



# Resilience and Sustainability of Muslim Entrepreneurs of Gen Z In Era 5.0: A Conceptual Approach

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## Abstract

This study investigates how digital innovation and green marketing contribute to the resilience and sustainability of Muslim Generation Z entrepreneurship. Gen Z, known for its strong affinity for technology, utilizes digital platforms such as social media and e-commerce to develop businesses with relatively low capital, making it an ideal environment for entrepreneurial growth. For Muslim Gen Z entrepreneurs, integrating Islamic values like honesty, social responsibility, and business ethics into their ventures is essential for business practices. The study aims to explore the impact of digital entrepreneurship and green marketing on the resilience of Muslim Gen Z entrepreneurs and identify the factors influencing their sustainability. The research employs a conceptual approach, analyzing secondary data and existing literature on digital entrepreneurship, green marketing, and Islamic business ethics. Findings indicate that leveraging digital technology enhances the ability of Muslim Gen Z entrepreneurs to adapt to market changes, increase competitiveness, and operate sustainably. Green marketing, in particular, aligns with Islamic principles of environmental responsibility, attracting environmentally conscious consumers and building stronger brand loyalty. This study highlights how these entrepreneurs can integrate ethical practices with innovative strategies to build resilient and sustainable businesses in the digital era. The research underscores the need for further empirical studies to examine the practical application of Islamic values and digital innovation across various regions and how these factors interact with local entrepreneurial ecosystems.

**Keywords:** *Resilience; Sustainability; Gen Z Muslim entrepreneurs; Digital innovation; Green Marketing; Islamic Values*

## INTRODUCTION

As a generation that is a fan of technology, Gen Z is considered to have a strong talent for creativity and innovation. They master digital tools, social media, and mobile applications to manage their business effectively. Likewise, for Gen-Z Muslims, the ease of accessing the internet and digital technology allows them to start and grow their business with relatively low capital compared to conventional methods. Social media, mobile applications, and e-commerce platforms facilitate product marketing and sales, enabling Gen Z Muslim entrepreneurs to reach global markets more efficiently. Entrepreneurs often bring an innovative and creative approach to business, using technology to create solutions that meet the needs of the modern market. Muslims integrate Islamic values into business, such as honesty, justice, and social responsibility. It influences their business models and how they interact with customers. The concept of green marketing began in the late 1980s. Since the green marketing concept emerged, academic researchers have integrated environmental issues into all business domains. Draft marketing green moment: This has become a philosophy business that aims to achieve business economic goals and satisfy environmentally conscious customers with minimal environmental impact ( Li et al., 2018). Marketing green helps Gen Z entrepreneurs build more resilient businesses to crises and economic changes. They tend to have higher consumer loyalty and a more positive brand image. In addition, green marketing can build resilience to pressure environments through adaptation and awareness of green environments. Draft green marketing aligns with Islamic principles that emphasize

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environmental responsibility and sustainability. This concept is based on Islamic teachings about protecting the Earth and using resources wisely. Business continuity states the business's ability to survive and grow sustainably in the long term. It covers various aspects, including financial, environmental, and social factors.

The term resilience was first formulated by Block (1996) as I.Q. and ego resilience, and Klohnen (1996) defined it as a general ability that requires high and smooth self-adaptation in dealing with internal and external stress (Sadikin, 2020). According to Schutz (1967), the phenomenon of resilience can be based on two motivations: cause and motive. Resilience entrepreneurship refers to the ability of an individual or organization to recover from adversity, overcome challenges, and continue to adapt in the face of change and uncertainty. Resilience is a process of adaptation dynamic that enables entrepreneurs to keep going, looking at the future, although they face challenging market conditions, and even though there are events that do not occur stable, they must be facing them in a way continuously (Ayala et al., 2014). Entrepreneurs who apply green marketing and digital technology can be more resilient to crises because they have business models that adapt to market trends and changes—consumer demand. Green marketing and digitalization contribute to operational efficiency and better adaptation, strengthening the resilience of businesses and supporting long-term business sustainability.

This study aims to investigate how digital entrepreneurship and green marketing contribute to the resilience and sustainability of Muslim Gen Z entrepreneurs. Additionally, it explores the role of Islamic values in shaping entrepreneurial practices. It assesses the factors that influence the long-term sustainability of Muslim Gen Z businesses in the context of digital innovation and green marketing.

## **LITERATURE REVIEW**

### **Digital Innovation**

Using new or enhanced digital technology to generate value, increase productivity, and boost corporate competitiveness is known as "digital innovation." It entails adjusting digital platforms, the Internet of Things (IoT), Artificial Intelligence (AI), and big data (Nambisan et al., 2019).

