

Retraction notice: Digital transformation and green finance: the role of financial technology adoption in banking sustainability among Asian online users

The publisher of *Journal of Islamic Marketing* wishes to retract the article Shahid Hussain, Saad Ur Rehman, Khalil Ur Rehman, Mohammad Ahmad Saleem Khasawneh; Digital transformation and green finance: the role of financial technology adoption in banking sustainability among Asian online users. *Journal of Islamic Marketing* 2025; <https://doi.org/10.1108/JIMA-03-2025-0213>. It has come to our attention that there are significant concerns regarding the authorship and the source of this article. The authors failed to provide a satisfactory explanation to these concerns. Post-publication, changes were also identified in the authorship between the original submission and the revised version of this article. The author Mohammad Ahmad Saleem Khasawneh was added to the revised article without approval by the journal's editor or publisher, which is in breach of Emerald's authorship policy; this addition and the identity of Mohammad Ahmad Saleem Khasawneh have since been disputed and are still unresolved. The authors failed to provide a satisfactory explanation to these concerns. As a result, the findings of the article cannot be relied upon. The decision to retract has been informed by [COPE's guidelines on retractions](#) and [Emerald's publishing ethics](#). Emerald's authorship policy guidelines make it clear that authorship is a fundamental aspect of transparency in the publication process and ensures accountability and responsibility for reported research. The authors of this article would like to note that they do not agree with the content of this notice. The publisher of the journal sincerely apologizes to the readers.

