

# RESEARCH SPOTLIGHT BY MSU-CIBER AND MSU-MSP



## 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



**Dr. Elif Izberk-Bilgin**

Associate Professor of  
Marketing  
Univ. of Michigan-Dearborn



**Dr. Cedomir Nestorovic**

Professor of International  
Marketing and Geopolitics  
ESSEC Singapore

**October 14, 2021**

**1:00PM-2:30PM EDT**

**Virtual/Zoom**



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