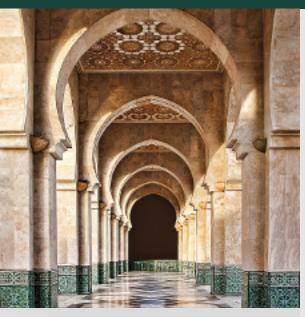
RESEARCH SPOTLIGHT BY MSU-CIBER AND MSU-MSP



October 14, 2021 1:00PM-2:30PM EDT Virtual/Zoom

Globalization, Islam, and Marketing

The global Muslim market, encompassing 1.8 billion consumers and with an estimated worth of 3.2 trillion dollars by 2024, is of interest to many companies and scholars of business. This panel will discuss a diverse array of topics such as the halal industry, Islamic branding, and Islamic business strategy. The event will be moderated by Professor Ahmet H. Kirca (Director MSU-CIBER) and Mohammad H. Khalil (MSU-MSP).

Speakers:







Dr. Jonathan Wilson

Professor of Brand Strategy & Culture, Director Regent's Univ. London Associate Professor of Marketing **Univ. of Michigan-Dearborn**

Dr. Elif Izberk-Bilgin Dr. Cedomir Nestorovic

Professor of International Marketing and Geopolitics ESSEC Singapore



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Muslim Studies Program MICHIGAN STATE UNIVERSITY

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