrick. *New Academic Fields*

³⁸ Zainuldin, M. H. A bibliometric analysis of CSR in the banking industry : a decade study based on Scopus scientific mapping. (2021).

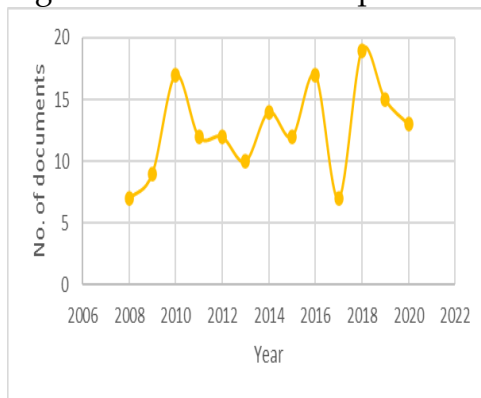
Figure I. Design of study



RESULT AND DISCUSSION

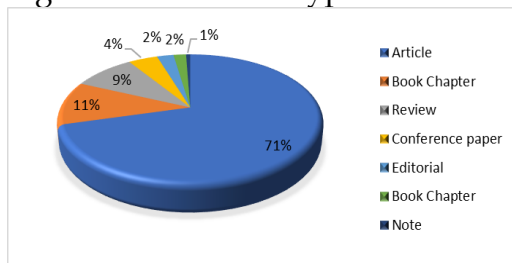
Figure 2 shows the number of documents cited in the ASSM theory from 2008 to 2020. The theories published in 2008 and 2009 were cited in as many as seven and nine documents, respectively. It jumped to 17 papers in 2010. The following year saw various ups and downs until 2017, when there was a dramatic drop to 7 documents, similar to 2008. However, it climbed to 19 documents in 2018, then reduced to 15 in 2019, and 13 in 2020. The majority of publications occurred in 2018 because the ASSM theory developed from management and business disciplines has moved to numerous other domains such as computer science, psychology, engineering, physics, energy, and nursing. Aside from the fact that there was a general increase, it was unstable.

Figure 2. The number of publications.



This suggests that the growth of Islamic economic publications is bound to accelerate as it is linked to other sectors. This is consistent with the findings of Hambrick and Chen's³⁹ study, which concluded that emerging disciplines of science must be distinct rather than competitive. There is, nevertheless, a need to supplement current domains of expertise. Islamic economics does not need to be isolated from other fields, such as traditional subjects that are mutually beneficial⁴⁰. Ali and AlQuradaghi⁴¹ stated that the publication is already related to various topics, subjects, and disciplines such as economics, finance, management, religion, regional studies, law, and sociology.

Figure 3. Document type



Meanwhile, 116 documents out of 164 studies cited the ASSM theory, as shown in Figure 3. This was followed by 18 book chapters, 15 reviews, and 7 conference papers. In addition, 4 editorial documents, 3 books, and 1 note were also included. These studies are a source of reference because the latest topics are published more in articles than books. These results are similar to other

³⁹ Hambrick, D. C., & Chen, M. New Academic Fields as Admittance-Seeking Social Movements: The Case of Strategic Management. *Academy of Management Review*, 33(1, 2008), 32-54.

⁴⁰ Zarqa, M. A. Islamic and Conventional Economics - Dialogue and Ethics. *Journal of King Abdulaziz University, Islamic Economics*, 32(2, 2019), 125-135.

⁴¹ Ali, S. N., & AlQuradaghi, B. A. Publishing Islamic economics and finance research: polemics, perceptions and prospects. *International Journal of Islamic and Middle Eastern Finance and Management*, 12(3, 2019), 346-367.

bibliometric studies, which proves that most documents are in the form of articles.

Scientific publications, especially articles, are widely used to convey ideas and thoughts on certain topics. Besides, those published in reputable international journals are a way to build new fields recognized by the scientific community. This triggers the need to increase the publications of studies carried out on Islamic economics, therefore it becomes an established science recognized by the scientific community.

