

# Systematic Review and Bibliometric Analysis of Islamic Marketing in the Scopus Database 2017-2022

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**Submission date:** 13-Jun-2023 10:48AM (UTC+0700)

**Submission ID:** 2114968771

**File name:** 220-235.pdf (850.33K)

**Word count:** 6120

**Character count:** 36638

## **Systematic Review and Bibliometric Analysis of Islamic Marketing in the Scopus Database 2017-2022**

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### **Abstract**

This study aims to categorize themes or concepts related to the study of Islamic marketing. Through descriptive analysis and the help of VOSviewer software, 399 Scopus indexed articles were obtained and published by major publishers such as Emerald, MDPI, Sage, Science Direct, Springer, Taylor, and Francis. The results show 399 concepts in the study of Islamic marketing, categorized into seven groups. In addition, this research is also related to dominant themes, such as the halal market, Islamic finance, service quality, Islamic strategy, and social marketing. The significance of this research is the discovery of the concept of Islamic marketing studies to help develop the conceptual framework in subsequent studies. Meanwhile, the limitation of this research is that the articles reviewed are only obtained from the Scopus database and do not have comparative data. Consequently, future studies must use a comparative analysis approach involving the Scopus database and the Web of Sciences (WoS).

Keywords: Systematic review, Islamic marketing, bibliometrics, VOSviewer

### **Abstrak**

Penelitian ini bertujuan untuk mengkategorikan tema atau konsep yang berkaitan dengan kajian pemasaran Islami. Melalui analisis deskriptif dan bantuan perangkat lunak VOSviewer, diperoleh 399 artikel terindeks Scopus dan diterbitkan oleh penerbit besar seperti Emerald, MDPI, Sage, Science Direct, Springer, Taylor, dan Francis. Hasilnya menunjukkan 399 konsep dalam kajian pemasaran Islami yang dikategorikan menjadi tujuh kelompok. Selain itu, penelitian ini juga terkait dengan tema dominan, seperti pasar halal, keuangan syariah, kualitas layanan, strategi syariah, dan pemasaran sosial. Signifikansi penelitian ini adalah ditemukannya konsep kajian pemasaran Islami untuk membantu mengembangkan kerangka konseptual dalam kajian selanjutnya. Sedangkan keterbatasan penelitian ini adalah artikel yang diulas hanya diperoleh dari database Scopus dan tidak memiliki data pembandingan. Konsekuensinya, penelitian selanjutnya harus menggunakan pendekatan analisis komparatif yang melibatkan database Scopus dan Web of Sciences (WoS).

Kata kunci: Systematic review, Islamic marketing, bibliometrics, VOSviewer

### **INTRODUCTION**

Marketing is a social process by individuals and community groups to offer and exchange products and services to achieve people's livelihoods (Abbas and Zubair, 2020; Kotler, 2000). Marketing is widely conceptualized as a strategic and competitive plan based on customer satisfaction carried out by management with the support of all elements of the organization with the aim of mutual benefit (Lovelock, 2011). Marketing is essential in providing products or services following customer expectations. At the same time, companies or service providers are required to provide products following the moral values of society (Abbas and Zubair, 2020).

In Islam, trade is fundamental in human life as long as the process is in line with Islamic values reflected in the Qur'an and al-Hadith as the source of all reference in human life. Including regulating

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Received: February 15, 2023; Revised: April 10, 2023; Accepted: May 31, 2023

behavior in trading (Hashim & Hamzah, 2014; Saeed et al., 2001). In particular, Allah SWT ordained Prophet Muhammad SAW to be a successful entrepreneur before his prophetic life (Antonio, 2007; Trim, 2009). Therefore, Islamic marketing is generally based on Islam's norms and values (Alserhan and Alserhan, 2012; Alsharari, 2018; Sohrabian, 2023).

The discourse on Islamic marketing is an issue that is still being debated among academics, students, practitioners, and consumers (El-Bassiouny, 2016) because the marketing concept required by Islam is related to ethical values in Islam (Krasteva, 2016; Riaz, 2016), which is conceptually very much different from the marketing concept that has been practiced in conventional marketing. This raises questions from Muslim minority and Muslim-majority countries (Wilson, 2012). Islamic marketing has challenges because of its consideration as a market segment that has not been explored and has not been considered feasible by most people (Sandık, 2011). In addition, there are contradictions between Islamic and conventional marketing (Abu Daabes, 2018), so some people have not fully understood it conceptually.

