

## **The Psychology of Preaching Revisited**

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### **Abstract**

This study summarises five years of research in the field of developing Islamic values (Fontaine, 2010, Fontaine, 2011, Fontaine 2013, Fontaine and Ahmad, 2013 and Fontaine 2015). To date, this author was worked on this project with over 1,500 participants of all ages. It is not simply a matter of providing Islamic content but understanding the psychological mechanisms that prevent learning about Islam and helps learning about Islam. In particular, key themes include seeing spiritual development as a process that requires critical thinking. This author argues that the main job of Muslim business leaders is to facilitate this process. Some of the data that has been published elsewhere is presented.

*Key words:* Psychology, spiritual development, Islam