The top 10 most cited articles are shown in Table 1. Conversely, 8 of them have been cited over 100 times. The book "Strategic Leadership: Theory and Research on Executives, Top Management Teams, and Boards"⁴². New Academic Fields as Admittance-Seeking Social Movements: The Case of Strategic Management. *Academy of Management Review*, 33(1), 32–54. received a maximum of 982 citations. Although most documents comprise mainly of articles, the ones with the most citations are books. Subsequently, the books written by Donald C. Hambrick, Sydney Finklestein, and Albert A. Cannella Jr were discovered to be poorly related to the ASSM theory, which was only quoted once when discussing academic attention towards the executive, a historical view. However, the book provides a broad view therefore, it needs to be reasonably cited. This book further discusses strategic leadership behavior, including executives, top management teams, and boards, related to profile, composition, values, personality, motives, demographics, succession, and compensation. It integrates extensive literature and in-depth observations of the analyzed topics, therefore it serves as a reference for practitioners and academics when discussing strategic leadership.

The subsequent most-cited article is "The institution-based view as a third leg for a strategy tripod"⁴³, which received 666 citations. The third and fourth articles received 238 and 159 citations, respectively. The least cited article in the list is "University technology transfer offices: The search for identity to build legitimacy," published by O'Kane et al.⁴⁴ with 84 citations.

⁴² Cannella, B., Finkelstein, S., & Hambrick, D. C. *Strategic Leadership: Theory and Research on Executives, Top Management Teams, and Boards*. In Oxford University Press. Oxford University Press, 2009.

⁴³ Peng, M. W., Sun, S. L., Pinkham, B., & Chen, H. The institution-based view as a third leg for a strategy tripod. *Academy of Management Perspectives*, 23(3, 2009), 63–81

⁴⁴ O'Kane, C., Mangematin, V., Geoghegan, W., & Fitzgerald, C. University technology transfer offices: The search for identity to build legitimacy. *Research Policy*, 44(2, 2015), 421–437.

Table 1. Top ten citation documents

Author/Year	Title	Journal	Citations
(Cannella et al., 2009)	Strategic Leadership: Theory and Research on Executives, Top Management Teams, and Boards (Book)	Strategic Leadership: Theory and Research on Executives, Top Management Teams, and Boards	929
(M. W. Peng et al., 2009)	The institution-based view as a third leg for a strategy tripod	Academy of Management Perspectives	666
(Fagerberg & Verspagen, 2009)	Innovation studies-The emerging structure of a new scientific field	Research Policy	239
(Fagerberg, Fosaas, & Sapprasert, 2012)	Innovation: Exploring the knowledge base	Research Policy	159
(Bengtsson, Eriksson, & Wincent, 2010)	Co-Opetition dynamics - an outline for further inquiry	Competitiveness Review	156
(Whittington, Cailluet, & Yakis-Douglas, 2011)	Opening strategy: Evolution of a precarious profession	British Journal of Management	150
(Nicole Coviello, E Mcdougall, & Oviatt, 2011)	The emergence, advance and future of international entrepreneurship research An introduction to the special forum	Journal of Business Venturing	113
(Shafique, 2013)	Thinking inside the box, Intellectual structure of the knowledge base of innovation research (1988-2008)	Strategic Management Journal	105
(Zhao, Fisher, Lounsbury, & Miller, 2017)	Optimal distinctiveness: Broadening the interface between institutional theory and strategic management	Strategic Management Journal	87
(O'Kane et al., 2015)	University technology transfer offices: The search for identity to build legitimacy	Research Policy	84

Therefore, this needs to be imitated by Islamic economics academics to write books that serve as reading materials for the students. A good effort was made by the International Shariah Research Academy for Islamic Finance (ISRA) (2018) by publishing a book on Islamic Economics: Principles and Analysis. This book comprehensively discussed Islamic economics, with the hope of being cited as a reference.

Table 2 shows the total number of articles published in each journal. The one with the most articles citing the ASSM theory is Research Policy, a journal published by Elsevier which is a forum for scientific communication related to policy, management, economic studies, and technology and innovation. Furthermore, AMLE contains 6 and 4 articles, respectively, from the AAPJM

and Business History. In contrast, 114 documents were published in 106 different sources. Articles citing ASSM theory are not categorized in specific publications, but are distributed according to their relevant scientific domains. Furthermore, an article on the emergence of innovation studies has been published multiple times in the Research Policy. Those examining the growth of science in management studies, on the other hand, have been published in a variety of journals, including the Academy of Management Review, the Africa Journal of Management, the Asia Pacific Journal of Management, and the Journal of Management Inquiry.