Marketing is essential in delivering products and services to keep pace with customer expectations and satisfaction. As a result, companies are expected to have their products and services morally acceptable. Islamic marketing provides an avenue for the adoption of ethically acceptable methods of marketing. At the same time, Islam provides a comprehensive view of life by prioritizing a code of ethics in marketing that is guided by the values in the Qur'an and al-Hadith, as the primary reference for Muslims to succeed in life in this world and the hereafter (Hashim and Hamzah, 2014). Islam as teaching has regulated various problems of human life worldwide, including commercial activities (Arham, 2010).

Islamic marketing provides an avenue for the adoption of morally acceptable methods of marketing. At the same time, Islam provides a comprehensive view of life. The marketing code of ethics must be guided by the values in the Qur'an and al-Hadith, as the two primary references that Muslims must adhere to succeed in life in this world and the hereafter (Hashim and Hamzah, 2014). Islam as teaching has regulated various problems of human life worldwide, including commercial activities (Arham, 2010).

This study aims to investigate and analyze the current situation by reviewing the literature on Islamic marketing through systematic review and bibliometric analysis methods, which are then visualized in images, tables, and others. The study was carried out on article documents based on several keywords that became parameters in determining the concepts in mapping the ideas related to Islamic marketing to provide direction for further researchers to understand Islamic marketing more efficiently. Furthermore, the findings of this study are expected to contribute to the production of academic knowledge in determining and evaluating publications and trends in the field of Islamic marketing.

This paper consists of several parts: namely, The first is to review the introduction related to the problem with the importance of research. The second section focuses on reviewing research methods. The third part presents the results and discussions related to the year of publication, publication by source, the journal by country, publication by affiliation, publication by type, linkage and grouping of themes and abstracts in Islamic marketing, visualization of title and abstract overlays, dominant articles in Islamic marketing studies, The most cited papers, and the most competent authors in the field of Islamic marketing in the world are also analyzed using VOSviewer. In the fourth section, the conclusions and implications of the research are carried out.

## RESEARCH METHOD

This study uses bibliometric analysis tools to analyze articles related to Islamic marketing. This was done to evaluate and analyze journals' effectiveness and performance in building academic and

personal knowledge. Bibliometric analysis can be applied to journal citations, authors, or other metadata (Zhao and Strotmann 2015). A source can represent the relationship between an individual author and his subject, topic, methodology, and co-authors. According to Zhao and Strotmann (2015), scholars can use citation analysis to (a) map study areas to investigate their intellectual structure, (b) assess academic implications and evaluate sources of information, and (c) track the spread of ideas and the flow of knowledge, (d) assists information search, organization, and representation, and (e) investigates the use and utilization of academic literature (Zhao and Strotmann, 2015).

### **Data collection and Search Strategy**

As Elsevier's database of abstracts and citations, Scopus, has the most comprehensive peer-reviewed investigation on the research topic, this platform was chosen for this study (Aglada-Tort and Sanfilippo 2019). After some testing, the following search was conducted for titles, abstracts, and keywords to identify studies on Islamic marketing. The data is taken from the Scopus database from 2017 to 2022.

By limiting the documents to article documents, 399 articles were taken from the Scopus database from 2017 to 2022. Trends in publication, visualization, and mapping of research on Islamic marketing were carried out using bibliometric analysis through VOSviewer (Eck and Waltman 2017; Akbari et al. 2020). This study analyzed data collected through VOSviewer, a method similar to that suggested by (Basulto, Segovia, and Jullian 2020; Yan and Duncan 2018). Next, a bibliometric analysis, similar to that recommended by Anglada-Tort and Sanfilippo (2019). The mapping stage in this study was carried out through the following process. First, full-text articles are imported into the VOSviewer software. This process is carried out to obtain data clusters and visualize a network of research themes on Islamic marketing.

Data analysis and conceptualization stages review articles that produce data that can answer research questions. Meanwhile, at this stage, data analysis focused on cluster analysis, dominant topics, related themes, and mapping the issues of Islamic marketing studies based on 399 analyzed articles. Finally, this analysis aims to produce a study concept on Islamic marketing, which is formulated based on this review.