Etemad (2020) highlights how digital innovation has produced an inclusive entrepreneurial ecosystem that gives Gen Z entrepreneurs access to markets, resources, and capital worldwide. Compared to earlier generations, digital innovation enables enterprises to launch with cheaper expenses and the possibility of a broader market reach, which is highly pertinent to young entrepreneurs looking for quick growth.

### **Green Marketing**

Green marketing refers to marketing products or services that emphasize their environmental benefits and aim to meet consumer needs while minimizing negative environmental impacts. This approach incorporates traditional marketing strategies with a focus on sustainability and aims to appeal to environmentally conscious consumers and contribute to environmental balance in the long term (Elgammal et al., 2024)

Green marketing attracts environmentally conscious consumers and allows businesses to invest in Islamic values, such as environmental protection and social responsibility. Chen and Chang (2013a; 2013b) find that effective green marketing increases sales and helps companies commit to sustainable business practices. Green marketing refers to marketing products or services that emphasize their environmental benefits and aim to meet consumer needs while minimizing negative environmental impacts. This approach incorporates traditional marketing strategies with a focus on sustainability and aims to appeal to environmentally conscious consumers and contribute to environmental balance in the long term.

### **Islamic Values**

[Hilaluddin et al. \(2024\)](#) describe Islamic values in business as a set of guiding principles such as Amana (trust), Siddiq (honesty), Tabligh (effective communication), and Fathuna (thought). These values ensure the integrity and stability of the company and the primary goal of Al-falah, which refers to success in the fields of life and spirituality.

[Ramadani et al. \(2015\)](#) stated that values like faith (righteousness), belief in Allah (tawakkul), and patience are emphasized as essential things in guiding entrepreneurs to face challenges with mental resilience. Tawakkul, or believing in God, will help entrepreneurs. Trust in God's plan when making decisions and patience allows them to endure when facing difficulties. These spiritual principles grow an ethical and resilient approach to entrepreneurship, enabling entrepreneurs to overcome difficulty with a focus on sustainability and success term length. Values help Muslim entrepreneurs maintain business and build mental toughness to withstand pressure, which a solid spiritual foundation supports. Islamic entrepreneurship, in general, is referred to as innovation to run more businesses. Religious values, such as honesty, fairness, and service to society, are essential in guiding business decisions. In Muslim-majority countries, entrepreneurs depend on values to build a business that can endure challenging socio-economic.

### **Business Resilience**

Business resilience refers to a business's ability to recover from crises, adapt to change, and continue to operate in the face of unexpected challenges. In the context of supply chain management, resilience includes the ability of the supply chain to maintain or quickly recover operations after a crisis, such as an economic crisis, epidemic, or natural disaster ([Wieland, 2020](#)). The capacity of an organization to adjust and prosper in the face of changes and disturbances in the business environment is known as business resilience. It makes it possible for companies to endure, bounce back, and expand over time ([Ates et al., 2019](#)).

### **Business Sustainability**

Business sustainability refers to the ability of a business to manage its operations in a way that balances financial, social, and environmental goals. The concept is rooted in the "Triple Bottom Line" (People, Planet, Profit), which emphasizes that businesses must focus on financial profitability and ensure that their operations contribute to social welfare and environmental protection. Sustainable business practices ensure a company can maintain long-term viability while minimizing negative impacts on society and the environment ([Carter et al., 2020](#)). Green marketing practices and adherence to the Triple Bottom Line ensure that Muslim Gen Z entrepreneurs operate ethically and sustainably. [Kajikawa et al. \(2020\)](#) suggest balancing social, environmental, and economic sustainability is key to ensuring longevity of the business. Establish sustainable growth based on Islamic values and new customer expectations.

## **RESEARCH METHOD**

### **Type of study**

It is conceptual research using secondary data in the form of academic literature. The approach is a thematic and integrative analysis of secondary data sources to identify patterns and relationships between resilience, sustainability business, digital entrepreneurship, and green marketing.

### **Data Collection Scenario**

This study uses secondary data obtained from the scientific literature. These publications focus on digital entrepreneurship, green marketing, sustainability, and Islamic business ethics,

especially in the context of Generation Z Muslim entrepreneurs.

### **Type of data**

The data used for this study is academic literature, including articles in journals, books, and other scientific sources. More specifically, this research draws on :

1. Theoretical frameworks from previous research on digital innovation, green marketing, and business flexibility.
2. Islamic ethical texts examine the relationship between religion and business practices.

