

# Evolution of Takaful Research: A Bibliometric Analysis

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## Abstract

The purpose of this paper is to explore the current state of the published literature related to takaful research. This paper conducts a bibliometric analysis of 328 documents from 1989 to May 2025, using data extracted from the Scopus database. The analysis was performed using Microsoft Excel, BiblioMagika, OpenRefine, and VOSviewer. The findings reveal that the highest number of publications was recorded in 2024 (40 publications) and a peak in citations in 2020 (427 citations). The Journal of Islamic Accounting and Business Research emerged as the most prolific source title. The most cited article, titled "A bibliometric review of takaful literature" by Khan et al. (2020), has received 121 citations. Puspa Liza Ghazali and Syed Ahmed Salman are recognised as the most productive authors, and the International Islamic University Malaysia is the most productive contributor. Keyword co-occurrence analysis reveals five thematic areas in takaful research, which are "factors influencing family takaful intention", "performance, risk, and governance in conventional and shariah-compliant insurance", "insurance and takaful industry landscape", "principles and models of Islamic insurance", and "Islamic finance". Therefore, this analysis offers valuable insights for academics and policymakers, helping to shape future directions and deepen understanding in the takaful field.

**Keywords:** Takaful, Bibliometric analysis, Scopus, BiblioMagika, VOSviewer

## Introduction

The concept of takaful is originated from the Arabic word "kafala", which means responsibility and mutual protection (Jalali et al., 2024; Naz et al., 2025). Takaful functions based on Islamic principles, avoiding elements such as maysir (gambling), gharar (uncertainty), and riba (interest), thereby meeting the requirements of Muslim consumers (Rahman et al., 2019; Rizvi et al., 2022). In contrast to conventional insurance that transfers risk to the insurer, takaful emphasises mutual risk sharing, where consumers contribute to a shared fund to support each other.

Although takaful offers some advantages, its penetration rate remains low in certain countries. For example, the takaful penetration rate in Malaysia was 20 per cent, which was lower than conventional insurance, 34 per cent (Jalil, 2024). Despite the Muslim population in Indonesia comprising 87 per cent of the total population, the penetration rate of Shariah insurance remained low at 0.19 per cent of the gross domestic product (Rohman & Serpina, 2024).

The low penetration rate in certain countries may be driven by limited awareness and understanding of takaful products, highlighting the crucial role of education in improving knowledge and awareness of takaful products (Nasir et al., 2023). Besides, negative word of mouth and unethical agent behaviour can erode public trust in takaful products, leading to reduced participation and slower market growth (Maulana & Muchlasin, 2025). Additionally, inadequate marketing and the complexity of Shariah concepts may cause confusion among consumers, thereby reducing their interest and engagement with takaful products (Abdullah et al., 2021). To address these issues of takaful, conducting a bibliometric analysis is essential to examine the main aspects in the existing literature and to provide future directions for both theoretical and empirical research. Despite the increasing volume of takaful-related publications, limited attention is given to the co-occurrence analysis of author keywords. This restricts the understanding of intellectual structure, thematic evolution, and emerging research frontiers within the field of takaful research.

Thus, this paper seeks to answer the following research questions:

RQ1. What are the current publication trends in takaful research, and how have they evolved over time?

RQ2. Which source title has published the highest number of articles in takaful research?

RQ3. Which articles have received the highest number of citations in takaful research?

RQ4. Who are the leading contributors in takaful research?

RQ5. What are the main themes identified through co-occurrence analyses of author keywords in takaful research?

The findings of this study offer valuable insights into the evaluation and development of takaful research. By identifying the most influential articles, source titles, authors, institutions, countries and thematic areas, this analysis highlights key contributors and prevailing trends in the field. The co-occurrence analysis of author keywords further reveals emerging topics of interest, enabling researchers and practitioners to gain a clearer perspective on the current state of research. These findings not only serve as a foundation for guiding future research efforts but also for developing strategies to enhance awareness, participation, and innovation in the takaful industry, potentially contributing to increased market penetration and sustainable growth.

The structure of this paper is organised to provide a comprehensive and systematic exploration of the takaful research: Section 2 provides an in-depth review of the existing literature, discussing both the basic principles of takaful and previous studies on bibliometric analysis related to takaful research. Section 3 details the methodological framework employed in this paper, including the criteria for document selection, the data sources, and the bibliometric tools used for analysis. Section 4 presents and interprets the key findings,

addressing the research questions through descriptive and visual analyses. Lastly, the next section summarises the main contributions of the study.

