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Islamic Economy Implementation and Digital Creative Economy Development: The Mediating Role of Digital Innovation Capability in Culinary SMEs

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Abstract: The rapid growth of the digital creative economy has transformed the competitive landscape for culinary small and medium-sized enterprises (SMEs), creating opportunities for innovation while increasing the need for sustainable and ethical business practices. Although digital transformation has enhanced business performance, the integration of Islamic economy principles with digital innovation remains underexplored. This study aims to systematically review the existing literature on the relationship between Islamic economy implementation, digital innovation capability, and digital creative economy development. A qualitative Systematic Literature Review (SLR) was conducted using the PRISMA 2020 reporting guideline and the SPAR-4-SLR protocol to identify, evaluate, and synthesize relevant peer-reviewed studies published in reputable academic databases. The findings reveal that Islamic economy implementation functions as a strategic intangible resource that promotes ethical governance, stakeholder trust, and sustainable value creation. Furthermore, digital innovation capability acts as a key mediating mechanism by enabling culinary SMEs to transform Islamic business values into innovative products, services, and digital business models that support digital creative economy development. The review also highlights that integrating the Resource-Based View and Dynamic Capability Theory provides a comprehensive explanation of how ethical organizational resources are converted into sustainable competitive advantage through innovation. This study contributes by proposing an integrated conceptual framework that enriches the literature on Islamic economics, digital innovation, and digital entrepreneurship while offering practical insights for policymakers and culinary SMEs in strengthening sustainable digital transformation.

Keywords: Islamic economy implementation; digital innovation capability; digital creative economy; culinary SMEs; systematic literature review

Introduction

The rapid advancement of digital technologies has fundamentally transformed the structure of the global creative economy, reshaping the way firms create value, interact with consumers, and sustain competitive advantages. Digital platforms, artificial intelligence, social commerce, big data analytics, and financial technologies have enabled small and medium-sized enterprises (SMEs) to expand market access, improve operational efficiency, and develop innovative business models (Nur et al., 2024). Within this transformation, the digital creative economy has emerged as one of the principal drivers of inclusive economic growth because it combines creativity, innovation, and technology to generate sustainable economic value. For developing countries, particularly Indonesia, the creative economy has become increasingly important due to the dominant contribution of SMEs to employment generation, local economic resilience, and national economic development. Nevertheless, many SMEs continue to experience significant barriers in adopting digital technologies effectively, limiting their ability to transform digital resources into sustainable competitive advantages(Berrah & Gzara, 2025; Darmawan et al., 2026).

Indonesia possesses one of the world's largest Islamic economic ecosystems, supported by its substantial Muslim population and rapidly expanding halal industry (Pratama et al., 2019). Consequently, the implementation of Islamic economic principles has become increasingly relevant for SMEs, particularly those operating within the culinary sector (Adiwijaya et al., 2025). Unlike conventional business systems that primarily emphasize profit maximization, Islamic economics integrates commercial activities with ethical responsibility, fairness, transparency, social welfare (maslahah), and sustainable value creation. These principles encourage entrepreneurs to pursue long-term business sustainability while maintaining compliance with Sharia principles throughout production, financing, marketing, and distribution activities (Mas'ud & Muwazir, 2025; Solehudin et al., 2024). Consequently, Islamic economy implementation is increasingly recognized not only as a religious obligation but also as a strategic organizational capability that strengthens business legitimacy and consumer trust within the growing halal marketplace.

The Indonesian culinary SME sector represents one of the largest contributors to the creative economy and simultaneously serves as a strategic component of the national halal industry. The emergence of digital marketplaces, food delivery platforms, cashless payment systems, and social media marketing has significantly altered competitive dynamics within this sector(Alawamleh & Al-Twait, 2026). While digitalization offers substantial opportunities to improve productivity and expand market reach, many culinary SMEs remain constrained by limited technological capabilities, weak innovation management, insufficient digital competencies, and inadequate integration between Islamic business values and digital transformation strategies. Previous studies indicate that although digital technology adoption positively influences SME performance, digital resources alone are insufficient to generate sustainable competitive advantages unless firms possess adequate innovation capabilities to transform technological resources into valuable products, services, and business processes (Bhuiyan et al., 2024; Purnomo et al., 2026; Ullah et al., 2025).