### **Scientific Publications**

1. Number of publications: This study includes a review of approximately 50-100 publications, depending on relevance and context.
2. Publication Databases: The primary databases for retrieving these publications are Google Scholar, ScienceDirect, JSTOR, and IEEE Xplore. All host peer-reviewed articles related to entrepreneurship, lifestyle, and Islamic studies.
3. Publication Period: Publications from the 2000s onwards focusing on contemporary research, mostly from 2010 to 2024, have been selected to reflect data trends in the digital industry and green marketing, especially in the context of Gen. Z.

### **Characterization of data analysis**

This study uses a thematic and integrative analytic approach to understand interrelationships. Key concepts include flexibility, sustainability, digital entrepreneurship, and green marketing 1. Thematic analysis:

1. Identification of key themes: The analysis begins by identifying key themes in the literature, including the role of digital technology in entrepreneurship, green marketing strategies, and Islamic values to create business practices.
2. Thematic Link: These topics are linked to explore how to contribute to the robustness and stability of Muslim entrepreneurs Gen Z. For example, the relationship between green marketing and Islamic environmental values is very focused.

### **Integrative analysis**

1. Synthesis of findings: The data are combined to create an integrated conceptual model that describes the relationship between digital innovation, green marketing, and business flexibility.
2. Gap Analysis: This study shows the gaps in the literature that require further research, especially regarding the application of Islamic business principles in the digital industry.
3. Interpretation and conclusion

The results are interpreted in the context of the Islamic ethical situation and the new digital business practices, which promote flexibility and stability in world business. This process will help develop insights for Gen Z Muslim entrepreneurs. This approach will provide a comprehensive understanding of the intersection of digital entrepreneurship, green marketing, and Islamic values and how these factors contribute to the success and essence of Gen Z Muslim entrepreneurs.

## **FINDINGS AND DISCUSSION**

Data Derived from the Methodology: The research relied on secondary data from scientific publications, focusing on themes of digital innovation, green marketing, resilience, sustainability, and Islamic business ethics. These studies primarily addressed the entrepreneurial activities of

Generation Z Muslim entrepreneurs and how they navigate the modern business landscape through digital means while integrating Islamic values into their practices. Key data points derived from the research include:

1. **Digital Innovation and Resilience:** The research found that Muslim Gen Z entrepreneurs leverage digital platforms such as social media, e-commerce, and mobile applications to innovate and adapt to market changes. This use of technology allows them to reach a broader global market and enhances their ability to respond quickly to crises and economic changes.
2. **Green Marketing and Sustainability:** Adopting green marketing strategies aligns with Islamic principles of environmental stewardship. Muslim Gen Z entrepreneurs who implement green marketing practices attract environmentally conscious consumers and build stronger brand loyalty, contributing to long-term business sustainability.
3. **Islamic Values and Business Ethics:** Islamic values, such as honesty, social responsibility, and fairness, were found to influence the business practices of Muslim Gen Z entrepreneurs profoundly. These values help shape ethical business models, fostering consumer trust and strengthening the relationship between businesses and their stakeholders.
4. **Resilience through adaptation:** The analysis highlighted that resilience among these entrepreneurs is closely linked to their ability to adapt to rapidly changing market conditions and utilize digital tools effectively. Entrepreneurs who integrate digital innovation and green marketing practices demonstrated higher resilience, enabling them to withstand economic pressures and market uncertainties.

### **Analysis of Findings**

These findings show that digital innovation and green marketing are critical factors contributing to the resilience and sustainability of Muslim Gen Z entrepreneurs. By integrating these strategies with Islamic values, these entrepreneurs can operate businesses that are not only profitable but also ethical and environmentally conscious. The findings also suggest that Islamic ethics are a foundation for ethical business practices, strengthening brand reputation and increasing consumer loyalty. When combined with digital technology, this ethical grounding equips Muslim Gen Z entrepreneurs to create adaptable business models that can thrive despite external challenges. Furthermore, green marketing is aligned with Islamic teachings on environmental responsibility, promoting a sustainable business approach. Entrepreneurs who implement green marketing are more likely to appeal to the growing demographic of environmentally conscious consumers, increasing their business resilience and sustainability.

### **Discussion**

Digital innovation is a critical enabler for green marketing and overall business sustainability. Technologies like e-commerce platforms, social media, and data analytics allow Muslim Gen Z entrepreneurs to scale their businesses and reach a broader market of environmentally conscious consumers. Through digital channels, companies can promote green products and services that align with Islamic values and modern consumer expectations for sustainability (Aras & Büyükožkan, 2023). In this context, digital innovation enhances operational efficiency and is pivotal in communicating green marketing efforts.