Table 2. The most productive journals

Journal	Country	Publication	Rank Scimago
Research Policy	Netherlands	7	Q1
Academy of Management Learning and Education	United States	6	Q1
Asia Pacific Journal of Management	United States	4	Q1
Business History	United Kingdom	4	Q1
Academy of Management Review	United States	3	Q1
Africa Journal of Management	United Kingdom	3	Q3
Family Business Review	United States	3	Q1
Innovation Economic Development and Policy Selected Essays		3	
Journal of Business Ethics	Netherlands	3	Q1
Journal of Management Inquiry	United States	3	Q1
Other journals (106 sources)		114	

Table 2 serves as a guide for publishing journals related to Islamic economics. The Research Policy is a publication of articles related to innovation studies. Meanwhile, the field of management science is expected to select from any of the publications, namely the Asia Pacific Journal of Management, Academy of Management Review, and the Journal of Management Inquiry. Specifically relating to educational management, it is published in the Academy of Management Learning and Education. Meanwhile, Business History is an international journal for empirical and conceptual studies on the evolution as well as contemporary operation of business systems and enterprises.

This research also investigated the most productive authors, as shown in Table 3. Professor Hans Landstrom of the Sten K Johnson Center for Entrepreneurship, Lund University, made the top of the list for the most prolific authors with 8 documents. Professor Jan Fagerberg from the Institute on Innovation and Technology, Netherlands, took second place with 7 documents. Most of the authors are affiliated with the United States while 6 are from Sweden, Netherlands, Canada, and United Kingdom.

Table 3. Productive author

Author name	Affiliation	Country	No of publications
Landstorm, H	Sten K. Johnson Centre for Entrepreneurship United Nations University - Maastricht Economic and Social Research Institute on Innovation and Technology	Sweden	8
Fagerberg, J	The University of Wisconsin Oshkosh, College of Business, University of Wisconsin Oshkosh	Netherlands	7
Arbaugh, J.B	Darden School of Business, Charlottesville	United States	6
Chen, M.J	Pace University, Lubin School of Business, New York	United States	5
Hwang, A	La Salle University, Philadelphia, School of Business, Philadelphia	United States	5
Fornaciari, C.J	University of Minnesota Duluth, Duluth	United States	4
Hassan, N.R	Faculty of Business Administration, Faculty of Business Administration, St John's	United States	4
Stewart, A	Alfred Lerner College of Business and Economics, Newark	Canada	4
Asarta, C.J	University of St Andrews, St Andrews	United States	3
Gray, R		United Kingdom	3

Table 3 shows that European and American authors mostly carry out scientific development. Landstorm from Sweden focuses on developing entrepreneurship, Fagerberg from the Netherlands, and Arbaugh specialize in the fields of innovation studies and management education. Furthermore, studies carried out in other continents such as Africa and Asia need to focus on other areas that have not been worked on by the west, such as Islamic economics.

Some of the top institutions that researched ASSM are shown in table 4, and all produced a minimum of 5 publications. Lunds Universitet is the institute with the most publications of 15 documents. This is natural because 2 prolific authors, Landstorm and Fagerberg, are from this institute in Sweden. Furthermore, Lunds Universitet also has a center for entrepreneurship studies called Sten K. John Center for Entrepreneurship. This shows that this theory is widely used to develop the fields of innovation studies which is the focus of the Sten K. John Center for Entrepreneurship.

Table 4. The research-producing institutions in ASSM Theory

No	Institutions	Publications	Area of research
1	Lunds Universitet, Sweden	15	Entrepreneurship and Innovation
2	Universitet I Oslo, Norwegia	7	Innovation
3	University of Wisconsin Oshkosh, United States	7	Management Education

4	University of Virginia, United States	6	Management
5	Aalborg Universitet, Denmark	5	Innovation
6	Pace University, New York, United States	5	Management Education
7	Sten K. Johnson Centre for Entrepreneurship, Sweden	5	Entrepreneurship

Table 4 also shows the research areas of each institute. According to the study area, this serves as a guide for Islamic economic research institutes to collaborate in the development of knowledge with the universities on the table. For example, Lunds and Wisconsin Oshkosh universities focus on entrepreneurship and management education, respectively. A combination of bibliometric and content analysis was used to identify several directives for future research. The description of research opportunities for Islamic economics is generated from the analysis of the article contents, which has cited the ASSM theory, and this consists of 3 main topics, as shown in table 5.

