

## Halal Industry: A Literature Bibliometric Analysis on Halal Studies

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### Abstract

The halal industry has become the fastest-growing global business and has reached 1.8 billion consumers globally with an estimated value of USD 2.1 trillion and has become the main focus for developing halal recognition processes or regulatory agencies in making the halal industry growth. This study aims to find out the most influential writers and what issues are most explored in the halal industry, the pattern of halal industry research, which countries and their relationship with publications can be used as benchmarks for further research, present findings from the most written articles, and provide direction for further research on the theme of the Halal Industry. This study quantitatively analyzes the literature on the halal industry, represented by 141 English articles from the Scopus database from 2009 to 2022. By using a bibliometric approach plus content analysis. This study found that Malaysia was the most relevant country: The University of Technology MARA is the most relevant institution, International Journal of Supply Chain Management, the Journal of Islamic Marketing, Malaysian Journal of Consumer and Family Economics, and Pertanika Journal of Social Sciences and Humanities. There are three main clusters of research: (1) Halal Business, (2) Halal Industry and Tourism, and (3) Halal Marketing and Certification.

**Keywords:** Halal industry, bibliometric analysis, legal literature review, halal studies

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## Introduction

Halal in Arabic refers to 'permitted' or 'halal,' a significant concern and obligation for all Muslims<sup>1</sup> or halal in Sharia, and all consumables are considered halal unless specifically restricted. The concept of Halal is typically restricted to the realm of consumption free of pork, alcohol, and its derivatives, as well as animals that have been ritually slain<sup>2</sup>. Halal is a religious obligation and has a strong market power where the demand for halal food or products continues to increase significantly<sup>3</sup>.

The following are several published modules related to the halal industry, including logistics, food service, slaughter and processing, and animal welfare. Several modules on laboratory testing and analysis, animal feed, food and cosmetic processing, and personal care follow these modules. The Organization of Islamic Cooperation (OIC) has given a mandate to the Standards and Metrology Institute for Islamic Countries (SMIIC), based in Turkey, to develop a single halal standard that can be accepted by all Muslims and used by halal certification bodies (HCBs) in the world. To develop this standard, SMIIC has established technical committees in food, cosmetics, service sites, tourism and related services, agriculture, and transportation<sup>4</sup>.

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<sup>1</sup> Afshan Azam, 'An Empirical Study on Non-Muslim's Packaged Halal Food Manufacturers: Saudi Arabian Consumers' Purchase Intention', *Journal of Islamic Marketing*, 7.4 (2016), 441–60 <<https://doi.org/10.1108/JIMA-12-2014-0084>>.

<sup>2</sup> Mohd Imran Khan, Shahbaz Khan, and Abid Haleem, 'Analysing Barriers towards Management of Halal Supply Chain: A BWM Approach', *Journal of Islamic Marketing*, 13.1 (2022), 66–80 <<https://doi.org/10.1108/JIMA-09-2018-0178>>.

<sup>3</sup> Khazizul Maulod Bin Pahim, Sabariah Jemali, and Syed Jamal Abdul Nasir Syed Mohamad, 'An Empirical Research on Relationship between Demand, People and Awareness towards Training Needs: A Case Study in Malaysia Halal Logistics Industry', *BEIAC 2012 - 2012 IEEE Business, Engineering and Industrial Applications Colloquium*, 2012, 246–51 <<https://doi.org/10.1109/BEIAC.2012.6226062>>.

<sup>4</sup> Marco Tieman, 'Halal Clusters', *Journal of Islamic Marketing*, 6.1 (2015), 2–21 <<https://doi.org/10.1108/JIMA-05-2014-0034>>.

Halal research topics, which Although the basis of halal studies comes from sharia principles, it has now penetrated into various other fields such as: the halal industry i.g. halal food<sup>5</sup>, halal product<sup>6</sup>, halal logistics<sup>7</sup>, and halal tourism<sup>8</sup>; halal management i.g. halal supply chain management<sup>9</sup>, and halal management system<sup>10</sup>; halal science i.g. halal cosmetics ingredients<sup>11</sup>; halal