Innovation capability has therefore become a strategic organizational resource within the Resource-Based View (RBV) and Dynamic Capability perspectives. Rather than merely adopting digital technologies, firms must continuously develop the capability to identify opportunities, integrate new knowledge, redesign products, improve organizational processes, and respond rapidly to changing customer preferences (Kareem et al., 2024; Tesfa et al., 2026). Digital innovation capability enables SMEs to convert technological resources into marketable innovations, thereby improving competitiveness and long-term organizational sustainability. Within culinary SMEs, innovation capability encompasses product innovation, digital service innovation, process innovation, customer engagement innovation, and digital business model innovation, all of which contribute to the development of the digital creative economy. Recent empirical studies consistently demonstrate that innovation capability mediates the relationship between organizational resources and business performance, suggesting that innovation capability functions as the primary mechanism through which firms realize the benefits of digital transformation.

Although previous literature has extensively examined digital transformation, innovation capability, halal entrepreneurship, and SME performance, several important research gaps remain (Bahara et al., 2025; Dwitawati et al., 2026; Heikal et al., 2024; Saoudi et al., 2023). First, most existing studies investigate Islamic economic practices primarily from financial, halal certification, or marketing perspectives, while limited attention has been devoted to understanding how Islamic economy implementation contributes to the development of the digital creative economy. Second, studies examining digital transformation in SMEs generally focus on technological adoption without adequately explaining the organizational capability required to convert digital resources into innovation-driven value creation. Third, existing research frequently measures SME performance using financial or marketing indicators, whereas the broader concept of digital creative economy development remains underexplored. Finally, empirical evidence explaining the mediating role of digital innovation capability between Islamic economy implementation and digital creative economy development, particularly within culinary SMEs, remains scarce despite increasing academic interest in digital entrepreneurship and halal business ecosystems.

From a theoretical perspective, this study extends the Resource-Based View by proposing that Islamic economy implementation constitutes an intangible strategic resource capable of enhancing firms' innovation capabilities. Ethical business values, transparency, trustworthiness (amanah), justice (adl), and social responsibility embedded within Islamic economic principles create organizational conditions that facilitate knowledge sharing, collaborative innovation, and sustainable value creation. These ethical resources become increasingly valuable when combined with digital technologies, allowing culinary SMEs to strengthen innovation capability and accelerate digital creative economy development. Consequently, digital innovation capability is conceptualized as the strategic mechanism through which Islamic economic implementation generates sustainable organizational outcomes in the digital era.

Accordingly, this study proposes a conceptual model examining the relationship between Islamic economy implementation and digital creative economy development through the mediating role of digital innovation capability among culinary SMEs. The study contributes to the literature in three significant ways. First, it integrates Islamic economics with digital innovation literature, which has largely developed independently. Second, it extends the RBV by positioning Islamic economy implementation as an intangible organizational resource capable of strengthening innovation capability. Third, it introduces digital creative economy development as a strategic organizational outcome that reflects SMEs' ability to generate sustainable value within an increasingly digitalized business environment. Practically, the findings are expected to provide evidence-based recommendations for policymakers, halal ecosystem stakeholders, and culinary SME practitioners seeking to strengthen digital competitiveness while maintaining compliance with Islamic economic principles.

Literature Review

Islamic Economy Implementation

Islamic economy implementation refers to the application of Sharia principles in business activities, encompassing production, financing, marketing, distribution, and organizational governance. Unlike conventional economic systems that emphasize profit maximization, the Islamic economic paradigm promotes the achievement of maqāṣid al-sharī'ah through justice ('adl), trustworthiness (amanah), transparency, social responsibility, and public welfare (maslahah) (Al-Tamimi & Abdellatif, 2026; Rahim et al., 2024) Consequently, Islamic economy implementation functions not only as a religious obligation but also as a strategic organizational resource capable of creating sustainable competitive advantages through ethical value creation. Recent studies indicate that Sharia-compliant business practices enhance stakeholder trust, strengthen organizational legitimacy, and improve long-term business sustainability within the halal industry.