## **Literature Review**

### *Takaful*

Shariah insurance, which is also known as takaful, is based on Islamic financial principles to eliminate prohibited elements such as maysir (gambling), riba (interest), and gharar (uncertainty) (Azizi et al., 2025). Takaful policyholders share the risk mutually based on the principles of Ta'awun (cooperation) and Tabarru (voluntary contribution for mutual help) (Imam-Tamim & Salawu, 2021). It promotes social responsibility and creates a guarantee in which members support one another in times of emergency.

The most common takaful models applied to contracts between participants and takaful operators include mudarabah (profit-sharing), wakalah (agency-based contract), waqf (endowment-based contract), and hybrid models (Muhammad Zuki et al., 2024). In the mudarabah model, based on Islamic profit-sharing principles, the takaful operator (al-mudarib) manages the contributions provided by the takaful participants (sahibul-mal) and distributes any surplus profit according to a ratio agreed upon by the parties involved. Besides, in the wakalah model, the takaful operator acts as an agent (wakeel) to manage the fund, which is owned by the participants based on Tabarru principles and optionally integrated with the mudarabah model.

In addition, the waqf-based takaful model includes the principles of Islamic insurance and charitable endowment (waqf), aiming to offer financial security and enhance social welfare. Lastly, the common hybrid models that combine different takaful models are wakalah-mudarabah and wakalah-waqf (Muhammad Zuki et al., 2024). In the wakalah-mudarabah model, underwriting activities are managed under the wakalah contract, while the investment of funds is governed by the mudarabah contract. The wakalah-waqf model is a takaful arrangement in which participants' contributions are pooled into a waqf fund and managed by the operator as an agent to support members in times of need.

### *Previous Studies*

Firstly, Khan et al. (2020) conducted a bibliometric (quantitative) analysis of 49 articles from ISI Web of Knowledge (1950-2018) and content (qualitative) analysis of 20 influential takaful-related articles published up to early 2020. They applied citation, co-authorship, co-citation, and cartography analysis using Vosviewer and HistCite software.

Besides, Alam et al. (2023) explored a trend analysis of takaful research from 1989 to March 2022 using data from the Scopus database. The search utilised the keywords: "Islamic insurance", "takaful", or "sharia insurance", resulting in 356 documents. The analysis was performed using tools such as Microsoft Excel, Biblioshiny, Publish or Perish (POP), and VOSviewer. They examined publications by year, language, source type, document type, source title, subject areas, institutions and countries, the 10 most productive authors, the top 20 highly cited documents, and the top 10 keywords.

Moreover, a bibliometric analysis of the takaful industry from Scopus was conducted by Hakim and Munir (2023) from 2013 to 2022. The search focused on "article title, abstract,

keywords”, yielding a total of 261 articles. The analysis examined keyword clusters, research trends based on the number of publications annually, most prolific researchers, emerging future topics, most contributing countries, most influential articles, the journals publishing the most articles, subject areas, and affiliated institutions.

In addition, Qadri et al. (2024) also conducted a comprehensive bibliometric analysis of *takaful* from the Scopus database. Their search included terms such as “Islamic insurance”, “*takaful*”, and “shariah insurance” in the “article title, abstract, keywords” covering publications from 2002 to 2022, and resulted in a total of 1447 documents. The analysis was performed using bibliometrics, R-studio, VOSviewer, and Excel software. They analysed publication trends, top 10 contributing institutions, global trends, top 10 sources of *takaful* publications, the most productive authors, authors’ citation analysis, the most globally cited scientific articles, main collaboration between countries, keyword analysis, co-citation analysis, and keyword co-occurrence analysis.

Izza and Devi (2023) performed a bibliometric analysis on the efficiency of Islamic insurance using data retrieved from Dimensions.ai. Their search query included the terms “*takaful*”, “insurance”, and “efficiency”, limited to titles and abstracts of publications from 2010 to 2022, resulting in a final dataset of 56 selected articles. The study explored publication trends by year, document types, word frequency analysis through a wordcloud, a hierarchy chart based on titles and abstracts, a treemap highlighting key concerns and focal point within the *takaful* efficiency theme, cluster analysis based on title and abstract, text search query result, and sentiment analysis.