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- <sup>5</sup> Syazwan Ab-Talib, Mohamed and others, 'Emerging Halal Food Market: An Institutional Theory of Halal Certificate Implementation', *Management Research Review*, 39.9 (2016), 987–97 <<http://sci-hub.tw/10.1108/mrr-06-2015-0147>>; Azam; Mohd Saiful Anwar Mohd Nawawi and others, 'The Emergence of Halal Food Industry in Non-Muslim Countries: A Case Study of Thailand', *Journal of Islamic Marketing*, 11.4 (2020), 917–31 <<https://doi.org/10.1108/JIMA-05-2018-0082>>.
- <sup>6</sup> Mustafa Afifi Ab Halim and Azlin Alisa Ahmad, 'Enforcement of Consumer Protection Laws on Halal Products: Malaysian Experience', *Asian Social Science*, 10.3 (2014), 9–14 <<https://doi.org/10.5539/ass.v10n3p9>>; Murizah Kassim and others, 'A Prototype of Halal Product Recognition System', *2012 International Conference on Computer and Information Science, ICCIS 2012 - A Conference of World Engineering, Science and Technology Congress, ESTCON 2012 - Conference Proceedings*, 2 (2012), 990–94 <<https://doi.org/10.1109/ICCISci.2012.6297170>>.
- <sup>7</sup> Abid Haleem and Mohd Imran Khan, 'Towards Successful Adoption of Halal Logistics and Its Implications for the Stakeholders', *British Food Journal*, 119.7 (2017), 1592–1605 <<https://doi.org/10.1108/BFJ-12-2016-0637>>; Suhaiza Zailani and others, 'Halal Logistics Opportunities and Challenges', *Journal of Islamic Marketing*, 8.1 (2017), 127–39 <<https://doi.org/10.1108/JIMA-04-2015-0028>>; Mohamed Syazwan Ab Talib and others, 'Halal Logistics PEST Analysis: The Malaysia Perspectives', *Asian Social Science*, 10.14 (2014), 119–31 <<https://doi.org/10.5539/ass.v10n14p119>>; Mohamed Syazwan Ab Talib and Abu Bakar Abdul Hamid, 'Halal Logistics in Malaysia: A SWOT Analysis', *Journal of Islamic Marketing*, 5.3 (2014), 322–43 <<https://doi.org/10.1108/JIMA-03-2013-0018>>; Mohamed Syazwan Ab Talib and others, 'Barriers to Halal Logistics Operation: Views from Malaysian Logistics Experts', *International Journal of Logistics Systems and Management*, 22.2 (2015), 193–209 <<https://doi.org/10.1504/IJLSM.2015.071545>>.
- <sup>8</sup> Zakiah Samori, Nor Zafir Md Salleh, and Mohammad Mahyuddin Khalid, 'Current Trends on Halal Tourism: Cases on Selected Asian Countries', *Tourism Management Perspectives*, 19 (2016), 131–36 <<https://doi.org/10.1016/j.tmp.2015.12.011>>.
- <sup>9</sup> Khan, Khan, and Haleem; Marco Tieman, Jack G.A.J. van der Vorst, and Maznah Che Ghazali, 'Principles in Halal Supply Chain Management', *Journal of Islamic Marketing*, 3.3 (2012), 217–43 <<https://doi.org/10.1108/17590831211259727>>.
- <sup>10</sup> Erfan Soebahar, Abdul Ghoni, and Kurnia Muhajarah, 'Effect of Halal Management System Certified Awareness on Consumer Purchase Intention', *Uncertain Supply Chain Management*, 9.2 (2021), 317–28 <<https://doi.org/10.5267/j.uscm.2021.3.001>>.
- <sup>11</sup> Kenji Sugibayashi and others, 'Halal Cosmetics: A Review on Ingredients, Production, and Testing Methods', *Cosmetics*, 6.3 (2019), 1–17 <<https://doi.org/10.3390/cosmetics6030037>>.

consumerism<sup>12</sup>. This indicates the development of the study of halal. This also has implications for further research on the halal industry. Directions are needed for future research so that this bibliometric research can be helpful for researchers. Malaysia is a country that produces the most research on the halal industry in the world. The halal industry has an impact on the economy in Malaysia. The halal industry is snowballing not only in Malaysia but globally<sup>13</sup>. The halal industry has become Malaysia's fastest-growing global business, reaching 1.8 billion consumers globally with an estimated value of USD 2.1 trillion. It has become a significant focus for developing halal recognition processes or regulatory agencies to make the growth of the halal industry beneficial for the community—Malaysian consumers. Malaysia is attempting to take a bigger part in the global halal market<sup>14</sup>. Not only Muslims but this industry is also in demand by non-Muslim communities because of the hygienic and contamination-free principles in food production<sup>15</sup>.