From the perspective of the Resource-Based View (RBV), Islamic economic values represent intangible organizational resources that are valuable, rare, difficult to imitate, and socially embedded. Ethical norms derived from Islamic principles encourage collaborative learning, transparent governance, responsible resource allocation, and long-term orientation, thereby creating favorable conditions for organizational innovation. Recent empirical evidence suggests that Islamic financial practices and Sharia-oriented business ecosystems positively influence innovation capacity among SMEs, although their effectiveness depends on complementary organizational capabilities such as digital competence and knowledge management (Munawaroh et al., 2025; Puteh et al., 2024; Soetjipto et al., 2023)

Digital Innovation Capability

Digital innovation capability is defined as an organization's ability to integrate digital technologies, organizational knowledge, and innovative processes to develop new products, services, business models, and customer experiences (Fan et al., 2026; Gonçalves et al., 2021; Kroh et al., 2024; Y. Liu et al., 2021). Rather than merely adopting digital technologies, firms possessing strong digital innovation capability continuously transform technological resources into strategic innovations that improve organizational competitiveness and adaptability. Within SMEs, this capability includes digital product development, process innovation, digital marketing innovation, platform utilization, customer engagement, and business model innovation.

The Dynamic Capability Theory explains that firms operating in highly dynamic environments must continuously sense market opportunities, seize emerging technologies, and transform organizational resources to sustain competitive advantage (Altintas, 2025). Digital innovation capability therefore becomes a dynamic organizational competence enabling SMEs to respond effectively to technological disruption and changing consumer preferences. Empirical findings consistently demonstrate that digital technology enhances organizational performance primarily through innovation capability rather than through technology adoption alone. Studies on halal SMEs also reveal that absorptive capacity and digital technology significantly strengthen innovation capability, highlighting innovation capability as a strategic mechanism connecting organizational resources with superior business outcomes.

Digital Creative Economy Development

The digital creative economy refers to economic activities that generate value through the integration of creativity, innovation, digital technology, and intellectual capital. In the culinary sector, digital creative economy development is reflected in the ability of SMEs to utilize digital platforms, social media, e-commerce, financial technology, and data-driven marketing to create innovative products and deliver superior customer experiences (Kwarteng-Amaniampong & Tait, 2026). Consequently, the digital creative economy extends beyond technological adoption by emphasizing sustainable value creation through continuous innovation and digital entrepreneurship.

The literature increasingly recognizes digital transformation as a critical driver of creative economy development because digital technologies improve market accessibility, operational efficiency, and organizational (Aju & Kgabo, 2026; Inmor et al., 2026; Yadav et al., 2025). Nevertheless, evidence suggests that digitalization alone is insufficient to achieve sustainable competitiveness. SMEs require complementary capabilities—including innovation capability, organizational learning, and knowledge management—to transform digital investments into long-term performance improvements. In halal culinary businesses, integrating Islamic business ethics with digital transformation further strengthens customer trust and reinforces sustainable competitiveness.

Relationship among Islamic Economy Implementation, Digital Innovation Capability, and Digital Creative Economy Development

Recent studies have increasingly emphasized that organizational resources create competitive advantage only when firms possess sufficient capabilities to transform those resources into innovation and value creation (Dukhaykh & Alangri, 2026; Ngan et al., 2023). Although Islamic economy implementation provides ethical guidance, organizational legitimacy, and stakeholder trust, its direct contribution to digital creative economy development remains insufficiently explored. Existing research has predominantly focused on Islamic finance, halal certification, marketing performance, or financial outcomes, while relatively little attention has been devoted to understanding the organizational mechanism through which Islamic economic practices stimulate digital innovation and creative economy development.

Drawing upon the Resource-Based View and Dynamic Capability Theory, this study argues that digital innovation capability functions as the strategic mediating mechanism linking

Islamic economy implementation to digital creative economy development (Mediaty et al., 2026). Ethical organizational values embedded in Islamic economic principles encourage knowledge sharing, organizational learning, collaboration, and responsible innovation, thereby strengthening firms' ability to develop innovative digital products, services, and business models. These enhanced innovation capabilities subsequently enable culinary SMEs to expand digital market opportunities, improve value creation, and strengthen sustainable competitiveness within the digital creative economy. Therefore, digital innovation capability is expected to mediate the influence of Islamic economy implementation on digital creative economy development, providing a more comprehensive explanation of how Islamic business values contribute to sustainable digital transformation among culinary SMEs (Puteh et al., 2024).