Nawi et al. (2021) also conducted a bibliometric analysis of *waqf*, utilising data extracted from the Scopus database covering the period from 1914 to 2024. The study employed Publish or Perish software for data analysis and VOSviewer for data visualisation. Additionally, the dataset was also processed and analysed using Microsoft Excel and SPSS 25.0. The analysis included the construction of a keyword map, identification of subject areas, and classification of document and source types. Furthermore, they examined the 10 most productive journals, publication trends by year, languages of documents, top 10 contributing countries, citation analysis, top 20 most cited articles, and top 10 most prolific authors in the field of *waqf* research.

## **Methodology**

This paper gathered data from the Scopus database as of 30<sup>th</sup> May 2025. The search was conducted within the field of “article title” using the keywords: “*takaful*”, “Islamic insurance”, and “shariah insurance” and was limited to articles. This search initially yielded 329 documents without applying additional filters. After data screening manually, one document was removed due to duplication, resulting in 328 documents for further analysis, as depicted in Figure 1. The final dataset was then exported in a comma-separated value (CSV) format and subjected to bibliometric processing using BiblioMagika (Ahmi, 2024). Data cleaning and harmonisation procedures were carried out using OpenRefine (Bortruex, 2022) to standardise author names, affiliations, and keywords. Finally, to visualise the intellectual structure and thematic relationships within the dataset, network mapping and co-occurrence analysis were performed using VOSviewer (Fahrudin, 2024).