Individuals who are interested in innovating and taking advantage of the opportunities generated by the development of a halal business are known as halal entrepreneurs or *halalpreneurs*. Although halal business opportunities are getting wider, knowledge about halal

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<sup>12</sup> Inaya Rakhmani, 'The Personal Is Political: Gendered Morality in Indonesia's Halal Consumerism', *TRaNS: Trans-Regional and -National Studies of Southeast Asia*, 7.2 (2019), 291–312 <<https://doi.org/10.1017/trn.2019.2>>.

<sup>13</sup> Halim and Ahmad.

<sup>14</sup> Syed Shah Alam and Nazura Mohamed Sayuti, 'Applying the Theory of Planned Behavior (TPB) in Halal Food Purchasing', *International Journal of Commerce and Management*, 21.1 (2011), 8–20 <<https://doi.org/10.1108/10569211111111676>>.

<sup>15</sup> Zairy Zainol and Salina Hj. Kassim, 'A Critical Review of the Literature on the Rate of Return Risk in Islamic Banks', *Journal of Islamic Accounting and Business Research*, 3.2 (2012), 121–37 <<https://doi.org/10.1108/17590811211265948>>; Pahim, Jemali, and Mohamad; Azam.

business prospects is still a little small <sup>16</sup>. The halal business and awareness of the consumption of halal products and services have increased significantly over the last few years. However, many industry players are not aware of the great prospects of the halal business concept. The food services industry, such as restaurants and catering, pays little attention to the issue of halal certification <sup>17</sup>. Halal tourism is one among several halal businesses. Muslim and non-Muslim countries are currently preparing to capture the Muslim tourist market by providing tourism products, facilities, and infrastructure to meet their needs. This is because Halal has advanced the tourism industry <sup>18</sup>. In previous research, the halal industry has had several discussions, such as halal food, halal industry, halal logistics, halal tourism, halal business, and halal supply chain. In some countries, halal food has a significant influence on the interest of the people <sup>19</sup>; some halal foods are packaged and produced by non-Muslim manufacturers <sup>20</sup>. The authors conducted a bibliometric review to provide a structured overview, classified studies into meaningful research groups and identified future research needs on the halal industry. The authors used the SCOPUS database to compile 141 Journals on the halal industry published between 2009 and 2022 and the VOSviewer to examine citation trends, keyword occurrence,

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<sup>16</sup> Moloud Soltanian and others, 'Motivations of SME Entrepreneurs to Become Halalpreneurs', *Journal of Science and Technology Policy Management*, 7.2 (2016), 173–89 <<https://doi.org/10.1108/JSTPM-07-2015-0023>>.

<sup>17</sup> Sulistyo Prabowo and others, 'Revealing Factors Hindering Halal Certification in East Kalimantan Indonesia', *Journal of Islamic Marketing*, 6.2 (2015), 268–91 <<https://doi.org/10.1108/JIMA-05-2014-0040>>.

<sup>18</sup> Samori, Md Salleh, and Khalid.

<sup>19</sup> Hamadah Nur Lubis and others, 'From Market to Food Plate: Current Trusted Technology and Innovations in Halal Food Analysis', *Trends in Food Science and Technology*, 58 (2016), 55–68 <<https://doi.org/10.1016/j.tifs.2016.10.024>>; Ab-Talib, Mohamed and others; Mohd Nawawi and others; Shah Alam and Mohamed Sayuti.

<sup>20</sup> Azam.

research performance and other relationships. This research only uses article sources from Scopus to further develop it using other sources such as WoS and/or Google Scholar. The scope of this research is limited to the study of the halal industry, such as halal business, Halal Industry and Tourism, and Halal Marketing and Certification.

This research collect some related articles and citation data from Scopus as a data source with the results of keyword selection of 226 articles. The use of sources from Scopus because the quality of the articles is better than Google Scholar. Then the author uses the keyword "Halal Industry." This search yielded 164 articles, with the first article published in 2009. After filtering, it became 141 articles. The filters used include the article's document type, final publication stage, and the source type from the journal. Provide a list of influential scholars in the halal industry.

This research will answer three main questions. First, who are the most influential writers, and what issues are most explored in the halal industry? Second, what is the pattern of halal industry research? The last, based on the previous literature on the halal industry, where is the next research direction?

