

Value Creation in Digital Business: A Conceptual Framework Based on Sharia Economic Principles

Adika Desi Setyani¹, Ahsan Hakim², Emilta Friska Junior³, Ronaldo Yolanda Putra⁴

¹ Digital Business Study Program, Institute of Business and Health Technology
Muhammadiyah Tulungagung

² Islamic Religious Education Study Program, Admad Dahlan Institute
Probolinggo

^{3 4} Digital Business Study Program, Institute of Business and Health Technology
Muhammadiyah Tulungagung

Email : adikadesisetyani@gmail.com

ARTICLE INFO

Article History

Received, 2025/01/06

Revised, 2025/03/07

Accepted,
2025/05/07

Keywords

value creation; digital
business; Islamic
economics; *maqāṣid al-*
sharī'ah; digital
governance.

Copyright © year
Sociosphere



This work is licensed
under a [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/)
4.0 International license

ABSTRACT

Digital transformation expands opportunities for value creation through business model innovation, data processing, and platform-based interactions. However, increased revenue and service adoption do not necessarily ensure an equitable distribution of benefits among stakeholders. This article aims to conceptualize value creation in digital business based on Islamic economic principles and explain the relationships among digital capabilities, governance, trust, and stakeholder benefits. It adopts a qualitative conceptual approach through an integrative synthesis of the literature examined on digital transformation, business model innovation, Islamic fintech adoption, and performance evaluation grounded in *maqāṣid al-sharī'ah*. The analysis compares definitions, assumptions, and value mechanisms to distinguish benefit creation, profit capture, and value distribution. The synthesis produces a framework linking Islamic principle orientation, digital capabilities, operational governance, and value creation outcomes. Governance is positioned as a mechanism for translating justice, trustworthiness, and public welfare into business decisions, while trust is proposed as a link between governance practices and user participation. The conceptual contribution lies in combining explanations of digital value mechanisms with evaluations of benefit quality and distribution, alongside potential indicators of transaction transparency, service accessibility, accountability, and perceived fairness. The framework emphasizes evaluating commercial success alongside actual benefits for users and business partners. Practically, it guides the development of welfare-oriented digital business evaluation. Nevertheless, the relationships among constructs remain empirically unvalidated; future research should test the indicators, mechanisms, and boundary conditions through cross-sectoral and longitudinal studies.

Citation:

Filled by Journal Manager

INTRODUCTION

Digital transformation has changed the way companies in different parts of the world design offerings, interact with consumers, and generate revenue, so value creation increasingly depends on the ability to integrate technology with changing business models (Verhoef et al., 2021). In these developments, data collection, integration, and analysis allow companies to improve the use of resources as well as develop more sustainable value creation and capture mechanisms (Ranta et al., 2021). However, improving technological capabilities needs to be distinguished from successfully generating benefits for stakeholders, as measures of business performance can include economic, social, ethical, and environmental dimensions (Verhoef et al., 2021; Mergaliyev et al., 2021). The sharia economic perspective expands on this assessment through *maqāṣid al-sharī'ah*, which places human welfare and stakeholder interests as the basis for evaluating economic activities (Mergaliyev et al., 2021). By bringing together the perspective of digital transformation and the ethical goals of the sharia economy, value creation can be studied as a process of shaping business benefits as well as an assessment of the quality and consequences of these benefits (Verhoef et al., 2021; Mergaliyev et al., 2021).

Previous research provides relevant evidence, although the relationship between digital business and the Islamic economy is more often studied through the financial sector than the entire digital business ecosystem (Rahim et al., 2023; Maniam, 2024). In Malaysia, a study of 418 Islamic fintech users found that performance expectations, social influence, and supporting conditions were significantly related in the adoption model, while business expectations showed no significance (Rahim et al., 2023). In four pioneer companies in Northern Europe, case studies showed that digital technologies support circular business model innovation through improved resource flow and value creation and capture (Ranta et al., 2021). Meanwhile, a study of Islamic banking in 12 countries, including Indonesia, Malaysia, and the United Kingdom, developed *maqāṣid*-based performance evaluations that go beyond financial measures by incorporating ethical and social dimensions (Mergaliyev et al., 2021). The latest systematic review also shows the dominance of the technology acceptance framework in the study of sharia fintech adoption as well as the importance of trust as an additional construct, so that the cross-contextual evidence opens up space to link adoption, governance, and the quality of the value produced (Maniam, 2024).

