ABSTRACT

This research focuses on issues related to management based on the Islamic perspective which bring to the awareness on the excellence of Islamic resources as guidelines originated from the legacies of the Prophet S.A.W. Based on field and archival studies, this research was conducted to analyze the concept of ‘Amal Jama’i (team work) in al-Sahihayn (authentic sources of Islamic faith after Al-Quran by Al-Bukhari and Muslim) and its applications on entrepreneurship by al-Wahida Marketing Sdn. Bhd. Commonly, the knowledge regarding to management especially ‘Amal Jama’i is propagated by conventional scholars and some Muslims scholars have been impressed with the conventional theories. Even though conventional scholars had introduced their ‘Amal Jama’i theories but these are different from the Islamic approach to management because Islam does not discuss a certain concept merely on material gains but emphasize on the spiritual aspect as well. Apart from that, local news papers reported that the business operations run by majority of MLM companies are not syariah compliance and doubtful. In an effort to explain this issue, this research is conducted to observe the concept of ‘Amal Jama’i in the Islamic and conventional business settings. It also analyzed fiqh hadith in the al-Sahihayn, as well as evaluated Al Wahida entrepreneurs’ understanding on the ‘Amal Jama’i principles as their work culture. Both qualitative and quantitative methodologies were utilized to strengthen the research and to prove the effectiveness of the Islamic perspective management in regards to ‘Amal Jama’i which had been the practice of the Prophet S.A.W and his companions. At the same time, the research also tends to observe its relation to the al-Wahida Marketing Sdn.Bhd management which runs their business operations according to the Islamic perspective management. A sample of 144 entrepreneurs who had won awards from HPA Company was selected as research material. The respondents chosen represented from both high level and ordinary entrepreneurs in the al-Wahida business network throughout Malaysia. Data were analyzed with Statistical Package for Social Science (SPSS) Version 19.0 software. Based on the results, there was a significant relationship pattern between ‘Amal Jama’i practiced during the time of the Prophet ‘Amal Jama’i with the ‘Amal Jama’i practiced by the al-Wahida entrepreneurs in certain areas of their business management. The research findings showed that ‘Amal Jama’i is an important aspect in the Islamic perspective management. Elements of trust, sharing and commitment are pillars of the ‘Amal Jama’i concept. The findings also showed that the hadith on hijrah (migration) also serves as an inspiration in this concept as well. In addition, this research has selected the hadith (tradition of the Prophet S.A.W) in the forms of words, actions, acknowledgments and behaviors as guidelines to assess the practice of ‘Amal Jama’i. Other findings of the research are also reported in a descriptive form supported by the data collected and arguments as well as previous research findings.