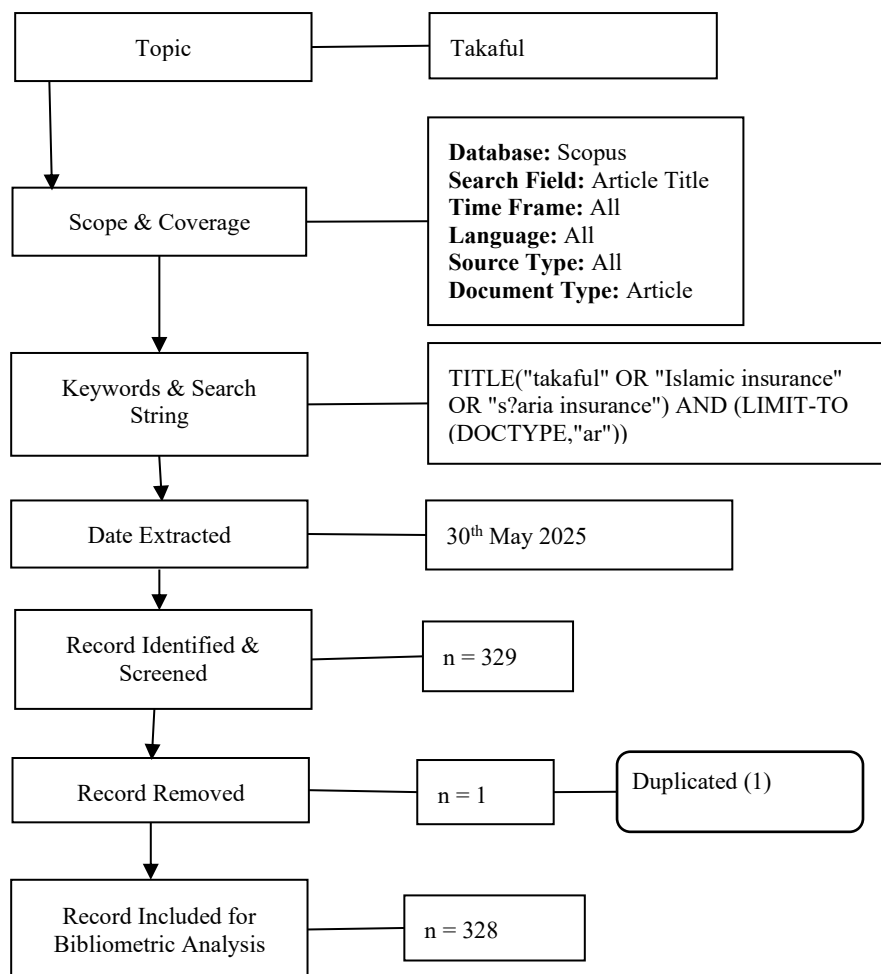


Figure 1: Flow diagram of the search strategy

## Results and Analysis

### *Publication Trajectory (RQ1)*

Table 1 presents an analysis of research productivity based on the number of documents published annually from 1989 to May 2025. The annual publication trend in takaful research shows significant growth over time, with a total of 328 documents produced. In terms of citation impact, the 328 documents have accumulated a total of 3025 citations, with an average of 9.22 citations per publication and an h-index of 26. The average of 9.22 citations reflects a moderate level of academic visibility and influence. Additionally, the h-index of 26 reveals that 26 publications have each been cited at least 26 times, highlighting a solid core of influential works within the takaful research.

Figure 2 illustrates the annual trends in takaful research publications and citations from 1989 to May 2025. The yellow bars represent the total number of publications per year, while the green line indicates the total citations received. The peak of publications occurred in 2024, with a total of 40 publications, reflecting a surge in current research activity on takaful, likely driven by growing academic interest and post-pandemic momentum. In contrast, the peak of citations was recorded in 2020, with 427 citations, showing that the global focus on ethical and resilient financial systems during the COVID-19 pandemic led to increased referencing of existing takaful research.

Table 1  
*Publication by Year*

Year	TP	NCA	NCP	TC	C/P	C/CP	h-index	g-index	m-index
1989	1	1	1	7	7.00	7.00	1	1	0.03
1994	1	1	1	9	9.00	9.00	1	1	0.03
1998	1	1	1	23	23.00	23.00	1	1	0.04
1999	1	1	1	2	2.00	2.00	1	1	0.04
2000	1	1	1	2	2.00	2.00	1	1	0.04
2006	1	2	1	37	37.00	37.00	1	1	0.05
2007	2	4	2	73	36.50	36.50	2	2	0.11
2009	5	10	4	45	9.00	11.25	3	5	0.18
2010	6	12	4	88	14.67	22.00	3	6	0.19
2011	7	16	6	136	19.43	22.67	6	7	0.40
2012	15	50	11	174	11.60	15.82	7	13	0.50
2013	10	19	10	113	11.30	11.30	5	10	0.38
2014	12	33	8	128	10.67	16.00	6	11	0.50
2015	14	37	13	124	8.86	9.54	6	10	0.55
2016	24	68	22	344	14.33	15.64	7	18	0.70
2017	28	85	27	234	8.36	8.67	9	14	1.000
2018	28	70	25	271	9.68	10.84	9	15	1.13
2019	29	88	26	375	12.93	14.42	10	19	1.43
2020	27	77	23	427	15.81	18.57	11	20	1.83
2021	21	60	18	146	6.95	8.11	6	11	1.20
2022	17	63	16	79	4.65	4.94	6	8	1.50
2023	24	72	19	110	4.58	5.79	6	9	2.00
2024	40	137	21	72	1.80	3.43	5	7	2.50
2025	13	33	2	6	0.46	3.00	1	2	1.00
<b>Total</b>	<b>328</b>	<b>941</b>	<b>263</b>	<b>3025</b>	<b>9.22</b>	<b>11.50</b>	<b>26</b>	<b>40</b>	<b>0.70</b>

**Source:** Author's calculations

**Notes:** TP=total number of publications; NCA=number of contributing authors; NCP=number of cited publications; TC=total citations; C/P=average citations per publication; C/CP=average citations per cited publication