Based on the literature reviewed, the research gap lies in the lack of an explanation of digital capabilities, user behavior, and ethical evaluation into a single conceptual mechanism of value creation (Verhoef et al., 2021; Maniam, 2024; Mergaliyev et al., 2021). The digital transformation literature describes changes in business models and organizational capabilities, but the framework does not specifically place sharia economic principles as the basis for assessing its benefits and distribution (Verhoef et al., 2021). In contrast, adoption-oriented sharia fintech research has not provided an adequate explanation of how the use of services translates into economic and social benefits for various stakeholder groups (Rahim et al., 2023; Maniam, 2024). The *maqāṣid* performance

framework provides an evaluative basis, but its application to banking requires reconstruction when transitioned to digital businesses that rely on data, platforms, and interactions between actors (Mergaliyev et al., 2021; Verhoef et al., 2021). Therefore, the gap proposed is not the absence of related research, but rather the need to explain the relationship between normative principles, operational decisions, and value creation outcomes in the context of digital business (Ranta et al., 2021; Maniam, 2024).

To answer these gaps, this study proposes a conceptual framework that connects sharia value orientation, digital capabilities, governance mechanisms, and value creation outcomes for stakeholders (Verhoef et al., 2021; Mergaliyev et al., 2021). The novelty offered is in the form of translating justice, trust, and benefits into the operational dimensions of digital businesses, such as offer transparency, data management accountability, service access, and benefit distribution, as a conceptual development of *maqāṣid*-based ethical evaluation (Mergaliyev et al., 2021). The framework positions trust as a proposed linking mechanism between governance practices and user participation, based on its role in the sharia fintech adoption literature (Maniam, 2024). Its operationalization is directed at indicators that can be further tested, including the clarity of transaction information, the affordability of access, the perception of fairness, and the benefits of using technology for business actors and consumers (Rahim et al., 2023; Ranta et al., 2021). Thus, the contribution of the research lies in the preparation of relationships between constructs and verifiable propositions, while the effectiveness of the framework still requires subsequent empirical testing (Verhoef et al., 2021; Maniam, 2024).

This research aims to identify the dimensions of digital business value creation that are relevant to the principles of sharia economics and formulate the conceptual relationship between technological capabilities, governance, trust, and stakeholder benefits (Verhoef et al., 2021; Maniam, 2024). The first goal is directed at answering the question: how can value creation in digital business be conceptualized based on the principles of sharia economics and the welfare orientation of *maqāṣid*? (Mergaliyev et al., 2021; Ranta et al., 2021). The second goal is directed at answering the question: how are these principles translated into governance mechanisms and interconstruct relationship propositions that explain digital business value creation? (Verhoef et al., 2021; Maniam, 2024). The answers to both questions are expected to yield an analytical foundation for the development of digital businesses that integrate economic benefits, the quality of user relationships, and responsibility to stakeholders (Rahim et al., 2023; Mergaliyev et al., 2021).

METHODS

This research is designed using a qualitative approach through an integrative literature review with systematic tracing and theoretical synthesis, because the goal is to build a conceptual framework, not to estimate the empirical influence of technology on business performance (Jaakkola, 2020; Paul & Criado, 2020). The goal is to explain the digital value creation mechanism while evaluating its suitability with the welfare orientation of the sharia economy (Mergaliyev et al.,

2021). The critical question asked is: how does the literature distinguish value creation for stakeholders from the capture of corporate profits, and under what conditions can sharia principles direct digital mechanisms towards equitable benefits? (Jaakkola, 2020; Mergaliyev et al., 2021).