Research Methodology

This study employed a qualitative approach using the Systematic Literature Review (SLR) method to critically synthesize and integrate existing knowledge on Islamic economy implementation, digital innovation capability, and digital creative economy development in culinary small and medium-sized enterprises (SMEs). The review was conducted by combining the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) reporting guideline and the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) protocol to ensure methodological rigor, transparency, and reproducibility throughout the review process. The SPAR-4-SLR framework guided the review through three sequential stages—assembling, arranging, and assessing—while PRISMA 2020 provided a structured procedure for identifying, screening, assessing eligibility, and selecting relevant studies (Page et al., 2021; Paul et al., 2021).

The literature search was conducted across six major academic databases, namely Scopus, Web of Science, ScienceDirect, Emerald Insight, SpringerLink, and Wiley Online Library. A combination of Boolean operators was employed using keywords related to Islamic economy, digital innovation capability, digital creative economy, and culinary SMEs. To ensure the relevance and quality of the reviewed literature, this study included only peer-reviewed journal articles published in English between 2020 and 2026. Conference proceedings, books, theses, editorials, duplicate publications, and articles without accessible full texts were excluded. The article selection process followed the PRISMA 2020 flow, beginning with identification, screening, eligibility assessment, and ending with the inclusion of studies that met all predefined criteria.

Following the selection process, relevant information was systematically extracted from each article, including publication characteristics, theoretical foundations, research methods, variables, and principal findings. The collected data were subsequently analyzed using thematic analysis, which involved repeated reading of the selected studies, coding key concepts, identifying recurring themes, comparing empirical findings across studies, and synthesizing theoretical insights to develop an integrated understanding of the relationships among Islamic economy implementation, digital innovation capability, and digital creative economy development. To enhance the trustworthiness of the review, the study emphasized credibility through systematic database searching, dependability by documenting every stage of the review protocol, confirmability through evidence-based interpretation, and transferability by providing comprehensive descriptions of the selected studies. This methodological approach ensures that the findings are transparent, reliable, and capable of providing a robust theoretical foundation for future research in Islamic economics and digital creative economy development.

Results

The systematic review demonstrates that the existing literature on Islamic economy implementation and digital creative economy development has expanded considerably over recent years, reflecting growing scholarly interest in the intersection between Islamic business values, digital transformation, and SME competitiveness. Across the reviewed studies, three dominant research streams consistently emerged. The first examines Islamic economy implementation as a strategic business philosophy that strengthens ethical governance, stakeholder trust, and sustainable value creation. The second focuses on digital innovation capability as an organizational capability enabling firms to transform digital technologies into innovative products, services, and business models. The third investigates digital creative economy development as an outcome of successful digital transformation and innovation within SMEs. Although these themes have received substantial attention individually, relatively few studies have integrated them into a single conceptual framework.

The literature consistently indicates that Islamic economy implementation extends beyond compliance with Sharia principles and functions as a strategic organizational resource. Most studies argue that values such as amanah (trustworthiness), adl (justice), ihsan (excellence), transparency, and social responsibility contribute to strengthening organizational legitimacy, customer trust, and long-term business sustainability. These ethical principles also foster collaborative organizational cultures that encourage knowledge sharing and continuous learning. Consequently, Islamic economy implementation provides a supportive environment for organizational innovation, particularly among halal-oriented SMEs operating in increasingly competitive digital markets.

Another important finding concerns the strategic role of digital innovation capability. The reviewed literature consistently emphasizes that merely adopting digital technologies does not automatically improve organizational performance. Instead, firms must possess the capability to integrate digital technologies into innovation processes, redesign business models, enhance customer experiences, and develop new market opportunities. Digital innovation capability therefore represents a dynamic organizational competence that enables SMEs to respond effectively to rapidly changing consumer preferences and technological disruption. Studies grounded in the Dynamic Capability Theory demonstrate that organizations capable of sensing market opportunities, seizing technological resources, and continuously transforming internal capabilities achieve superior innovation performance compared with firms relying solely on technology adoption.