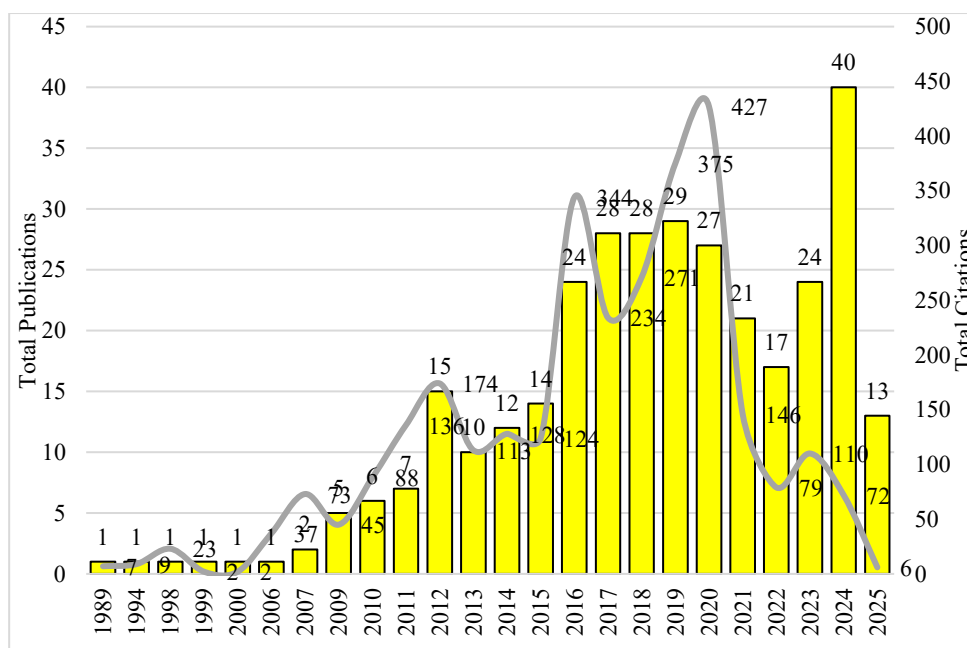


Figure 2: Total publications and citations by year

Source Title (RQ2)

Table 2 shows the top 10 source titles based on the number of publications in takaful research. The Journal of Islamic Accounting and Business Research ranks first with 40 publications, followed by the Journal of Islamic Marketing with 20 publications, and the ISRA International Journal of Islamic Finance with 15 publications, making them as the leading journals contributing to the takaful research. Their prominence suggests that takaful research is closely linked with broader discussions in Islamic accounting, marketing, and finance, making these journals as leading outlets for disseminating impactful research in the area of Islamic financial studies.

Table 2

Top 10 Source Titles

Source Titles	Total Publications
Journal of Islamic Accounting and Business Research	40
Journal of Islamic Marketing	20
ISRA International Journal of Islamic Finance	15
International Journal of Islamic and Middle Eastern Finance and Management	13
Journal of King Abdulaziz University, Islamic Economics	9
Jurnal Pengurusan	9
Arab Law Quarterly	7
Asian Social Science	7
Academy of Accounting and Financial Studies Journal	7
Al-Shajarah	5

Source: Author’s calculations

Highly Cited Documents (RQ3)

Table 3 depicts the top 15 highly cited documents in the field of takaful research, indicating those documents have the greatest academic influence over time. The most cited article, titled “A bibliometric review of takaful literature” by Khan et al. (2020), which has received 121

citations, highlighting its significant contribution to summarising and mapping the development of takaful through bibliometric analysis. The second most cited work is by Dikko (2016) with 91 citations, which stands out for its emphasis on establishing construct validity and reliability through the development of a qualitative research instrument designed for takaful studies, demonstrating the significance of methodological foundations in Islamic finance research. The third most cited article is by Aziz et al. (2019) with 78 citations, which explores the determinants of influencing individuals' intentions to purchase family takaful, particularly the critical role of perceived trust as a mediating factor in shaping consumer decisions. These frequently cited studies reflect key areas of ongoing scholarly interest, namely bibliometric analysis for understanding research trends, robust methodological practices for ensuring data quality, and behavioural studies that help to explain customer attitudes and participation in takaful.