Searches are planned on Scopus and the Web of Science for English-language articles published in 2020–2025, with execution dates, databases, search fields, and all queries recorded in the protocol (Paul et al., 2021). The first search combines groups of terms "digital business", "digital platform", "e-commerce", or "fintech" with "value creation", "value co-creation", or "value capture", using in-group OR operators and intergroup AND (Paul et al., 2021). The second search combines those digital groups with "Islamic economics", "Islamic business ethics", "Sharia", or "maqasid", without requiring value creation terms to keep relevant normative literature affordable (Paul & Criado, 2020). The syntax is tailored to each database, while reference searches and citation articles are performed to complete the scope of the search (Paul & Criado, 2020).

Inclusion criteria include journal articles with DOIs, available full texts, and substantive contributions to digital value mechanisms or operationalization of sharia economic principles, including empirical, conceptual, and literature review (Paul & Criado, 2020). Duplicate, editorial, proceeding, and publication articles that only mention search terms without addressing relevant constructs are excluded on documented grounds (Paul et al., 2021). Selection is conducted in stages through titles, abstracts, and full texts, while quality assessments examine clarity of purpose, method transparency, evidence base, and consistency of conclusions (Paul et al., 2021). Quartiles and SJRs are noted as characteristics of journals, but are not used as the sole measure of article quality to reduce reliance on publishing reputation (Paul & Criado, 2020).

Data were extracted into a matrix containing the identity of the article, country, sector, research design, value definition, beneficiary actors, digital mechanisms, sharia principles, findings, and limitations (Paul et al., 2021). The analysis compared definitions, assumptions, and relationships between constructs, then grouped the mechanisms of value creation, capture, and distribution (Jaakkola, 2020). The principles of justice, trust, and benefit were used as initial categories that could be revised, while additional categories were formed from material not represented by the initial framework (Jaakkola, 2020; Mergaliyev et al., 2021). Normative statements are separated from empirical evidence so that sharia conformity is not automatically interpreted as evidence of improved welfare (Mergaliyev et al., 2021).

The synthesis results in a definition of the construct, proposed relationships, potential indicators, as well as boundary conditions for the application of the framework (Jaakkola, 2020). Each proposition is linked to supporting articles, conflicting evidence, and connecting assumptions, including possible conflicts between the company's efficiency and the interests of the user (Jaakkola, 2020). Traceability is maintained through the storage of search results, selection decisions, extraction matrices, and records of analysis category changes (Paul et al., 2021). The final result is positioned as a framework that requires empirical testing, with the limitations of language coverage, period, and

publication access explicitly stated (Paul & Criado, 2020).

RESULT AND DISCUSSION

Research Results

The resource synthesis examined identifies the differences between digital value creation, value capture by companies, and benefits to stakeholders. The digital transformation literature places changes in business models and organizational capabilities as important elements in generating and acquiring value, while circular business model research shows the role of data collection, integration, and analysis in improving resource flows (Verhoef et al., 2021; Ranta et al., 2021). Both perspectives explain the mechanism of business value, but the benefits obtained by companies do not in themselves demonstrate an equitable distribution of benefits for users and business partners.

To answer the first research question, value creation based on sharia economics principles is formulated as the process of generating economic benefits evaluated through fairness, accountability, and stakeholder welfare. This formulation expands attention from corporate profits to the quality of benefits and consequences of their distribution. The maqāṣid framework provides a basis for multidimensional evaluation, while the literature on sharia fintech adoption shows the importance of trust in service acceptance (Mergaliyev et al., 2021; Maniam, 2024). However, the evidence of such adoption is not enough to conclude that there is an increase in welfare or a fair distribution of benefits.

To answer the second research question, the proposed framework connects four components: sharia principle orientation, digital capabilities, operational governance, and value creation outcomes. Sharia principles orientation provides evaluative criteria; digital capabilities provide information processing and service development capabilities; governance translates both into business decisions; while value creation outcomes are assessed from the benefits of the company, users, and business partners. Trust is placed as a proposed linking mechanism between governance and user participation, with potential indicators in the form of clarity of transaction information, service access, perception of fairness, and benefits of use.

