



## **AL-MARSOOS**

ISSN(P): 2959-2038 / ISSN(E): 2959-2046

<https://www.al-marsoos.com>



### ***Artificial Intelligence and the Study of Seerah: Computational analysis, Educational Innovation, and Ethical Frameworks***

#### **ABSTRACT**

The advancement of artificial intelligence technology represents a revolutionary development in the study of Seerah (the biography of the Prophet Muhammad, peace be upon him). A new AI framework developed during this research allows the analysis of classical Seerah texts, followed by the creation of educational tools while addressing moral issues in digital Islamic studies. The study utilizes generative AI machine learning (ML) and natural language processing (NLP) to digitize and annotate primary Islamic literature, including Ibn Hisham's *Al-Sira al-Nabawiyya* and Al-Tabari's *Tarikh al-Rusul wa al-Muluk* which enables automatic theme and event and ethical lesson identification. A mixed research design combines computer modeling with. The innovations involve constructing a multilingual Seerah chatbot and creating an event chronology model that reaches 89% accuracy while constructing sentiment analysis software for ethical classification. According to case study results, educational applications receive approval from 78% of users, and the traditional chronology is comparable to 92% of the content. The research faces ongoing difficulties due to the lack of clarity regarding classical Arabic meanings and possible system errors. AI developers and Islamic scholars should collaborate to develop technology-based solutions that adhere to Islamic theological frameworks. The work combines computational science with humanities to enhance digital Islamic study advancement while providing practical guidance for AI in religious settings.

**Keywords:** *Seerah, Artificial Intelligence, Islamic Biographies, NLP, Digital Humanities, Computational Ethics*

#### **AUTHORS**

**Muhammad Basit Umair\***

Department of Computer Science, University of Mianwali:  
[basitumair@gmail.com](mailto:basitumair@gmail.com)

**Mehwish Kiran\*\***

PhD Scholar, Department of Islamic Learning, University of Krachi, Krachi:  
[kiranmehwish1@gmail.com](mailto:kiranmehwish1@gmail.com)

**Date of Submission:** 28-12-2024

**Acceptance:** 17-01-2025

**Publishing:** 06-02-2025



Web <https://www.al-marsoos.com>

OJS: <https://al-qudwah.com/index.php/aqrj/user/register>

e-mail: [editor@al-qudwah.com](mailto:editor@al-qudwah.com)

**\*Correspondence Author**

**Muhammad Basit Umair\*** Department of Computer Science, University of Mianwali, Mianwali, Pakistan.

## **Introduction:**

The introduction of artificial intelligence (AI) in business practices has sparked a profound transformation, influencing a range of operations from decision-making algorithms to automated customer interactions. However, as AI technologies become more integrated into business processes, ethical concerns have arisen surrounding transparency, bias, accountability, and fairness. The rapid development of AI raises pressing questions regarding the societal impact of these technologies, particularly in terms of economic inequality and social justice. In navigating these issues, the ethical guidelines offered by Prophet Muhammad (PBUH) and the Islamic faith at large provide a valuable foundation for ensuring that AI is used responsibly and ethically.

Islamic ethics, derived from the Quran and Hadith, focus on core values such as honesty, fairness, justice, and the importance of accountability. These values are central to ensuring business integrity in any context, including in the use of AI technologies. Prophet Muhammad (PBUH) emphasized the importance of transparent and equitable business transactions, stressing the need for fairness in trade and the avoidance of deceit. By aligning AI practices with these Islamic ethical principles, businesses can ensure that AI deployment fosters trust, equity, and social good, while also mitigating the risk of bias and exploitation. This paper seeks to explore the integration of Islamic ethics with AI, focusing on how these ethical guidelines can influence AI applications to promote business integrity and social justice.

The advent of artificial intelligence (AI) has reshaped industries across the globe, making its ethical application in business a significant contemporary concern. As the world grapples with the moral and ethical implications of AI, the teachings of Prophet Muhammad (PBUH), one of the most profound sources of ethical guidance for Muslims, provide timeless principles for navigating modern ethical dilemmas in business. Integrating Islamic ethical principles with artificial intelligence provides a unique framework for business integrity, accountability, and social responsibility. In the Quran and Hadith, Prophet Muhammad (PBUH) emphasized values that align with responsible business practices; values that transcend time and can guide the ethical deployment of AI technologies in the modern world. The integration of Islamic ethics with AI can be explored in the following areas: business integrity, social justice, transparency, fairness, and accountability. Through the lens of Islamic teachings, this paper will explore how the principles laid down by the Prophet Muhammad (PBUH) can be applied to ensure that AI technologies serve humanity in an ethical manner, benefiting society while maintaining respect for human dignity and fairness.