## **RESULTS AND DISCUSSION**

### **Year of Publications**

Based on the Scopus database shows that the total number of Scopus documents related to Islamic marketing is a total of 399 described in this paper. Figure 1 shows the development of sharia marketing research published from 2017 to the end of 2022. In 2022 there will be 53 research publications. By 2021 there will be 68 studies: as of 2020, there were 83 studies: in 2019, as many as 76: in 2018, there were 66 studies: and in 2017, there were 53 studies, as shown in the following figure:

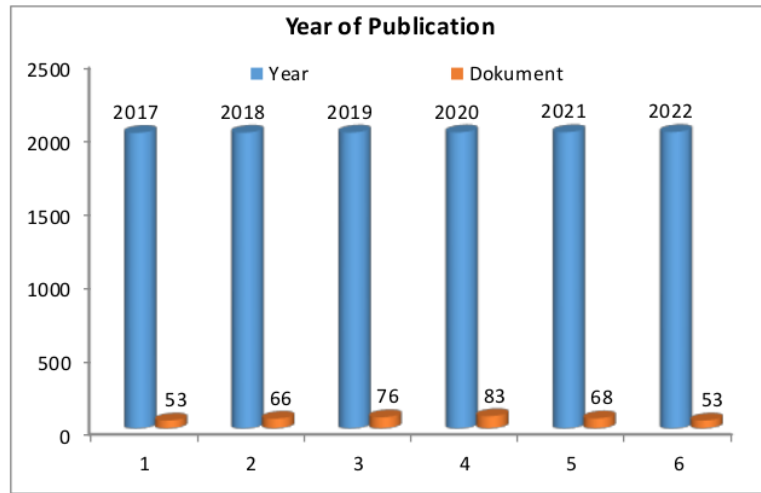


Figure 1: Publication Year

Source: Scopus Database

As shown in Figure 1, the complete publication of Islamic marketing journals has increased during the 2017–2020 period and has decreased in the number of publications in 2021–2022.

**Publications by Source**

Based on the researcher's search results to document journal articles, conference papers, and books in the Scopus database, there are 399 research articles on Islamic marketing. Of the 399 publications of research journal articles, it can be seen from the details that the nine journals publish the most reports, which can be seen in the following figure.

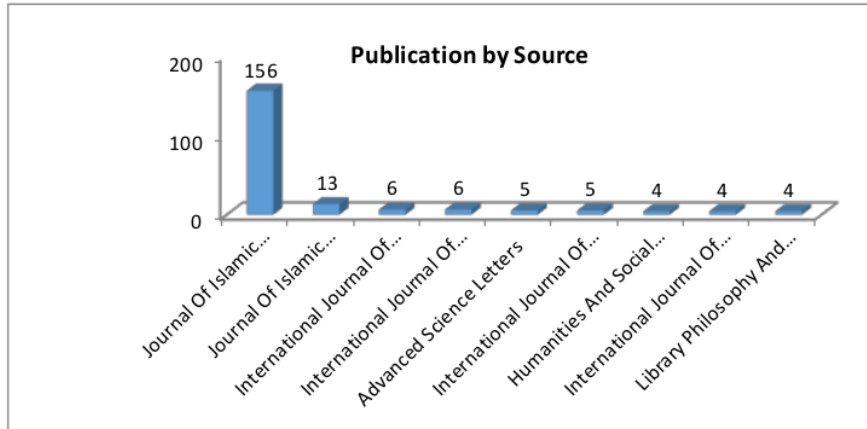


Figure 2. Publications by source

Source: Scopus database

From Figure 2, it can be seen that nine journal sources publish the most articles on Islamic marketing. The sources of published journals are: the Journal of Islamic Marketing, which is the journal that publishes the most papers, significant one hundred and fifty-six articles. The second-ranked journal that publishes Islamic marketing articles is the journal of Islamic accounting and business research, with thirteen articles. The International Journal of Bank Marketing published six articles. International Journal of Islamic and middle eastern finance with six articles. The journal advanced science and the Journal International Journal of supply chain published five articles each. Journal of humanities and social sciences reviews, Journal International Journal of innovation creativity and change, management, and Journal of library philosophy and practice published three articles each.