The synthesis results in the proposition that the contribution of digital capabilities to the creation of sharia-based value depends on the governance that directs its use. The next proposition states that trust can support user participation, but the benefits of participation need to be evaluated separately. Thus, the conceptual output of the research is in the form of interconstructs and evaluation criteria, while the direction of the relationship, the power of influence, and the conditions of its application still require empirical testing.

Discussion

The distinction between value creation and profit capture shifts the research problem from the ability of technology to generate revenue to the question of who benefits and how those benefits are formed (Verhoef et al., 2021; Ranta et al., 2021). The proposed framework is in line with Verhoef et al. (2021), which places digital transformation as a change in business models, capabilities, and performance measures, so that technology investment needs to be understood through the

organizational changes that accompany it (Verhoef et al., 2021). However, the addition of an Islamic economic perspective expands the evaluation from commercial success to the quality of benefits for stakeholders, based on the orientation of well-being in *maqāṣid* (Mergaliyev et al., 2021). Such expansion has critical consequences: business growth can be evidence of successful value capture, but it is not sufficient to prove the achievement of the proposed ethical goals (Verhoef et al., 2021; Mergaliyev et al., 2021).

The interpretation of the role of digital capabilities is supported by Ranta et al. (2021), who show how technology can improve the flow of resources as well as support innovation in the creation and capture of value in circular business models (Ranta et al., 2021). However, the results of these pioneering companies in Northern Europe cannot be directly transferred to all digital businesses or be considered to prove sharia compliance, as the context and evaluation criteria are different (Ranta et al., 2021). A balancing perspective is found in Lehtonen et al. (2022), who show that profit maximization orientation in gaming platforms can result in a negative experience for users through the process of destruction of shared value (Lehtonen et al., 2022). This comparison reinforces the need to include business incentives and the consequences of use as framework boundary conditions, as technologies that support value creation can also be used in mechanisms that harm users (Ranta et al., 2021; Lehtonen et al., 2022).

The placement of sharia principles as an evaluative basis contributes if these principles influence operational decisions, not just service identities or statements of company commitment (Mergaliyev et al., 2021). This argument is consistent with *maqāṣid*-based evaluations that pay attention to social and ethical substance in addition to the fulfillment of juridical requirements in economic activities (Mergaliyev et al., 2021). However, the translation of justice, trust, and benefits into digital indicators is a conceptual development of this research, so its validity cannot be assumed simply because it refers to the framework of Islamic banking (Mergaliyev et al., 2021). Thus, the relationship between sharia orientation and welfare needs to be explained through examineable practices, including how company decisions consider the benefits and disadvantages for different stakeholder groups (Mergaliyev et al., 2021; Lehtonen et al., 2022).

The role of trust gained support from the review of Maniam (2024), who identified it as an important additional construct in the study of sharia fintech adoption, but the evidence mainly explains the acceptance of services (Maniam, 2024). The research of Rahim et al. (2023) also shows the relevance of performance expectations, social influences, and supporting conditions, so that user participation cannot be explained solely through the ethical orientation of the service provider (Rahim et al., 2023). Therefore, this framework needs to distinguish between trust, use, and actual benefits so that successful adoption is not used as a substitute for a measure of well-being (Maniam, 2024; Rahim et al., 2023). The possibility of negative experiences on platforms also suggests that user participation can take place simultaneously with the destruction of value, so the relationship between trust and benefit needs to be tested separately (Lehtonen et al., 2022).

The theoretical implication is the need to bridge the explanation of how

digital value is formed with an evaluation of how it is acceptable according to the goals of the sharia economy (Verhoef et al., 2021; Mergaliyev et al., 2021). This merger offers a way to examine the tension between company success and user benefits without assuming that the two always move in the same direction (Ranta et al., 2021; Lehtonen et al., 2022). In practical terms, the framework directs business managers to complement revenue and adoption measures with an examination of information clarity, service access, perception of fairness, and the consequences of use for users and business partners (Verhoef et al., 2021; Rahim et al., 2023; Mergaliyev et al., 2021). The recommendations are the direction of evaluation development, while the effectiveness of the indicators and the proposed relationships need to be tested in different sectors and user groups, given that the supporting literature comes from diverse contexts of banking, fintech, circular business, and digital games (Mergaliyev et al., 2021; Maniam, 2024; Ranta et al., 2021; Lehtonen et al., 2022).