This study has several unique contributions. First, it presents the influential aspects of the halal industry literature in terms of countries, topics, authors, articles, institutions, and top journals. Second, determine the research clusters that are the most pertinent: (1) Halal Business (Trade, Halal Logistics, Halal Products, Halal Food, Supply Chain, Malaysia); (2) Halal Industry and Tourism; (3) Halal Marketing Certification. Then, after each clump has been represented through cartographic analysis, including author networks, discuss it and decide what key issues need to be addressed in upcoming studies on this subject.

## **Methodological Note and Research Design**

Methodologies like bibliometric analysis and content analysis are popular and frequently utilized by academics in the social sciences. The bibliometric approach provides a useful and objective tool to gauge the publication history of individual academics and research teams. When conducting research, this method can be used in conjunction with other methods as a tool for evaluation <sup>21</sup>. This study uses information such as the number of publications, impact factors, and the number of citations received. The authors conducted past research as a descriptive, systematic, integrative and meta-literature review in the bibliometric review process, as well as content analysis of the 20 articles with the most citations about the halal industry. The following summarizes the framework of the research methodology process, and the sections that follow provide examples.

### Research Design

Research questions:

1. Who are the most influential writers and what issues are most explored in the halal industry?
2. What is the pattern of halal industry research?
3. Based on the previous literature on the halal industry, where is the next research direction?

Review technique:

1. Data selection strategy:

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<sup>21</sup> Ashraf Khan and others, 'A Bibliometric Review of Takaful Literature', *International Review of Economics and Finance*, 69 (2020), 389–405 <<https://doi.org/10.1016/j.iref.2020.05.013>>; Dedy Mainata, 'Unit Usaha Syariah Pada Perbankan Syariah: Tinjauan Pustaka Dengan Bibliometrik', *Al-Tijary*, 7.1 (2021), 259–74; Johanna Koskinen and others, 'How to Use Bibliometric Methods in Evaluation of Scientific Research? An Example from Finnish Schizophrenia Research', *Nordic Journal of Psychiatry*, 62.2 (2008), 136–43 <<https://doi.org/10.1080/08039480801961667>>.

Step 1: “Data source: Scopus Database”

Step 2: Capital Letter: “Halal Industry”

Step 3: “Manual Screening of 226 articles to 141 articles”

2. Tools used and Bibliometric analysis performed:

Step 1: Quotation Analysis (VOSViewer)

Step 2: Network Analysis (VOSViewer)

Step 3: Content Analysis

Findings:

- a. Identify influential countries, institutions, sources, documents and authors
- b. Identify the main topic:
  1. Halal Business (Trade, Halal Logistics, Halal Products, Halal Food, Supply Chain, Malaysia)
  2. Halal Industry and Tourism
  3. Halal Marketing Certification
- c. Future research guide



### **Data Selection Strategy**

The authors utilized three processes to choose the papers for their meta-literature analysis during the research stages <sup>22</sup>.

First, collecting articles and citation data from Scopus as a data source with the results of keyword selection of 226 articles. Then the author uses the keyword "Halal Industry." This search yielded 164 articles, with the first article published in 2009. After filtering, it became 141 articles. The final stage examines each independently conducted paper to determine whether or not it is pertinent to the topic of halal industry research. The final data created using these procedures included 141 papers published between 2009 and 2022 (14 years).

### **Analysis Tools**

Analyzing the text and using bibliometrics make up the meta-literature review. Applications used for bibliometric analysis are VOSviewer and Excel. Researchers carried out four stages for the analysis of the halal industry: (1) bibliometric citation analysis, (2) bibliometric co-citation analysis, (3) bibliometric co-author analysis, and (4) content analysis. Consistent with Van Eck and Waltman (2021), researchers used VOSviewer software to perform bibliometric analysis and MS Excel to manage numbers and data with formulas and generate graphs. VOSviewer helps researchers create and visualize bibliometric networks, called maps <sup>23</sup>, which find relationships between authors, sources, countries,

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<sup>22</sup> Indri Dwi Apriliyanti and Ilan Alon, 'Bibliometric Analysis of Absorptive Capacity', *International Business Review*, 26.5 (2017), 896–907 <<https://doi.org/10.1016/j.ibusrev.2017.02.007>>.

<sup>23</sup> Nees Jan van Eck and Ludo Waltman, *VOSviewer Manual* (Universiteit Leiden, 2021).

and keywords, as well as find co-authors, co-occurrence, and co-quotes.