**Publications by Country**

Malaysia is the country that publishes the most articles related to the selection of Islamic marketing, with several publications of one hundred and twenty-five articles. Then the second is Indonesia, with eighty-six articles. Pakistan with thirty-seven articles. The United Kingdom with twenty-nine articles. The United Aran Emirates with twenty-six articles. The United States with twenty-four articles. Iran with twenty-one articles. Turkey with eighteen articles. China with sixteen articles. Australia with thirteen articles. Newzealand with eleven articles and Jordan with the number of publications of ten. Complete details of the comparison of twelve countries that publish Islamic marketing articles can be seen in the following picture:

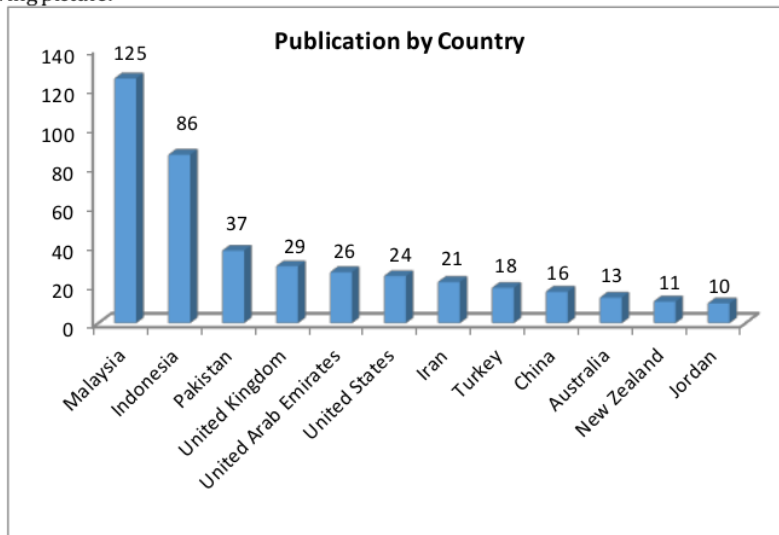


Figure 3. Publications by country

**Source Scopus database**

Figure 3 shows the twelve countries that published the most articles related to Islamic marketing research in the Scopus database from 2017-2022.

### Publications by affiliation

In the distribution of article publications, research shows that the ten affiliates that published the most regional Islamic marketing research articles on Scopus during the 2017-2022 period were Universiti Teknologi MARA, with twenty-one articles. Universiti Utara Malaysia with seventeen articles. International Islamic University Malaysia with fourteen articles. Universiti Malaya with twelve articles. Universiti Kebangsaan Malaysia with eleven articles. Universiti Sains Malaysia with nine articles. The University of Indonesia with nine articles. Universtas Airlangga with eight articles. Universiti Sains Islam Malaysia, with seven articles. Then lastly is the Indonesian Islamic University with seven articles (Figure 4).

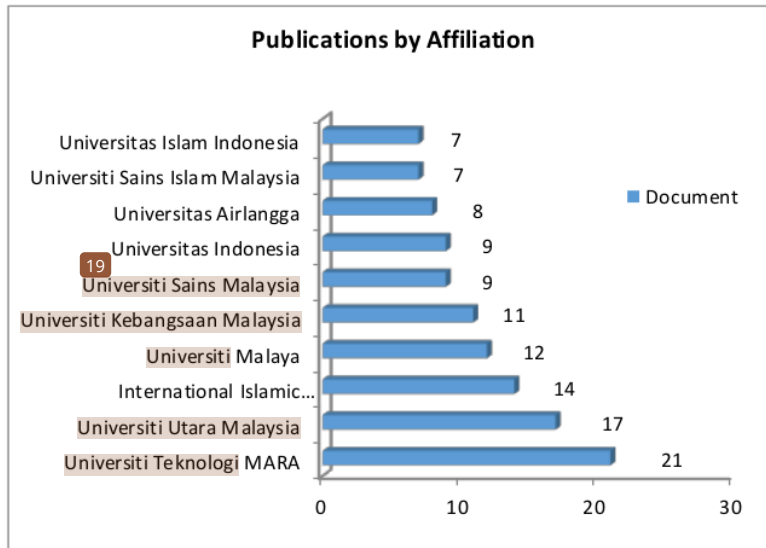


Figure 4. Publications by Affiliate

Source: Scopus database

Figure 4 above shows that the ten affiliates that published many research articles on Islamic marketing in the Scopus database from 2017 to 2022 were Universiti Teknologi MARA Malaysia.