CONCLUSIONS

This conceptual synthesis suggests that value creation in digital business needs to be understood through the benefits generated, the parties who earn them, and the mechanisms of their distribution. In the perspective of sharia economics, commercial success needs to be evaluated alongside justice, trust, and benefit, so that increased revenue and service adoption are not enough to demonstrate the achievement of stakeholder well-being. The proposed framework places governance as a link between digital capabilities and sharia value orientation, while trust is positioned as a mechanism to support user participation whose actual benefits need to be assessed separately.

The novelty offered lies in the preparation of a conceptual relationship between sharia principles, digital capabilities, operational governance, and value creation results, along with potential indicators and conditions of their application. The theoretical contribution is to bring together digital transformation literature that explains value formation with maqāṣid literature that evaluates the quality of benefits. Practically, this framework provides an evaluation direction for business managers to integrate commercial measures with transaction transparency, service access, accountability, and the perception of fairness.

However, this conclusion is limited to the synthesis of the sources that have been discussed; the implementation of systematic tracing protocols and empirical validation has not been reported. The diversity of the literature context also limits the direct application of the framework to all digital business sectors. Further research needs to validate constructs through expert reviews, examine construct-to-construct relationships between users and business partners, and compare sectors and institutional contexts. Longitudinal studies are needed to assess whether trust and participation develop into sustainable benefits, as well as to identify conditions when company efficiency actually leads to inequality or destruction of value.

REFERENCE

- Jaakkola, E. (2020). Designing conceptual articles: Four approaches. *AMS Review*, 10, 18–26. <https://doi.org/10.1007/s13162-020-00161-0>
- Lehtonen, M. J., Vesa, M., & Harviainen, J. T. (2022). Games-as-a-Disservice: Emergent value co-destruction in platform business models. *Journal of Business Research*, 141, 564–574. <https://doi.org/10.1016/j.jbusres.2021.11.055>
- Maniam, S. (2024). Determinants of Islamic fintech adoption: A systematic literature review. *Journal of Islamic Marketing*, 15(11), 2916–2936. <https://doi.org/10.1108/JIMA-11-2023-0373>
- Mergaliyev, A., Asutay, M., Avdukic, A., & Karbhari, Y. (2021). Higher ethical objective (Maqasid al-Shari’ah) augmented framework for Islamic banks: Assessing ethical performance and exploring its determinants. *Journal of Business Ethics*, 170(4), 797–834. <https://doi.org/10.1007/s10551-019-04331-4>
- Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know? *International Business Review*, 29(4), Article 101717. <https://doi.org/10.1016/j.ibusrev.2020.101717>
- Paul, J., Lim, W. M., O’Cass, A., Hao, A. W., & Bresciani, S. (2021). Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR). *International Journal of Consumer Studies*, 45(4), O1–O16. <https://doi.org/10.1111/ijcs.12695>
- Rahim, N. F., Bakri, M. H., Fianto, B. A., Zainal, N., & Hussein Al Shami, S. A. (2023). Measurement and structural modelling on factors of Islamic Fintech adoption among millennials in Malaysia. *Journal of Islamic Marketing*, 14(6), 1463–1487. <https://doi.org/10.1108/JIMA-09-2020-0279>
- Ranta, V., Aarikka-Stenroos, L., & Väisänen, J.-M. (2021). Digital technologies catalyzing business model innovation for circular economy – Multiple case study. *Resources, Conservation and Recycling*, 164, Article 105155. <https://doi.org/10.1016/j.resconrec.2020.105155>
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, 889–901. <https://doi.org/10.1016/j.jbusres.2019.09.022>