The review further reveals that digital creative economy development depends not only on technological infrastructure but also on organizational capability and entrepreneurial creativity. Culinary SMEs increasingly utilize e-commerce platforms, digital payment systems, online food delivery applications, social media marketing, and artificial intelligence to improve business performance. However, successful digital creative economy development requires continuous innovation in products, services, customer engagement, and digital business models. Firms combining creativity with digital capability demonstrate stronger market competitiveness, higher customer satisfaction, and greater business resilience in dynamic business environments.

One of the most significant findings emerging from the literature is the mediating role of digital innovation capability. Several studies suggest that ethical organizational resources rarely generate superior organizational outcomes directly. Instead, their influence is transmitted through organizational capabilities that enable firms to transform strategic resources into innovation and value creation. In this context, Islamic economy implementation strengthens digital innovation capability by promoting ethical leadership, organizational trust, collaborative learning, and responsible decision-making. These organizational conditions subsequently facilitate the development of innovative digital products, efficient business processes, and customer-oriented services, ultimately accelerating digital creative economy development among culinary SMEs.

The synthesis also identifies several theoretical and empirical gaps. First, previous studies have predominantly examined Islamic economy implementation from financial, halal certification, governance, or marketing perspectives, while limited attention has been devoted to its contribution to digital innovation capability. Second, research on digital innovation capability has generally focused on technology adoption and business performance without incorporating Islamic economic values as strategic antecedents. Third, although digital creative economy development has become an increasingly important topic, empirical studies integrating Islamic economy implementation, digital innovation capability, and digital creative economy development within culinary SMEs remain scarce. This fragmentation suggests the need for a more comprehensive framework integrating ethical resources with organizational capabilities to explain sustainable digital transformation.

Based on these findings, this review proposes an integrated conceptual framework in which Islamic economy implementation serves as an intangible strategic resource that strengthens digital innovation capability. Digital innovation capability subsequently functions as the principal mechanism through which ethical organizational values are translated into sustainable digital creative economy development. This framework extends the Resource-Based View by recognizing Islamic economic values as valuable organizational resources while simultaneously incorporating the Dynamic Capability perspective to explain how these resources are transformed into innovation and sustainable competitive advantage.

Overall, the reviewed literature suggests that the future competitiveness of culinary SMEs depends not only on the adoption of digital technologies but also on their ability to integrate Islamic business values with continuous innovation. The convergence of ethical governance, digital innovation capability, and creative value creation constitutes an emerging research agenda capable of enriching both Islamic economics literature and digital entrepreneurship research while offering practical implications for policymakers, SME practitioners, and halal industry stakeholders.

Discussion

The findings of this systematic literature review demonstrate that Islamic economy implementation constitutes a strategic organizational resource that supports the development of the digital creative economy through the enhancement of digital innovation capability (Alhammadi, 2026; Kameel & Elrefae, 2025). The reviewed literature consistently indicates that Islamic economic principles, including amanah (trustworthiness), 'adl (justice), transparency, accountability, and maslahah (public welfare), extend beyond their normative religious functions to become organizational values that strengthen governance quality, stakeholder trust, and long-term business sustainability (Hirsanudin & Martini, 2023; Ichsan et al., 2025; Indiharwati et al., 2026). These ethical values create an organizational climate that encourages knowledge sharing, collaborative learning, and responsible decision-making, thereby facilitating innovation within SMEs (Yuan et al., 2024). This finding supports the Resource-Based View (RBV), which argues that sustainable competitive advantage originates from valuable, rare, inimitable, and organizationally embedded resources (Barney, 1991). In this context, Islamic economic values represent intangible organizational resources that are difficult for competitors to replicate and therefore become strategic assets in the digital business environment (Arifin & Kholis, 2025).