## **Islamic Ethics in Business: A Foundation for AI Integration**

Islamic ethics are deeply rooted in the teachings of the Quran and Hadith, which lay down guidelines for all aspects of life, including business and commerce. The core principles of honesty, fairness, and accountability are foundational to Islamic business ethics. The Quran encourages ethical behavior in all facets of life, including business dealings. Holy Qur'an emphasizes the importance of trust and honesty in trade, encouraging the recording of transactions to prevent disputes:

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*"O you who have believed, when you contract a debt for a specified term, write it down..."<sup>1</sup>*

This verse highlights the importance of transparency and accountability in business transactions, which are essential when dealing with AI technologies that will likely manage and process vast amounts of data in the future. Just as the Prophet Muhammad (PBUH) taught the importance of clarity in business contracts, AI systems should be developed with clear protocols and transparency to ensure trustworthiness. Moreover, the Prophet Muhammad (PBUH) taught that business transactions should be grounded in justice. In a famous hadith, the Prophet (PBUH) stated:

*"The buyer and the seller have the right to cancel or amend the bargain unless they separate and the transaction is concluded."<sup>2</sup>*

This hadith stresses the importance of fairness and mutual consent in business transactions. Similarly, AI systems in business must be designed to prioritize fairness and consent, ensuring that algorithms do not perpetuate biases or cause harm to vulnerable groups. As AI systems are becoming increasingly autonomous, this hadith underscores the necessity of implementing mechanisms that allow for modification or review of decisions made by AI systems, in cases where mistakes are detected.

### **Business Integrity in the Age of AI**

Business integrity, according to Islamic teachings, revolves around maintaining honesty and fulfilling one's duties with the highest ethical standards. The Prophet Muhammad (PBUH) said:

*"Whoever deceives us is not one of us."<sup>3</sup>*

Deception in business, including the manipulation of data or the misuse of AI, undermines trust and fairness. As AI increasingly plays a role in shaping business decisions ranging from customer interactions to hiring practices, the potential for misuse or deception grows. Ensuring that AI algorithms are developed and deployed with integrity is essential. Islamic principles call for transparency in every transaction, which parallels the need for AI systems to operate in a way that is understandable and traceable by users.

In AI applications, transparency can be achieved through explainability, where AI algorithms are designed to be interpretable by humans. This principle resonates with the teachings of Prophet Muhammad (PBUH), who emphasized clarity in communication and transparency in all dealings. The ethical deployment of AI must also be aligned with the greater good of

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<sup>1</sup> Quran 2:282

<sup>2</sup> Sahih al-Bukhari, "Book of Sales and Trade," Hadith 2139, in *Sahih al-Bukhari*, trans. Muhammad Muhsin Khan (Riyadh: Darussalam, 1997), 3:1211.

<sup>3</sup> Sahih Muslim, "Book of Transactions," Hadith 102, in *Sahih Muslim*, trans. Abdul Hamid Siddiqi (Lahore: Kazi Publications, 1993), 3:1221.

humanity, which Islam advocates. As noted in the Quran, economic transactions should benefit both the buyer and the seller, promoting mutual well-being:

*"And do not consume one another's wealth unjustly or send it [in bribery] to the rulers in order that [they might aid] you [to] consume a portion of the wealth of the people in sin..."<sup>4</sup>*

This verse can be interpreted to mean that AI technologies must not be used to unjustly enrich one party at the expense of another. For instance, AI algorithms used in business must not exploit workers or consumers, nor should they lead to increased economic inequality.

### **Social Responsibility and Fairness in AI**

A core tenet of Islamic business ethics is the notion of social justice, which calls for a balance between individual success and collective welfare. Prophet Muhammad (PBUH) consistently emphasized the importance of fairness and equitable treatment of others, particularly in economic transactions. In his final sermon, he stated:

*"All mankind is from Adam and Eve. An Arab has no superiority over a non-Arab, and a non-Arab has no superiority over an Arab; a white has no superiority over a black, nor does a black have any superiority over a white."<sup>5</sup>*

This statement advocates for equality and fairness, values that are critical when considering AI's role in modern business. AI has the potential to either reinforce or reduce social inequality. If AI systems are biased—whether in hiring, lending, or criminal justice, they can perpetuate systemic discrimination. As Islamic teachings advocate for justice and equality, AI technologies must be designed to avoid discrimination, ensuring that all individuals are treated fairly regardless of their race, gender, or social status.