Table 3

*Top 15 Highly Cited Documents*

No.	Authors	Title	Source Title	TC	Cites per Year
1	Khan et al. (2020)	A bibliometric review of takaful literature	International Review of Economics and Finance	121	20.17
2	Dikko (2016)	Establishing construct validity and reliability: Pilot testing of a qualitative interview for research in takaful (Islamic insurance)	Qualitative Report	91	9.10
3	Aziz et al. (2019)	Factors that influence individuals' intentions to purchase family takaful mediating role of perceived trust	Asia Pacific Journal of Marketing and Logistics	78	11.14
4	Md Husin et al. (2016)	The roles of mass media, word of mouth and subjective norm in family takaful purchase intention	Journal of Islamic Marketing	71	7.10
5	Ali et al. (2019)	Consumer acceptance toward takaful in Pakistan: An application of diffusion of innovation theory	International Journal of Emerging Markets	70	10.00
6	Md Husin and Ab Rahman (2016a)	Do Muslims intend to participate in Islamic insurance? Analysis from theory of planned behaviour	Journal of Islamic Accounting and Business Research	66	6.60
7	Kader et al. (2010)	The cost efficiency of takaful insurance companies	Geneva Papers on Risk and Insurance: Issues and Practice	63	3.94
8	Wahab et al. (2007)	Islamic takaful: Business models, Shariah concerns, and proposed solutions	Thunderbird International Business Review	62	3.26
9	Karbhari et al. (2018)	Governance mechanisms and efficiency: Evidence from an alternative insurance (Takaful) market	Journal of International Financial Markets, Institutions and Money	57	7.13
10	Ab Rahim and Amin (2011)	Determinants of islamic insurance acceptance: An empirical analysis	International Journal of Business and Society	51	3.40

11	Md Husin and Ab Rahman (2016b)	Predicting intention to participate in family takaful scheme using decomposed theory of planned behaviour	International Journal of Social Economics	49	4.90
12	Sherif and Azlina Shaairi (2013)	Determinants of demand on family Takaful in Malaysia	Journal of Islamic Accounting and Business Research	48	3.69
13	Raza et al. (2020)	Influential factors of Islamic insurance adoption: an extension of theory of planned behavior	Journal of Islamic Marketing	47	7.83
14	Mihardjo et al. (2021)	Impact of key HR practices (human capital, training and rewards) on service recovery performance with mediating role of employee commitment of the Takaful industry of the Southeast Asian region	Education and Training	45	9.00
15	Kader et al. (2014)	Cost efficiency and board composition under different takaful insurance business models	International Review of Financial Analysis	45	3.75

**Source:** Author's calculations

### Leading Contributors (RQ4)

#### *Most Productive Authors*

Table 4 reveals a detailed overview of the top 15 most productive authors in the field of takaful research, offering valuable insights into the key contributors who have shaped the development and evaluation of takaful over time. Puspa Liza Ghazali and Syed Ahmed Salman are the most productive authors, each contributing 13 publications, indicating their consistent involvement and strong commitment to advancing knowledge in the field of takaful research. In addition to productivity, the influence of an author is also significant. Maizaitulaidawati Md Husin emerges as the most influential author with a total of 296 citations across her 10 publications, highlighting both the quality and significance of her work within the broader academic community. Overall, the majority of authors have been actively contributing to the literature since the early 2010s, showing the presence of a well-established and growing network of researchers who continue to play a crucial role in the advancement of this field.

Table 4

#### *Top 15 Most Productive Authors*

Author's Name	TP	NCP	TC	C/P	C/CP	Pub. Year Start
Ghazali, Puspa Liza	13	10	126	9.69	12.60	2011
Salman, Syed Ahmed	13	10	69	5.31	6.90	2013
Mamat, Mustafa Bin	10	10	126	12.60	12.60	2011
Md Husin, Maizaitulaidawati	10	9	296	29.60	32.89	2013
Ab Rahman, Asmak	8	7	216	27.00	30.86	2011
Htay, Sheila Nu Nu	7	5	46	6.57	9.20	2013
Yakob, Rubayah	7	4	18	2.57	4.50	2014
Salleh, Marhanum Che Mohd	6	5	41	6.83	8.20	2012
Amin, Hanudin	6	5	166	27.67	33.20	2011
Sallemi, Nourhen	5	5	31	6.20	6.20	2021
Muhamat, Amirul Afif	5	5	30	6.00	6.00	2017
Hemrit, Wael	5	5	54	10.80	10.80	2018
Akhter, Waheed	5	5	78	15.60	15.60	2012
Zouari, Ghazi	5	5	31	6.20	6.20	2021
Ahmad, Wan Muhamad Amir W.	5	4	62	12.40	15.50	2011

**Source:** Author's calculations

**Notes:** TP=total number of publications; NCP=number of cited publications; TC=total citations; C/P=average citations per publication; C/CP=average citations per cited publication

#### *Most Productive Institutions*

According to Table 5, the International Islamic University Malaysia is the leading institution with a total of 41 publications, followed by Universiti Sultan Zainal Abidin with 23 publications. Universiti Malaya and Universiti Teknologi MARA each contributed 21 publications. Those leading institutions, in terms of publications, reveal their active involvement and leadership in the field of takaful research.