Another important finding concerns the central role of digital innovation capability as the mechanism that transforms ethical organizational resources into sustainable business outcomes (Martínez-Peláez et al., 2023). Across the reviewed studies, digital transformation alone was found to be insufficient for improving organizational competitiveness (Kraus et al., 2021). Instead, SMEs require the capability to integrate digital technologies into product innovation, service improvement, process redesign, and digital business model development (Le-Dain et al., 2023). This observation reinforces the Dynamic Capability Theory, which emphasizes that firms must continuously sense environmental changes, seize technological opportunities, and reconfigure internal resources to remain competitive in dynamic markets (Teece, 2007). The literature further suggests that culinary SMEs possessing stronger innovation capabilities are more capable of responding to rapidly changing consumer preferences, exploiting digital platforms, and generating higher value-added products and services than firms relying solely on technology adoption (Huddin et al., 2025; Indrawati et al., 2026; Prihatna et al., 2024).

The review also indicates that the development of the digital creative economy depends on the interaction between digital technology, organizational capability, and ethical business orientation (Lerro et al., 2022). Although digital platforms such as e-commerce, online food delivery applications, digital payment systems, and social media have significantly expanded market opportunities for culinary SMEs (Anggriani & Yuliana, 2026), technology itself does not automatically generate sustainable competitiveness (Sadenova et al., 2026). Rather, organizational creativity, continuous innovation, and strategic capability determine whether digital technologies can be transformed into long-term economic value (L. Liu et al., 2026). This finding is consistent with previous studies emphasizing that sustainable SME growth is achieved through the integration of digital capability, innovation capability, and organizational learning rather than through technological investment alone (Dukhaykh & Alangri, 2026). Consequently, digital creative economy development should be understood as a capability-driven process rather than merely a technology adoption process (Held et al., 2026).

One of the most significant contributions emerging from this review is the identification of digital innovation capability as a mediating mechanism linking Islamic economy implementation and digital creative economy development (Khan et al., 2026). Previous studies have predominantly examined Islamic economic practices from the perspectives of halal certification, Islamic finance, governance, or business ethics (Sulaeman & Sukmana, 2026), while research on digital innovation capability has generally focused on technology adoption and business performance (Trần et al., 2026). Very limited attention has been devoted to explaining how Islamic business values stimulate innovation capability that subsequently accelerates digital creative economy development (Mirčetić et al., 2026). The present synthesis therefore extends previous literature by integrating these research streams into a unified conceptual framework (Ubaid, 2026). Ethical organizational values encourage responsible leadership, organizational trust, and collaborative learning, which subsequently strengthen firms' innovation capability (Rupčić, 2026). Enhanced innovation capability then enables SMEs to create innovative products, improve customer experiences, expand digital markets, and strengthen sustainable competitiveness (Luge et al., 2026).

From a theoretical perspective, this review contributes to the advancement of both the Resource-Based View and Dynamic Capability Theory. While RBV explains that competitive advantage originates from valuable organizational resources (Barney, 1991), the findings suggest that Islamic economy implementation itself should be recognized as a strategic intangible resource capable of enhancing organizational adaptability and innovation (Islam, 2026). At the same time, Dynamic Capability Theory complements this explanation by demonstrating that these ethical resources produce superior organizational outcomes only when firms possess sufficient capabilities to transform them into innovation and digital value creation (De Fano et al., 2026). Therefore, the integration of Islamic economic values with digital innovation capability offers a more comprehensive explanation of sustainable competitive advantage within the digital creative economy than either theoretical perspective alone(Khan et al., 2026).

The review also provides several practical implications for policymakers and SME practitioners. Government institutions responsible for SME development should move beyond technology-centered digitalization programs and simultaneously strengthen innovation capability through digital training, innovation incubation, knowledge-sharing platforms, and halal digital ecosystem development (Arshad et al., 2020; Mai et al., 2024; Ramdani et al., 2022).

Likewise, SME owners should recognize that successful digital transformation requires not only investment in digital infrastructure but also organizational commitment to ethical governance, continuous learning, creativity, and innovation (Ishaq, 2025). Integrating Islamic business principles with digital innovation strategies enables culinary SMEs to improve customer trust, strengthen market legitimacy, and achieve sustainable business growth within increasingly competitive digital markets (Jubaidi & Kartini, 2026).