### Publications by Type

The Scopus database has 399 journal article documents published from 2017 to the end of 2022, which can be divided into four types: articles, conference papers, book chapters, and books. This can be seen in Figure 5.

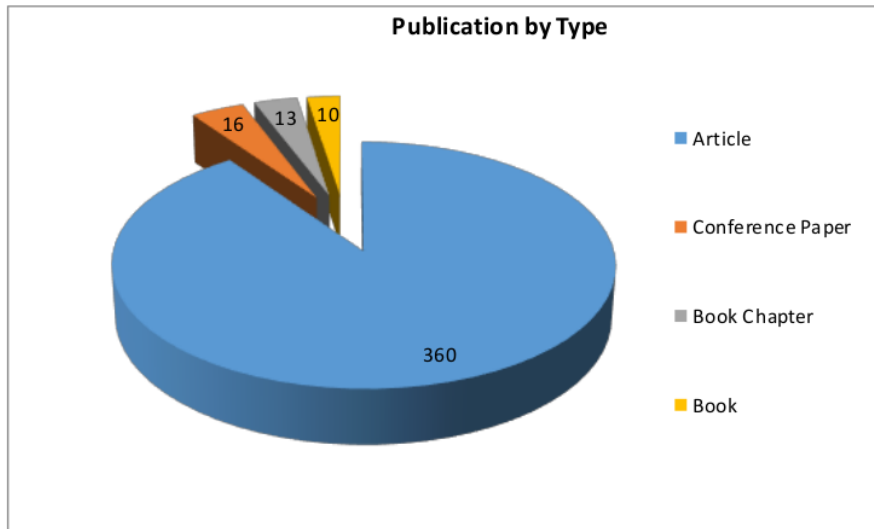


Figure 5. Publications by Type

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Source: Scopus database

From Figure 5 above, it can be seen that the number of publications by type of publication is: The first article with three hundred and sixty articles that have been published. Second, Conference paper with sixteen published papers. Book Chapter, with thirteen published documents, and the last is the Book document, with ten publication documents.

#### Publication by Subject area

Publications of journal articles, Conference papers, Book Chapters, and Books are categorized in several subject areas in research related to Islamic marketing, namely Business, Management and Accounting, Social Sciences, Economics, Econometrics and Finance, Arts and Humanities, Computer Science, Decision Sciences, and Environmental Science. This can be seen in Figure 6 below:



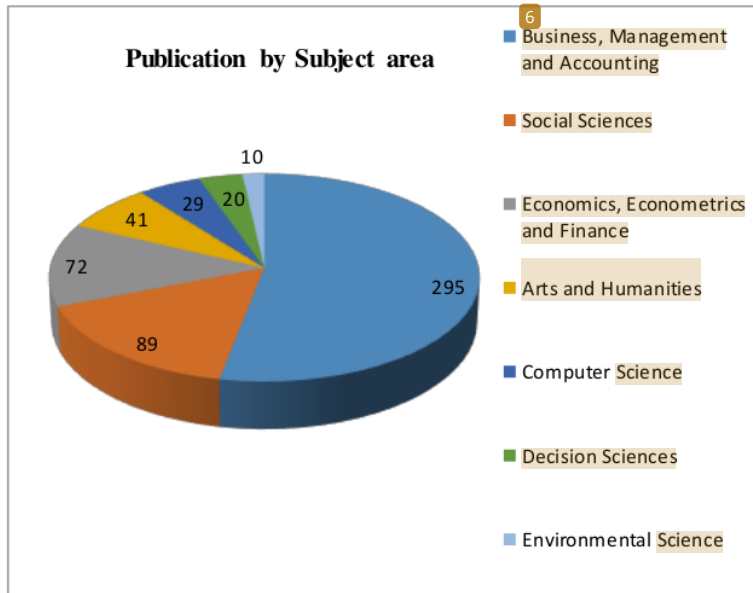


Figure 6. Publications by subject area

Source: Scopus database

26 Figure 6 shows that publications related to Islamic marketing have subjects consisting of several subject areas, namely, Business, Management, and Accounting with two hundred and ninety-five articles. Social Sciences with eighty-nine articles. Economics, Econometrics, and Finance with seventy-two articles. Arts and Humanities with forty-one articles. Computer Science with twenty-nine articles. Decision Sciences with twenty articles, and Environmental Science with ten articles. Thus the subject area related to Business, Management, and Accounting is the area that has the most number compared to other subject areas. For clarity, below will be shown in tabular form as follows:

Table 1. Publications by Subject area

No	Subject area	Document
1	Business, Management and Accounting	295
2	Social Sciences	89
3	Economics, Econometrics and Finance	72
4	Arts and Humanities	41
5	Computer Science	29
6	Decision Sciences	20
7	Environmental Science	10

10 Source: Scopus database

Table 1 above shows that the subject area of publication on Islamic marketing is dominated by Business, Management, and Accounting, with article documents reaching two hundred and ninety-five article documents.

### Linkage and Clustering of Themes in Islamic marketing

This section describes the concepts in several visualizations related to the theme of this research, and 140 of them were identified in 399 articles. Next, it was analyzed using VOSviewer software to describe and map the seven concept groups, as seen in Figure 7. It shows the concept names derived from the cluster density view. Furthermore, each color code is used to see a list of concepts that stand out from each cluster. The aim is to identify ideas and themes frequently discussed in previous research and used in future research.



**Figure 7 Linkage and Clustering of Themes in Islamic marketing**

Source: Scopus database, retrieved using VOSviewer

Figure 7 shows that different colors distinguish the cluster density of each cluster. Identification in the form of mapping in Figure 7 can help researchers, especially those just starting their research from scratch. When they find a topic of interest in their particular field, they can read articles related to that topic with the help of this study. For example, in Cluster 1, the related concepts are advertisement and promotion to Muslims, brand personality, halal market, Islamic e-marketing, Islamic fashion and clothes, Islamic market segment, and Muslim consumers. In contrast, Cluster 2 emphasizes consumer behavior, corporate social response, halal brand personality, halal product, health care delivery, Islamic branding, religious commitment, and social marketing.

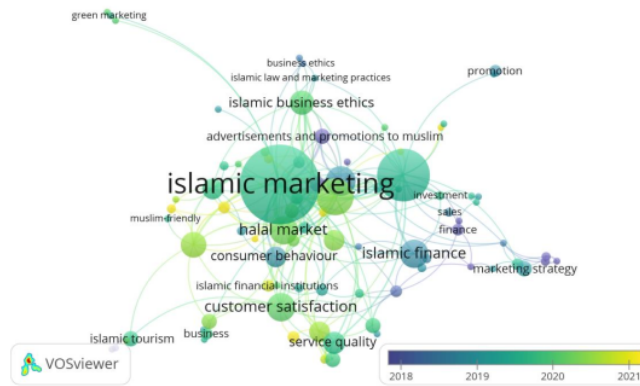
In Cluster 3, the concept is aimed at behavior intention, halal certification, halal food, halal restaurant, halal tourism, Islamic hospitality, Islamic religiously, and Muslim friendly. Cluster 4 focuses on finance, finance management, finance product, investment, Islamic financing, sales, structural equation modeling, and trade with the Islamic world. Furthermore, Cluster 5 focuses on economic and social effects, electronic-commerce, email marketing, managerial implications, marketing strategy, mobile marketing, sustainable development, and wireless telecommunication. Cluster 6 focuses on concepts related to the adoption of Islamic banking, conventional banking, Islamic financial services, Islamic retail, and perceived behavior control. Then Cluster 7 focuses on corporate reputation, customer loyalty, customer satisfaction, Islamic ethics, relationship marketing, and service quality. Then Cluster 8 focuses on customer attitude, Islamic bank performance, and Islamic banking. For more details, it is shown in the form of a table 2 as follows:

**Table 2. Cluster Concept**

<i>Cluster</i>	<i>Concept name</i>
1	Advertisement and promotion to Muslims, brand personality, halal market, Islamic e-marketing, Islamic fashion and clothes, Islamic market segment, Muslim consumer
2	Consumers' behavior, corporate social response, halal brand personality, halal product, health care delivery, Islamic branding, religious commitment, social marketing
3	Behavior intention, halal certification, halal food, halal restaurants, halal tourism, Islamic hospitality, Islamic religiously, Muslim friendly
4	Finance, finance management, finance product, investment, Islamic financing, sales, structural equation modeling, trade with the Islamic world
5	The economic and social effect, electronic eCommerce, email marketing, managerial implication, marketing strategy, mobile marketing, sustainable development, wireless telecommunication
6	Adoption of Islamic banking, conventional banking, Islamic financial service, Islamic retail, perceived behavior control
7	Corporate reputation, customer loyalty, customer satisfaction, Islamic ethics, relationship marketing, and service quality