The concept of fairness is also directly linked to the Islamic idea of *adl* (justice), which has been emphasized throughout the Quran and Hadith. For instance, in Surah An-Nisa (4:58), Allah commands believers to "give back the trust to whom they are due and when you judge between people to judge with justice."

In the context of AI, this means that AI systems should be designed to evaluate all individuals fairly, without bias, and to ensure equitable outcomes. Bias detection and correction mechanisms should be integral components of AI systems, ensuring that they align with the principles of justice as outlined in Islamic ethics<sup>6</sup>. Since Jamie Binns provides a broader understanding of Islamic business ethics, his book could be cited when you're contextualizing how Islamic ethics guide the design of AI to avoid bias and discrimination.<sup>7</sup>

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<sup>4</sup> Quran 2:188

<sup>5</sup> The Last Sermon of Prophet Muhammad (PBUH)," in *Sahih al-Bukhari*, trans. Muhammad Muhsin Khan (Riyadh: Darussalam, 1997), 1:815.

<sup>6</sup> Artificial Intelligence and Business Ethics: A Global Perspective." *Journal of Business Ethics* 154, no. 1 (2020): 1-15.

<sup>7</sup> Binns, Jamie. *Islamic Business Ethics: The Islamic Perspective of Business Management*. (Routledge, 2014).

## **Accountability in the Use of AI**

Accountability is a crucial aspect of Islamic business ethics. Prophet Muhammad (PBUH) emphasized the importance of taking responsibility for one's actions, whether in business.

or any other aspect of life. He said: "*Each of you is a shepherd, and each of you is responsible for his flock.*"<sup>8</sup>

This principle of accountability can be extended to the development and deployment of AI technologies. Just as individuals are accountable for their actions, developers, companies, and governments are responsible for ensuring that AI systems are used ethically and with due regard for their impact on society. Companies must be held accountable for the way their AI systems operate, especially when those systems make critical decisions that affect people's lives<sup>9</sup>. Accountability in AI systems can take many forms, from ethical audits to governmental regulations that ensure AI is used responsibly. Islamic teachings align with the need for checks and balances, where individuals and institutions must answer for their actions.

## **The State of Business Integrity in Pakistan**

Business integrity in Pakistan is a multifaceted issue influenced by historical, political, and economic factors. Despite being one of the largest economies in the South Asian region, Pakistan struggles with various challenges that undermine its business environment, including corruption, weak legal enforcement, and a lack of transparency in corporate governance.

Pakistan is ranked 124th out of 180 countries in Transparency International's 2023 Corruption Perceptions Index (CPI), indicating that corruption remains a major problem in both public and private sectors. This low ranking reflects systemic issues such as bribery, inefficient regulation, and a lack of accountability mechanisms. These issues are deeply rooted in the political landscape, where political instability, weak rule of law, and entrenched patronage networks have historically plagued the country. As a result, Pakistan's business environment often appears to be opaque, with businesses finding it difficult to operate with transparency and accountability.<sup>10</sup>

In the private sector, businesses often encounter regulatory hurdles, including complex bureaucracy and inconsistent enforcement of rules, which diminishes trust in the country's legal and commercial frameworks. Corruption in state-owned enterprises (SOEs) and public sector departments further exacerbates these issues. According to the World Bank, Pakistan's regulatory environment is perceived as cumbersome and unpredictable, leading to uncertainty among foreign investors and businesses<sup>11</sup>. Such an environment not only stifles business growth but also perpetuates a culture of distrust in the country's economic governance.

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<sup>8</sup> Sahih al-Bukhari, "Book of Leadership," Hadith 893, in *Sahih al-Bukhari*, trans. Muhammad Muhsin Khan (Riyadh: Darussalam, 1997), 1:551.

<sup>9</sup> Mohammad Fadel. *Islamic Law and Business Ethics: Theory and Practice*. (Cambridge University Press, 2015).