Table 5. Research opportunities for Islamic economics

Research streams/ main topic	Future research questions	References
1. Assessing the field	1. Is Islamic economics a scientific discipline?	(Hassan, 2011) (Shafique, 2013)
	2. How is the map of the intellectual structure of Islamic economics?	(David B Zoogah & Peng, 2019)
2. Research mapping	3. What is the antecedent behind the revival of the Islamic economic community?	(David B Zoogah & Peng, 2019)
	4. What are the processes that facilitate the acceptance of Islamic economics by the academic community?	
3. Islamic economic movement		

First Research Topic (Evaluation of the emergence and development of Islamic economic): ASSM theory was proposed when Hambrick and Chen (2008) observed the phenomenon associated with the emergence and acceptance of strategic management by the academic community in the United States. Furthermore, this theory was used in preliminary studies to analyze the emergence of other science fields. Bettinelli et al. (2014) used this model to analyze whether family and international entrepreneurship are new scientific

fields. Bettinelli et al.⁴⁵ further stated that family entrepreneurship is a new field, although it still needs to develop its intellectual foundation.

Ecopreneurship from the perspective of new admittance seeking social movement using 3 criteria, namely differentiation, mobilization, and development of legitimacy.⁴⁶ The results show that ecopreneurship is still in the early stages of its development as an academic study field. Out similar research by assessing corporate political activities.⁴⁷ It was reported that the CPA was unable to fulfill all the elements required in the field of sciences. The CPA was able to differentiate and mobilize other sciences, although it gained slight legitimacy from non-management communities.

Fortunately, the new field evaluation research carried out using the ASSM theory is also used to assess the status of existing areas in Islamic economics. This is carried out by showing evidence related to this theory's criteria, namely differentiation, mobilization, and legitimacy building. Furthermore, determining its status aids in determining whether it is in the formation stage or excluded in the new field. This research was carried out in the field of family business⁴⁸, entrepreneurship⁴⁹, and family entrepreneurship⁵⁰.

Moreover, studies related to Islamic economics need to ensure that it shows evidence of differentiation, mobilization, and building legitimacy according to the criteria of the ASSM theory. This is also applicable to the sub-fields, such as Islamic marketing and finance. The attempt to use this theory in studies was carried out by Kaukab⁵¹ in differentiating Islamic entrepreneurship from other disciplines. This is the first phase in the development of Islamic entrepreneurship to gain stronger recognition among academics. Kaukab⁵² further stated that Islamic entrepreneurship has consequences, limitations, philosophical foundations, goals, approaches, and scope that differentiates it from others. Subsequent studies need to be carried out to discern the next phase, namely resource mobilization and legitimacy building.

Second Research Topic (Islamic economic research mapping): In addition to evaluation, ASSM theory also serves as a basis for mapping the

⁴⁵ Bettinelli, C. Family Entrepreneurship: A Developing Field. *Foundations and Trends® in Entrepreneurship*, 10(3, 2014), 161-236.

⁴⁶ Galkina, T., & Hultman, M. Ecopreneurship - Assessing the field and outlining the research potential. *Small Enterprise Research*, 23(1, 2016), 58-72.

⁴⁷ Schuler, D. A., Rehbein, K., & Green, C. D. Is Corporate Political Activity a Field? *Business & Society*, 58(7, 2019), 1376-1405.

⁴⁸ Bird, B., Welsch, H., Astrachan, J. H., & Pistrui, D. Family Business Research: The Evolution of an Academic Field. *Family Business Review*, 15 (4, 2002.), 337-350.

⁴⁹ Jing, S., Qinghua, Z., & Landström, H. Entrepreneurship research in three regions-the USA, Europe and China. *International Entrepreneurship and Management Journal*, 11 (4, 2015), 861-890.

⁵⁰ Bettinelli, C. Family Entrepreneurship: A Developing Field. *Foundations and Trends® in Entrepreneurship*, 10(3, 2014), 161-236.

⁵¹ Kaukab, M. E. Islamic Entrepreneurship : Theorizing A Paradigm. *International Journal of Psychosocial Rehabilitation*, 24 (10, 2020), 2693-2702.