Table 5

#### *Top 15 Most Productive Institutions*

Institution	Country	TP	TC	NCP	C/P	C/CP	Pub. Year Start
International Islamic University Malaysia	Malaysia	41	319	36	7.78	8.86	1994
Universiti Sultan Zainal Abidin	Malaysia	23	143	17	6.22	8.41	2013
Universiti Malaya	Malaysia	21	302	18	14.38	16.78	2011
Universiti Teknologi MARA	Malaysia	21	106	19	5.05	5.58	2009
Universiti Utara Malaysia	Malaysia	20	267	16	13.35	16.69	2015
National University of Malaysia	Malaysia	16	91	11	5.69	8.27	2009
INCEIF University	Malaysia	16	59	11	3.69	5.36	2010
Universiti Teknologi Malaysia	Malaysia	13	312	11	24.00	28.36	2013
Universiti Sains Islam Malaysia	Malaysia	12	74	11	6.17	6.73	2015
Universiti Putra Malaysia	Malaysia	10	176	10	17.60	17.60	2009
Universiti Malaysia Terengganu	Malaysia	10	81	9	8.10	9.00	2011
Universiti Malaysia Sabah	Malaysia	8	171	7	21.38	24.43	2011
University of Sfax	Tunisia	7	37	7	5.29	5.29	2021
Universitas Airlangga	Indonesia	6	26	5	4.33	5.20	2020
Bahria University	Pakistan	6	8	4	1.33	2.00	2021

**Source:** Author's calculations

**Notes:** TP=total number of publications; TC=total citations; NCP=number of cited publications; C/P=average citations per publication; C/CP=average citations per cited publication

#### *Most Impactful Countries*

A total of 46 countries have contributed to the development of takaful research, demonstrating the field's growing international scope. According to Table 6, Malaysia emerges as the leading contributor, with a total of 197 publications, clearly establishing its position as a global centre for takaful research and reflecting its ongoing commitment to promoting and developing takaful insurance systems. This dominance not only highlights Malaysia's research capacity but also contributes to increasing global awareness and attention toward the advancement of the takaful industry. In addition, countries such as Indonesia, with 33 publications, and Pakistan, with 30 publications, exhibit a rising level of scholarly engagement and interest in the subject, indicating a strong regional commitment to expanding the body of knowledge surrounding Islamic insurance practices.



Table 7

*Author Keywords*

Author Keywords	Cluster	Links	Total Link Strength	Occurrences	Theme
Attitude	1	10	27	11	Red cluster (Factors influencing family takaful intention)
Customer	1	12	28	10	
Family takaful	1	19	40	21	
Intention	1	12	26	10	
Intention to purchase	1	11	19	10	
Marketing	1	6	16	7	
Pakistan	1	13	27	10	
Perceptions	1	12	23	7	
Social	1	10	19	7	
Subjective norms	1	8	20	8	
Theory of planned behaviour	1	10	23	8	
Trust	1	11	19	10	
Conventional insurance	2	11	15	7	Green cluster (Performance, risk, and governance in conventional and shariah-compliant insurance)
Corporate	2	12	37	12	
Data envelopment analysis	2	14	43	13	
Efficiency	2	17	56	18	
Governance	2	14	51	14	
Management	2	14	32	10	
Operators	2	16	29	7	
Risk	2	10	25	9	
Saudi Arabia	2	14	31	11	
Shariah compliance	2	10	15	7	
Companies	3	12	28	12	Blue cluster (insurance and takaful industry landscape)
Industry	3	16	40	15	
Insurance	3	28	154	71	
Malaysia	3	29	94	41	
Organisation	3	8	20	9	
Performance	3	21	73	27	
Takaful	3	35	402	206	Yellow cluster (Principles and models of Islamic insurance)
Islamic insurance	4	31	135	65	
Model	4	13	37	14	
Mudarabah	4	7	19	7	
Shariah	4	28	103	36	
Wakalah	4	7	19	8	
Waqf	4	10	19	7	
Finance	5	23	119	37	Purple cluster (Islamic finance)
Islam	5	16	99	34	

**Source:** Author's calculations

Table 7 displays the red cluster, which focuses on factors influencing family takaful intention. The presence of author keywords such as “attitude”, “intention to purchase”, “subjective norms”, and “trust” is crucial in understanding behavioural intention within the context of takaful adoption (Poan et al., 2022). Keywords like “family takaful” and “theory of planned behaviour” depict that the theory of planned behaviour is a widely adopted theoretical framework employed by researchers to explain and predict consumers’ decisions to participate in family takaful schemes (Bhatti & Md Husin, 2020; Maduku & Mbeya, 2024).