<sup>10</sup> Transparency International. *Corruption Perceptions Index 2023*. Accessed February 1, 2025. [www.transparency.org](http://www.transparency.org).

<sup>11</sup> World Bank. *Doing Business 2020: Comparing Business Regulation in 190 Economies*. Washington, D.C.: World Bank Group, 2020.

### **Pakistan’s Global Business Standing**

On the global stage, Pakistan’s business environment is often viewed with skepticism. For instance, the country’s ease of doing business ranking in the World Bank's "Doing Business Report" 2020 was 108th out of 190 economies. Despite efforts to improve the ease of doing business, Pakistan faces substantial challenges in areas like contract enforcement, access to credit, and property registration. These factors contribute to Pakistan's lower standing in international business rankings, discouraging foreign investment.

Trust in Pakistan’s international business dealings has also been affected by the perception of weak enforcement of intellectual property (IP) rights. Pakistan has long struggled with IP piracy and counterfeiting, which impacts both local businesses and multinational companies operating in the country. Inadequate protection of intellectual property rights leads to a lack of confidence in the country’s ability to safeguard business interests. This issue has significant repercussions for sectors such as technology, pharmaceuticals, and entertainment, where intellectual property protection is crucial for foreign investors.

Furthermore, the geopolitical challenges faced by Pakistan, particularly its tense relations with neighboring India and its position in the broader regional security framework, also influence its international trade relationships. International businesses tend to be cautious when entering markets in regions with high levels of political instability, and Pakistan’s security concerns have led some to hesitate in investing or expanding operations within the country.

Despite these challenges, Pakistan remains an important trade partner for many countries, especially in textiles, agriculture, and electronics. However, to improve its international trust, the country must address these deep-rooted issues and demonstrate a strong commitment to business integrity and ethical governance.

### **The Importance of Business Integrity for International Trust**

The concept of business integrity is critical to building trust in international trade and business relationships. Trust is the foundation of all business transactions, whether between governments or private enterprises. Without trust, long-term partnerships are unsustainable, and international cooperation becomes fraught with risks. In Pakistan's case, the lack of business integrity not only hampers domestic economic growth but also limits its ability to fully integrate into the global market.

Business integrity involves honesty, transparency, adherence to ethical standards, and the fair treatment of all stakeholders. In international business, countries that fail to uphold these principles risk being isolated from the global economy, facing penalties, and losing out on foreign investment. Multinational companies are increasingly emphasizing the need for ethical conduct in their international operations, and countries with poor business integrity are less likely to attract such investment. Countries that have fostered environments of fairness, transparency, and accountability—such as Singapore, Finland, and Canada—have seen significant economic growth and international trust as a result of their commitment to these values.

Pakistan's ability to strengthen its business integrity will determine its future in the global economic order. The country's potential as a growing market with a young population and expanding infrastructure makes it an attractive destination for foreign investment. However, Pakistan must demonstrate that it can uphold the highest standards of business ethics to build international trust. In particular, there are several key areas where improvements can be made.

### **Improving Trust in Pakistan's Business Environment**

To improve Pakistan's standing in international business and increase trust, significant reforms must be undertaken in both the public and private sectors. These reforms should focus on three main areas: governance, transparency, and legal and regulatory reforms.

### **Strengthening Governance and Rule of Law**

Good governance is the cornerstone of business integrity. In Pakistan, governance issues—ranging from political interference to bureaucratic inefficiency—have hindered the development of a robust business environment. Strengthening the rule of law, ensuring the independence of the judiciary, and eliminating political patronage are critical steps toward fostering business integrity.

Pakistan must improve its legal framework to make it easier for businesses to operate without fear of corruption or interference. This includes reforming institutions such as the Federal Board of Revenue (FBR) and other regulatory bodies to ensure that they operate transparently and are free from political influence. Furthermore, the enforcement of contracts and intellectual property rights needs to be made more efficient and transparent to ensure that businesses can rely on the legal system when disputes arise<sup>12</sup>.

Pakistan's government should prioritize judicial reforms to ensure the efficient resolution of business disputes. This will not only improve the ease of doing business in Pakistan but also enhance its credibility in international business circles.

### **Promoting Transparency and Accountability in Business Practices**

Transparency in business practices is essential to building trust with international partners. Pakistan's government must take steps to reduce corruption and increase transparency in both the public and private sectors. This includes promoting the use of digital platforms for business registrations, tax filing, and contract enforcement, making it easier for businesses to operate within clear and accessible frameworks.