**Overlay Visualization of Title and Abstract**

Overlay visualization is also generated from the analysis results on metadata taken from the Scopus database, imported into VOSviewer (Pattah 2013). In this visualization, the color of the nodes represents the keyword and the year in which the article containing that keyword was published. The darker the paint on the nodes, the longer the topic is covered in the research. The visualization in Figure 7 shows that issues related to studies on customer satisfaction, Islamic finance, halal market, and marketing strategy, with blue and green nodes, have been discussed by researchers from 2018 to 2020. Topics include service quality, business, and Muslims. Friendly with yellow nodes, much-discussed between 2020 and 2021 as shown in the following image.



**Figure 8: Overlay Visualization**

Source: Processed using VOSviewer

### Dominant Themes in Islamic marketing Studies

VOSviewer software on the co-occurrence analysis menu based on abstracts of articles related to Islamic marketing explores the words that appear most often in data research. Therefore, this analysis tool allows words with the same meaning to be categorized into one group. Based on data analysis of 399 journal articles in the Scopus database taken from 2017 to 2022, it was found that the dominant themes and topics studied by previous researchers were Islamic finance, halal market, service quality, Islamic tourism, marketing strategy, business, Muslim friendly, and Islamic business ethics. Therefore, it can be enjoyed that this is the whole focus of research related to this topic. This is further explained in (Figure 8), especially in bold.



Figure 8. Density Visualization in Islamic marketing Studies

Source: Processed using VOSviewer

Figure 8 above shows that research on Islamic marketing discusses the halal market, service quality, Islamic tourism, business, marketing strategy, Islamic finance, Islamic business ethics, and Islamic tourism, which are marked with light colors. In contrast, researchers have not done much research about Islamic marketing: the themes related to green marketing, sales, and investment are marked with dark and minor colors. Therefore, future research can be continued by focusing more on studies related to the theme of green marketing, sales, and investment.

### The trend research of Islamic marketing Studies

Islamic marketing has become a theme that is always interesting to be researched by scholars, academics, and practitioners in various circles. The articles and topics they study are not only related to the study of Islamic marketing but also lead to the adoption of conventional marketing, which in theory and practice has an adequate intellectual, social and conceptual framework (Zupic and Cater, 2015), so that in research on Islamic marketing will always relate to themes and topics that are discussed in conventional marketing such as halal market topics, service quality, Islamic tourism, business, marketing strategy, Islamic finance, Islamic business ethics, and Islamic tourism.

In general, research on Islamic marketing has become the target of researchers and academics from Malaysia. This indicates that Malaysia is a very aggressive country that is growing and developing studies on Islamic economics worldwide. Their research uses a practical, theoretical approach by categorizing bibliographic data from works published in various journals, conference papers, and books on Islamic marketing indexed by Scopus (Donthu et al., 2020).

Several authors have used bibliometric analysis to examine their journals (Ramos-Rodrigue and Ruz-Navarro, 2004), scholarly communication (Borgman and Furner, 2002), journal impact measures (Glänzel and Moed, 2002), a ranking of universities (Moed et al., 1985; Van Raan, 2005), topics (Fahimnia et al., 2015; Schaltegger et al., 2013), and it has also been used in a variety of research fields, including geophysics (Valenzuela-Fernandez et al., 2019), business research (Biemans et al., 2007), financial crime (Jena et al., 2012), management (Zupic and Cater 2015), tourism (Merigo et al., 2019), Mulet-Forteza et al., 2018, and Vishwakarma and Muk (Mulet-Forteza et al., 2020).

Saad (2010) examined the use of the h-index in examining the bibliometric characteristics of marketing scholars, and Samiee and Chabowski (2012) used three bibliometric techniques to assess the knowledge structure of international marketing publications from 1998 to 2008: exploratory factor analysis, multidimensional metric scaling, and hierarchical cluster analysis. The relationship between promotions and social media was examined in papers published between 2007 and 2019 in the Scopus database by Salimi et al. (2019), and the variables of Big Data Marketing were reviewed in the most-cited papers between 2012 and 2019 by Vilorio et al. (2020) using the Scopus database.