⁵² Kaukab, M. E. Islamic Entrepreneurship

development of scientific fields using a bibliometric approach. According to Landström⁵³, the emergence of this field is not only based on intellectual progress and social factors, rather it is also centered on the proposition of new theories and their dissemination within and outside the community⁵⁴. One of the methods for analyzing knowledge creation and changes in developing fields is the use of co-citation as part of the bibliometrics analysis⁵⁵.

Furthermore, this theory is also the basis for adopting a bibliometrics approach in this research. There is a need to follow the research carried out by Shafique⁵⁶, which maps changes in the intellectual structure of innovation studies, besides Wang et al.⁵⁷ reviewed publications in the field of reverse logistics, while Mubarrok et al.⁵⁸ analyzed the documents published in the *Journal of Islamic Marketing*. Although Biancone et al.⁵⁹ and Tijjani et al.⁶⁰ used the bibliometric approach to study Islamic economics, however, based on observations, several areas have not been explored, such as Islamic social finance, microfinance, human resources, and monetary system.

Third Research Topic: Islamic economic development model with a social movement theory approach: ASSM theory was proposed to develop a model related to the emergence of management scholarly communities (MSCs) underpinned by antecedents and processes, focusing on Asia and Africa Zoogah⁶¹; Zoogah and Peng⁶². Zoogah and Peng⁶³ stated that only a few people understand the way and manner MSCs occur in diverse regions and lack strong academic norms in management fields, especially in Asia and Africa. Furthermore, they developed a model of MSCs emergence with a focus on antecedents and processes. ASSM theory is the main process used to gain

⁵³ Landström, H.. The evolution of entrepreneurship as a scholarly field. *Foundations and Trends in Entrepreneurship*, 16(2, 2020), 67-243.

⁵⁴ Servantie, V., Cabrol, M., Guieu, G., & Boissin, J.-P. Is international entrepreneurship a field? A bibliometric analysis of the literature (1989 - 2015). *Journal International Entrepreneurship*, (1, 2016).

⁵⁵ Small, H. Co-citation in the Scientific Literature: A New Measure of the Relationship... *Journal of the American Society for Information Science*, 24 (4, 1973), 265-269.

⁵⁶ Shafique, M. Thinking inside the box? Intellectual structure of the knowledge base of innovation research (1988-2008). *Strategic Management Journal*, 34(1, 2013), 62-93.

⁵⁷ Wang, J. J., Chen, H., Rogers, D. S., Ellram, L. M., & Grawe, S. J. A bibliometric analysis of reverse logistics research (1992-2015) and opportunities for future research. *International Journal of Physical Distribution and Logistics Management*, 47(8, 2017), 666-687.

⁵⁸ Mubarrok, U. S., Ulfi, I., Sukmana, R., & Sukoco, B. M. A bibliometric analysis of Islamic marketing studies in the "journal of Islamic marketing." *Journal of Islamic Marketing*. (2020).

⁵⁹ Biancone, P. Pietro, Saiti, B., Petricean, D., & Chmet, F. The bibliometric analysis of Islamic banking and finance. *Journal of Islamic Accounting and Business Research*. (2020).

⁶⁰ Tijjani, B., Ashiq, M., Siddique, N., Khan, M. A., & Rasul, A. A bibliometric analysis of quality research papers in Islamic finance: evidence from Web of Science. *ISRA International Journal of Islamic Finance* (ahead-of-print). (2020.)

⁶¹ Zoogah, D B. Presidential Address: Embracing the Secular in our 'Sacred Scholarly World.' *Africa Journal of Management*, 5(2, 2019), 186-214.

⁶² Zoogah, David B, & Peng, M. W. Behind the emergence of management scholarly communities in Asia and Africa. *Africa Journal of Management*, 0(0(2019).), 1-23.

⁶³ Zoogah. Behind the emergence

admission by internal and external parties. Meanwhile, the antecedent factors include relative deprivation, motivation to excel, and availability of role models.

Therefore, the next research potential is to develop a theory based on the Islamic economic context, thereby proposing an entirely different one from Hambrick's because of the changes. Islamic economics has different scientific foundations (Ahmed⁶⁴; Mohamedy⁶⁵, methodology (Choudhury⁶⁶; Iqbal⁶⁷; Mahyudi and Aziz⁶⁸; Mohamd⁶⁹; Possumah and Ismail⁷⁰), and theory (Furqani^{71,72}) with economic conventional. Therefore, it provides an opportunity to modify Hambrick's theory according to Islamic economics. This was carried out by Engwall et al.⁷³ in international business, Bewley et al.⁷⁴ on the case of implementing fair value accounting in China, as well as Zoogah and Peng⁷⁵ when analyzing the presence of management scholarly communities in Asia and Africa.