First, we conducted a bibliometric co-citation study using VOSviewer, which helped us pinpoint the top three research clusters. The term "co-citation" refers to how frequently two publications are cited together and suggests a close connection between them <sup>24</sup>. In the next stage, the researcher identifies aspects of the literature that are influential in bibliometric citations. The author classifies contributions in terms of institutions, namely describing the general figure of halal industry data (Table 1), distribution of the year of the article (Table 2), author's graph (Figure 2), and Institution affiliated with the author (Table 3), article source (Table 4), country (Table 5), top 20 authors (Table 6), Most cited authors (Table 7), the impact of journals (Table 8). In the third stage, we illustrate authorship networks in the literature on the halal business by utilizing the VOSviewer to analyze bibliometric co-authorship (Figures 5 and 6) and keyword co-occurrence citations (Figures 3 and 4).

Finally, the authors pursue a more conventional literature review methodology by combining bibliometric analysis with content analysis. The researcher conducted a content analysis by analyzing 22 influential articles collected based on the most citations. This analysis was conducted to obtain the central questions in the literature for future research on the halal industry.

## **Results and Discussion**

The researcher identified the citation mapping using VOSviewer. Based on shared citations, VOSviewer classifies

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<sup>24</sup> M. Kabir Hassan and others, 'Islamic Microfinance: A Bibliometric Review', *Global Finance Journal*, 49, June (2021), 100651 <<https://doi.org/10.1016/j.gfj.2021.100651>>; Khan and others; Apriliyanti and Alon.

articles into distinct research clusters that are characterized by different colors.

According to the study's findings, there are three main groups of literature in the halal market (Figure 3). We examined the text of each manuscript to assign labels to these clusters. The identification that follows produces the following groupings: (1) Halal Business; (2) Halal Industry and Tourism; (3) Halal Marketing and Certification.

The researcher examines the key points of the halal industry literature that resulted from these three study clusters in the paragraphs that follow. The primary items that belong to this family are listed in Table 1.

Table 1 describes a general picture of the data. Eighty-five journals are the source of the 141 articles. There are 12 self-written articles, which means the collaboration rate is relatively high.

Table 1. General Figure Description About Halal Industry Data

Description	Critera	Result
Main information about data	Keyword	TITLE-ABS-KEY ("Halal Industry")
	Source	85
	Timespan	2009 - 2022
	Documents	141
	Average years from publication	6,07
	Average citations per documents	9,84
	Average citations per year per documents	0,70

Source: ScopusProcessed Data (2022)

Table 2 shows the annual distribution of articles published from 2009 to 2022. The average annual growth is 53%. Despite the start of scientific publications in 2009, the halal business study topic started to get attention after 2010. In contrast, a Scopus search on the terms "Halal Industry" and "Titles" turned up more than 160 publications.

Table 2. Distribution of Published Year Articles About Halal Industry

No	Year	Frequently	Growth
1	2009	4	
2	2010	0	-100%
3	2011	4	400%
4	2012	5	25%
5	2013	2	-60%
6	2014	9	350%
7	2015	9	0%
8	2016	17	89%
9	2017	19	12%
10	2018	14	-26%
11	2019	11	-21%
12	2020	25	127%
13	2021	19	-24%
14	2022	4	-79%
			53%

Source: Processed Data (2022)

Figure 1 shows the authors who publish the most frequently on this topic. Ab Talib, M.S. has five articles, followed by Abdullah, A., Azmi, F.R., and Hassan, H., with four articles each.