Besides, the green cluster is characterised by keywords related to performance, risk, and governance in conventional and shariah-compliant insurance. Keywords of “efficiency”, “governance”, and “data envelopment analysis” dominate this cluster, indicating the crucial role in performance evaluation and governance practices in takaful operations (Karbhari et al., 2018; Lee et al., 2019).

In addition, the blue cluster emphasises the insurance and takaful industry landscape. The term “takaful” has the highest occurrence and link strength in this cluster, highlighting its central role in takaful studies. Keywords such as “organisation”, “performance”, and “industry” reflect research interest in evaluating the effectiveness, management practices, and overall development of the takaful sector within the broader financial services industry (Daud et al., 2014; Mroueh & de Waal, 2020). Additionally, the research related to takaful is mostly conducted in Malaysia.

Moreover, the yellow cluster is characterised by the keywords related to principles and models of Islamic insurance. The highest link and occurrence strength in this cluster is “Islamic insurance”. Keywords such as “mudarabah”, “shariah”, “wakalah”, and “waqf” also show a strong emphasis on Islamic principles and operational models that form the foundation of takaful structure (Hassan, 2020).

Lastly, the purple cluster is centred on Islamic finance, represented by the keywords, namely “finance” and “Islam”. The presence of the keywords “finance” and “Islam” reflects the core objective of takaful research, which is to develop financial practices that align with Islamic ethical and legal principles (Chong et al., 2024; Memon et al., 2024).

## **Conclusions**

This bibliometric analysis provides a detailed overview of takaful research from 1989 to May 2025, with the highest number of publications recorded in 2024 (40 publications) and a peak in citations in 2020 (427 citations). Journal of Islamic Accounting and Business Research emerged as the most prolific source title. In addition, the most cited article, titled “A bibliometric review of takaful literature” by Khan et al. (2020), has received 121 citations. Puspa Liza Ghazali and Syed Ahmed Salman are identified as the most productive authors, whereas the International Islamic University Malaysia is the most productive contributor. Keyword co-occurrence analysis reveals five thematic areas in takaful research, which are “factors influencing family takaful intention”, “performance, risk, and governance in conventional and shariah-compliant insurance”, “insurance and takaful industry landscape”, “principles and models of Islamic insurance”, and “Islamic finance”.

Some future research directions are acknowledged in this paper. Firstly, future research should explore how emerging factors such as trust and social influence shape an individual's behavioural intentions towards family takaful participation. Besides, scholars are encouraged to apply advanced analytical models to evaluate governance practices and operational efficiency in both shariah-compliant and conventional takaful institutions. Moreover, future studies could investigate the role of innovation and technology adoption in enhancing organisational performance within the takaful industry, especially in high-growth regions like Malaysia. In addition, the practical implications and comparative effectiveness of emerging hybrid models such as wakalah-waqf and wakalah-mudarabah in different takaful market environments should be examined. Lastly, further exploration is required on how the integration of Islamic finance can contribute to building a sustainable and ethically aligned financial environment. Ultimately, pursuing these future directions may help to overcome the low penetration rate of takaful by fostering greater public awareness, trust, and participation. This paper identifies gaps in the current takaful literature, offering academics a structured roadmap for future research on underexplored areas such as the integration of digital transformation in takaful operations and the adoption of hybrid takaful models. These emerging topics will provide opportunities for academics to employ innovative methodologies, develop new theoretical frameworks, and expand the boundaries of Islamic insurance knowledge.

Contextually, the findings enable takaful operators to innovate their offerings and engagement strategies by leveraging digital tools and data analytics to enhance service delivery, reduce lapsation risks, and improve customer retention. Moreover, the findings can serve as a guide for policymakers to strengthen regulatory frameworks that promote transparency, resilience, and fair treatment within the takaful sector, ultimately fostering greater public trust, sustainable growth, and financial security across Muslim communities.

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