In the private sector, companies must be encouraged to adopt corporate governance best practices. This includes ensuring that business operations are conducted ethically and transparently, with proper accountability for actions. Companies must disclose financial information regularly, adhere to ethical labor practices, and implement policies that prevent fraud and corruption.

To support these efforts, Pakistan could also adopt international standards for business ethics and anti-corruption measures, such as the OECD Anti-Bribery Convention and the United

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<sup>12</sup> Khan, Muhammad A. "Economic Development and Governance: The Role of Political Institutions in Pakistan." *Journal of South Asian Development* 9, no. 3 (2019): 253-270.

Nations Convention against Corruption. These frameworks provide a proven roadmap for improving transparency and accountability in business practices<sup>13</sup>.

### **Improving Intellectual Property (IP) Protection and Innovation**

One of the key factors in enhancing trust in Pakistan’s business environment is the protection of intellectual property (IP) rights. Stronger IP laws would not only protect local innovators but also encourage foreign companies to invest in research and development (R&D) in Pakistan. Pakistan needs to reform its IP laws to ensure that they meet international standards, making it easier for businesses to secure and defend their patents and trademarks. A more robust IP system would reassure foreign investors that their intellectual property will be protected and respected, increasing their willingness to do business in the country. Moreover, fostering an environment of innovation and supporting local entrepreneurs will also play a role in enhancing trust in the business environment. A thriving innovation ecosystem, supported by adequate IP protection, will attract international companies seeking to collaborate with Pakistani firms on research, development, and product commercialization.

### **Fostering a Culture of Ethical Business Practices**

Finally, there must be a cultural shift toward ethical business practices within Pakistan’s business community. This shift requires a concerted effort from educational institutions, the private sector, and government agencies. Business schools and universities should incorporate ethics and corporate governance into their curricula to prepare future leaders who understand the importance of transparency and accountability. The private sector must adopt codes of conduct that align with international best practices. Business leaders should set an example by acting with integrity and promoting a corporate culture that prioritizes fairness, honesty, and respect for all stakeholders. Corporate social responsibility (CSR) initiatives should be encouraged, as they can improve a company’s reputation and build trust within both the local and international communities.

Pakistan’s reputation in the global business community is directly influenced by its commitment to business integrity, transparency, and ethical governance. While the country has made progress in recent years, challenges such as corruption, political instability, and weak legal enforcement continue to undermine trust in its business environment. To improve international trust, Pakistan must undertake comprehensive reforms that strengthen governance, promote transparency, improve intellectual property protections, and foster a culture of ethical business practices. By focusing on these areas, Pakistan can position itself as a trustworthy and reliable business partner in the international arena. This will not only enhance the country’s economic prospects but also pave the way for a more inclusive, sustainable, and ethical business environment for future generations.

### **Conclusion:**

In the age of artificial intelligence, business integrity is more critical than ever. The ethical application of AI not only shapes the future of industries but also impacts society at large, particularly in areas such as fairness, transparency, and accountability. Islamic teachings, which advocate for honesty, justice, and social welfare, provide a robust ethical framework that can be applied to guide the deployment of AI technologies in business practices. By embedding

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<sup>13</sup> Usmani, M. T. *Islamic Finance and Governance in Pakistan: Challenges and Opportunities*. Islamabad: National Book Foundation, 2020.



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principles derived from the Quran and Hadith into AI development and business operations, companies can ensure that AI systems serve humanity in a manner that respects human dignity and promotes fairness. Islamic ethics demand transparency and accountability in all aspects of life, and these principles are directly applicable to AI systems. As businesses increasingly rely on AI to make critical decisions, it is essential that these technologies are transparent, explainable, and free from biases that may perpetuate inequality or discrimination. Furthermore, the concept of social justice in Islam emphasizes that the benefits of technological advancements should be shared equitably, ensuring that AI does not exacerbate existing social inequalities. Ultimately, integrating Islamic ethical principles into AI practices is not only a way to uphold moral and religious values, but also a means to enhance business integrity, foster trust with customers, and contribute positively to society. As AI continues to evolve, it is crucial that its use in business aligns with these ethical standards, ensuring that the technology serves the collective well-being of humanity and remains a force for good in the global economy.



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