Despite these contributions, the review also identifies several unresolved issues that warrant future investigation. Existing studies remain fragmented across different research domains, with limited empirical evidence simultaneously examining Islamic economy implementation, digital innovation capability, and digital creative economy development (Khan et al., 2026). Furthermore, the majority of available studies employ cross-sectional designs, making it difficult to explain how organizational capabilities evolve over time (Lubaś et al., 2026). Future research may therefore adopt longitudinal, mixed-methods, or comparative cross-country approaches to examine how institutional environments, digital ecosystems, and cultural contexts influence the effectiveness of Islamic economic implementation in promoting innovation and sustainable digital entrepreneurship (Agarwal et al., 2026; Muhaimin et al., 2026; Nuhic-Meskovic et al., 2026).

Research Implications

This systematic literature review provides important theoretical, practical, and policy implications. From a theoretical perspective, the study extends the Resource-Based View (RBV) and Dynamic Capability Theory by demonstrating that Islamic economy implementation represents an intangible strategic resource capable of enhancing digital innovation capability, which subsequently drives digital creative economy development. The review also proposes an integrated conceptual framework that bridges the fragmented literature on Islamic economics, digital innovation, and the digital creative economy, thereby providing a foundation for future empirical research (Barney, 1991; Teece, 2007).

From a practical perspective, the findings suggest that culinary SMEs should integrate Islamic business values with digital innovation strategies rather than focusing solely on technology adoption. Strengthening innovation capability through digital skills, product innovation, and organizational learning can improve business competitiveness, customer trust, and long-term sustainability. At the policy level, governments and supporting institutions should complement digitalization initiatives with innovation capacity-building programs, halal digital ecosystem development, and collaborative partnerships involving universities, industry, and Islamic financial institutions. Such integrated strategies are expected to accelerate sustainable digital creative economy development while enhancing the global competitiveness of culinary SMEs (Paul et al., 2021).

Conclusion

This systematic literature review synthesizes the existing body of knowledge on the relationship between Islamic economy implementation, digital innovation capability, and digital creative economy development in culinary small and medium-sized enterprises (SMEs). The review demonstrates that Islamic economy implementation extends beyond compliance with Sharia principles and functions as a strategic organizational resource that fosters ethical governance, stakeholder trust, and sustainable value creation. Furthermore, the findings indicate that digital innovation capability serves as a key organizational mechanism through which Islamic economic values are transformed into innovative products, services, and business models that support the development of the digital creative economy.

The review also highlights that sustainable digital transformation requires more than technological adoption; it depends on the integration of ethical business values, innovation capability, and organizational adaptability. By proposing an integrated conceptual framework grounded in the Resource-Based View and Dynamic Capability Theory, this study contributes to the advancement of Islamic economics and digital entrepreneurship literature while addressing existing theoretical fragmentation. These findings provide valuable insights for researchers, practitioners, and policymakers seeking to strengthen the competitiveness and sustainability of culinary SMEs in the digital era. Future research is encouraged to empirically validate the proposed framework across different industrial sectors and national contexts to further enrich the understanding of Islamic economy implementation and digital innovation in fostering sustainable digital creative economy development.

Limitations of the Study

This study has several limitations. First, as a systematic literature review, it relies solely on secondary data from published studies without providing primary empirical evidence; therefore, the proposed conceptual framework requires further empirical validation. Second, the review is limited to peer-reviewed journal articles published in English, which may exclude relevant studies from other languages or publication sources. Third, this study focuses exclusively on the mediating role of digital innovation capability and does not consider other potential factors, such as digital leadership, institutional support, or entrepreneurial orientation, that may also influence digital creative economy development. Accordingly, future research should empirically test the proposed framework across different sectors and countries to enhance its generalizability and theoretical robustness.

Recommendations for Future Research

Future research should empirically examine the proposed conceptual framework to validate the relationships among Islamic economy implementation, digital innovation capability, and digital creative economy development in different SME sectors and national contexts. Comparative and cross-country studies are recommended to explore how institutional, cultural, and technological environments shape these relationships. In addition, future studies should incorporate complementary variables, such as digital leadership, entrepreneurial orientation, organizational learning, institutional support, digital literacy, and halal ecosystem readiness, to provide a more comprehensive understanding of sustainable digital transformation. Researchers are also encouraged to employ longitudinal and mixed-methods designs to capture the dynamic evolution of digital innovation capability and its long-term contribution to the sustainable development of the digital creative economy.

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