Green marketing emphasizes environmentally friendly practices, and with digital tools, entrepreneurs can showcase their sustainability efforts transparently, building consumer trust. The ability to convey sustainability through digital channels enhances business sustainability by promoting long-term consumer loyalty (Mukonza et al, 2021). At the core of these business

practices are Islamic values. Islamic teachings, such as Khalifah (stewardship of the Earth), emphasize the responsibility of humans to protect the environment. This ethical underpinning drives the commitment of Muslim entrepreneurs to green marketing practices, ensuring that their businesses are both sustainable and aligned with Islamic principles. The ethical framework provided by Islamic values ensures that green marketing is not merely a business strategy but also a moral obligation to uphold sustainability and social responsibility (Ilvonen et al., 2018).

Moreover, these values play a significant role in enhancing business resilience. By integrating principles of fairness (adl), honesty (Amanah), and social responsibility (mas'uliyah) into their businesses, Muslim Gen Z entrepreneurs can navigate market disruptions with integrity. Ethical decision-making rooted in Islamic values strengthens stakeholder relationships and builds long-term trust, which is essential for resilience and sustainability (Lanamaki et al., 2020). Digital innovation also contributes significantly to business resilience by allowing businesses to adapt quickly to disruptions, whether due to market changes, technological advancements, or environmental crises. Digital tools enable agile responses, such as real-time adjustments in supply chains or shifting marketing strategies, ensuring that businesses can withstand challenges and continue operating efficiently (Aras & Büyüközkan, 2023). When combined with Islamic values, digital innovation fosters a holistic approach to resilience. Entrepreneurs can leverage digital technologies while maintaining their ethical commitments, ensuring that short-term survival does not come at the expense of long-term sustainability. This ability to balance adaptability with ethical integrity is crucial for creating resilient businesses capable of thriving in uncertain environments (Lanamaki et al., 2020).

Business resilience and sustainability are closely linked, particularly in the context of Muslim Gen Z entrepreneurs. Green marketing plays a critical role in this interdependence by positioning businesses as environmentally conscious and ethically responsible, which resonates with Islamic values and modern consumer demands. This alignment ensures resilience to market shifts—such as the growing demand for sustainable products—and promotes long-term sustainability.

Moreover, the commitment to green marketing enhances business sustainability by ensuring that businesses focus on the Triple Bottom Line—people, planet, and profit. This balance, driven by digital innovation and grounded in Islamic ethics, ensures that businesses are resilient despite external shocks while maintaining their dedication to environmental and social well-being (Ilvonen et al., 2018).

## CONCLUSIONS

Marketing green and entrepreneurial digital contributes to the resilience and sustainability of entrepreneurship for Muslim Generation Z. Digital entrepreneurship helps business people Gen-Z Muslims adapt to market changes, expanding access to the global market and reducing costs, which are aimed at strengthening resilience. Marketing green pushes innovation green, maintaining relationships with consumers and stakeholders and ensuring compliance with environmental regulations to support business continuity for the long term. The article Gümüşay (2015) discusses how Islamic values such as honesty and integrity, social responsibility, and business ethics shape Muslim entrepreneurial practices related to resilience and sustainability entrepreneurship. That matter is in line with the Hadith, which states, "Do not consume your property among yourselves unjustly; and trade among yourselves by mutual consent..." (Quran 4:29). Prophet Muhammad also emphasized timely payment of wages, which encourages fair and ethical business practices. Gümüşay also believes that the application of technology enables innovation, automates business processes, provides tools to access broader markets, and promotes sustainability, which is in line with Islamic principles of responsible resource management (Quran 67:15). These factors contribute to the resilience and success of Gen Z Muslim entrepreneurs in the digital era.

Furthermore, the study is expected to use an appropriate model or strategy to develop technology. This research provides a comprehensive understanding of how Muslim Gen Z entrepreneurs can build resilient and sustainable businesses by leveraging digital technology and green marketing while adhering to Islamic values. These findings can serve as a model for future entrepreneurial endeavors in similar contexts.

### LIMITATION & FURTHER RESEARCH

The limitation of this research is the reliance on secondary data. In the form of academic literature that may not fully reflect the condition latest or matter specific to entrepreneurship Muslim generation Z in various geographical locations, limitations can influence generalization findings research, lack of study empirical that does not involve primary data collection or studies empirical so that no give deep insight about Islamic values, digital innovation, and marketing green applied in a way practical by entrepreneurs Muslim generation Z. Besides that study, this possible no-catch complete variations in the application of Islamic ethics in entrepreneurship across regions, especially in countries with Muslim and non-muslim majorities.

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