Compared to Islamic Economics and Finance Studies, bibliometrics in Islamic Marketing has not been the subject of as much research. Rehman and Othmans, for instance, identified co-authors, nations of origin, literary sources, and publishers when reviewing an Islamic Economics exhibition on various parts of the Bradfordian Law of Scattering in 1994. In addition, Harande (2008) examined the literature on Islamic Economics using entries from a journal called "Thoughts on Economics" that was kept from 2000 to 2006 for six years. The productivity of authors, the volume of articles produced, trends in the subjects of research, and the institutions that support the Muamalat Research Journal and Islamic Finance are all examined by Ridhwan et al. (2013).

In their 2013 study, Ridhwan et al. looked at the number of articles published, the subjects of study, and the organizations that contributed to the Muamalat Research Journal and Islamic Finance. The citations of prepared works on corporate social responsibility between 1970 and 2014 are analyzed by Alfakhri et al. (2018). Ahmid and Oondes (2019) examine the distinctive features of Islamic Economics and Finance theses, documents, and papers authored in the UK from 2000 to 2018, whereas Firmansyah and Faisal (2020) attempted to visualize the performance of the top five Indonesian Islamic Economics and Finance journals.

Therefore, it can be said that this research, specifically in Islamic marketing employing the bibliometric method, offers innovation in the study. It is intended that this research would make it simpler for researchers in the future to plan the research that will be required.

### **Theoretical and Practical Implications**

Based on the research results and the above findings, some implications must be considered, including theoretical and practical implications.

#### ***Theoretical Implications***

Implications Theoretical implications reflect any research, where theoretical implications provide a comparative picture of the references used in this study, both research references and research findings. The theoretical implications developed in this study strongly support several previous studies referenced in this research and are new and can produce a conceptual framework for Islamic marketing research.

The contribution of this research can be found in the tendency of previous researchers to see a phenomenon and the concepts used in analyzing the spectacle as we understand Islamic marketing and conventional marketing. Islamic finance must be adapted to each user's location, approach, and interests. This research breaks the new intellectual foundation that Islamic marketing concepts must be adapted to cultural, social, and political contexts. In addition, Islamic marketing practices in each location need to address concerns about fraud in Islamic marketing practices that align with Islamic values.

### ***Practical Implications***

This study explains the development of studies related to Islamic marketing that have been published from 2017 to 2022 and provides the information needed by further researchers for future studies. It is also intended to guide scholars in Islamic Marketing toward new topics and support the development of knowledge about Islamic marketing by providing more space for conceptual papers.

In further research, it is recommended to conduct a study on the development of studies on Islamic law and marketing practice to ensure the development of the Islamic economy, which is currently gaining popularity throughout the world. At the same time, a study on Green Marketing needs to be carried out by researchers to ensure that Islam is not only teaching that contains the doctrine of the existence of God and the obligation to carry out religious rituals, but conceptually Islam also teaches about how to do business following ethics and morals.

### **CONCLUSION**

Based on the findings and discussion, the following conclusion can be drawn. The most published Islamic marketing research articles during the period 2017 to 2020. The journal that publishes the most articles on Islamic marketing is the Islamic Marketing Journal. Universiti Teknologi Malaysia is the institution that issues the most articles in Scopus-indexed journals. The country most actively published in Scopus indexed International Journals is Malaysia, with the most research related to sharia marketing from 2017 to 2022. Then the type of research published by researchers from 2017 to 2022 is the journal article.

Furthermore, this study also discusses Islamic marketing, which is grouped into seven clusters with the topics of Advertisement and promotion to Muslims, Consumers behavior, Behavioral intention, Finance, Economic and social effect, Adoption of Islamic banking, and corporate reputation. In particular, the seven themes in this study lead to articles related to conventional marketing that Islam has adopted to prove that Islam also follows the development of technology and science. The limitation of this research is that the articles reviewed are only sourced from the Scopus database, so they do not have comparative data. Therefore, further research needs to use a comparative analysis approach involving the Scopus database and the Web of Sciences (WOS).

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