CONCLUSION

Using a bibliometric technique and content analysis, this study examines the articles that mentioned Hambrick and Chen (2008) ASSM hypothesis from 2008 to 2020. It also uncovered new areas for research in Islamic economics. The findings revealed that the majority of publications happened in 2018, with a steady reduction continuing until 2020. The vast

⁶⁴ Ahmed, A. Y. The Scientific Approach to Islamic Economics: Philosophy, Theoretical Construction and Applicability. In H. Ahmed (Ed.), *Theoretical Foundations of Islamic Economics*. Jeddah: IRTI-IDB, 2002

⁶⁵ Mohamedy, A. C. *The Ontological Foundations of Modern Economics and Islam: How Do They Compare?* (2016).

⁶⁶ Choudhury, M. A. Tawhidi Islamic economics in reference to the methodology arising from the Qur'an and the Sunnah. *ISRA International Journal of Islamic Finance*, 10(2, 2018), 263-276.

⁶⁷ Iqbal, M. Development of theory of Islamic economics: problems and proposals. *International Journal of Behavioural Accounting and Finance*, 4(3, 2014), 259

⁶⁸ Mahyudi, M., & Aziz, E. A. Method and substance of islamic economics revisited. *Journal of King Abdulaziz University, Islamic Economics*, 31(2, 2018), 33-50.

⁶⁹ Mohamd, I. E. D. M. E. T. Methodology of the revival of islamic economics: A revisit. *Journal of King Abdulaziz University, Islamic Economics*, 32(3, 2019), 151-159.

⁷⁰ Possumah, B. T., & Ismail, A. G.. Reconstruction of Islamic Economic Theory: From Revelation to Methodology. *Turkish Journal of Islamic Economics*, 7(2, 2020), 50-69.

⁷¹ Furqani, H. Individual and society in an Islamic ethical framework Exploring key terminologies and the micro-foundations of Islamic economics. *Humanomics*, 31(1, 2015b), 74-87.

⁷² Furqani, H. Consumption and Morality: Principles and Behavioral Framework in Islamic Economics. *Journal of King Abdulaziz University, Islamic Economics*, 30(April) (2017)., 89-102.

⁷³ Engwall, L., Pahlberg, C., & Persson, O. The development of IB as a scientific field. *International Business Review*, 27(5, 2018), 1080-1088.

⁷⁴ Bewley, K., Graham, C., & Peng, S. The winding road to fair value accounting in China: a social movement analysis. *Accounting, Auditing & Accountability Journal*, 31(4), 1257-1285.

⁷⁵ Zoogah, David B, & Peng, M. W. Behind the emergence of management scholarly communities in Asia and Africa. *Africa Journal of Management*, (2019), 1-23.

majority of papers and citations are in the form of articles or books. The United States controls the majority of authors, institutions, and journal publishing.

Based on the analysis of the document's contents, Islamic economics researchers have many research options. To begin, Islamic economics frequently employs ASSM theory to review and evaluate the condition of current fields. The results are then utilized to assess whether or not it is a science field since various criteria must be met. Second, utilizing the Bibliometrics technique, this theory serves as the foundation for tracking the evolution of Islamic economics study. Third, because there have been changes, creating ASSM theory based on the Islamic economic setting leads to the notion of an altogether new one that differs from Hambrick and Chen (2008). This bibliometric analysis is restricted to the Scopus database. Future research would be more advanced if they used larger databases like as Dimension and Google Scholar, as well as increasing observation periods up to the most recent year. The use of a different review approach may also provide another intriguing insight into mapping ASSM theory research in the setting of Islamic economics.

Author's Contribution

Izzani Ulfi, Ujang Syahrul Mubarrak: Contribute to formulating research ideas, collecting data, processing data, and interpreting data.

Tjiptohadi Sawarjuwono: Contributing to writing systematics, research methods.

Achsania Hendratmi: Contributing to analyzing interpretation results, the language proofread.

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The author declares that there is no conflict of interest.

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