Figure 1. Most Published Author on Halal Industry

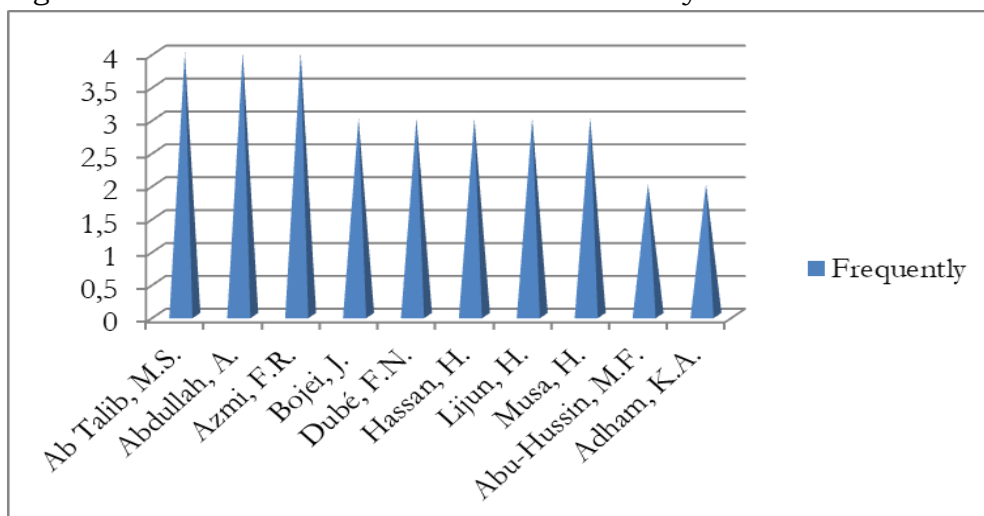


Table 3 lists the author's affiliation institutions, sorted from the most frequent to the least frequent.

Universiti Teknologi MARA was the most relevant institution with nineteen articles, followed by Universiti Kebangsaan Malaysia and Universiti Teknologi Malaysia with thirteen articles, then Universiti Utara Malaysia with twelve articles, Universiti Sains Islam Malaysia with eleven articles, International Islamic Universiti Malaysia and Universiti Putra Malaysia with eight articles, Universiti Malaya with seven articles, Universiti Teknologi Malaysia Kuala Lumpur with six articles, and Universiti Brunei Darussalam with five articles.

Table 3. Institutions affiliated with the author

No	Affiliations	Articles
1	Universiti Teknologi MARA	19
2	Universiti Kebangsaan Malaysia	13
3	Universiti Teknologi Malaysia	13
4	Universiti Utara Malaysia	12
5	Universiti Sains Islam Malaysia	11
6	International Islamic University Malaysia	8
7	Universiti Putra Malaysia	8
8	Universiti Malaya	7
9	Universiti Teknologi Malaysia Kuala Lumpur	6
10	UNIVERSITI BRUNEI DARUSSALAM	5

Source: Processed Data (2022)

Table 4 lists the sources of the articles, sorted from the most frequent to the least frequent. The Journal of Islamic Marketing ranks at the top with a total of 339 citations and 18 articles, followed by the International Journal of Supply Chain Management, *Pertanika Journal Of Social Sciences And Humanities*, *Asian Social Science*, *Malaysian Journal Of Consumer And Family Economics*, *Global Journal Al-Thaqafah*, *International Journal Of Asian Business And Information Management*, *Academy Of Marketing Studies Journal*, *Academy Of Entrepreneurship Journal*, and *Advanced Science Letters*.

**Table 4. Frequency of Publications on Halal Industry**

No	Sources	Total citations	Articles
1	Journal of Islamic Marketing	339	18
2	International Journal Of Supply Chain Management	16	7
3	Pertanika Journal Of Social Sciences And Humanities	14	5
4	Malaysian Journal Of Consumer And Family Economics	6	4
5	Asian Social Science	41	3
6	Global Journal Al-Thaqafah	5	3
7	International Journal Of Asian Business And Information Management	2	3
8	Academy Of Marketing Studies Journal	10	2
9	Academy Of Entrepreneurship Journal	2	2
10	Advanced Science Letters	1	2

Source: Processed Data (2022)

Table 5 shows the countries listed in the literature on the halal industry in a bibliometric review. This table indicates that countries with more Muslim populations, such as Pakistan and Indonesia, have relevant journals which are contained several articles discussing halal studies. Malaysia has strong relevance as it is an educational hub for the Islamic Industry today. Indonesia, Brunei Darussalam, China, India and Australia, Saudi Arabia, and other countries that support scientific research have articles published in journals about the halal industry.

Table 5. Country Coverage Literature on Halal Industry

No	Country/Territory	Frequently
1	Malaysia	100
2	Indonesia	17
3	Brunei Darussalam	5
4	China	4
5	India	4
6	Russian Federation	3
7	United Kingdom	3
8	Australia	2
9	Bangladesh	2
10	Saudi Arabia	2

Source: Processed Data (2022)

### Excerpts Analysis

Citation analysis is used to study the relationship between the citation and the cited articles as well as publications that contain citations and to identify influential papers in a given topic objectively. In order to track popularity, citation analysis is also used to evaluate the evolution of citations over time and pinpoint the publication dates of important papers. Citations are a good proxy, and bibliometric analysis determines the impact of different publications or authors in particular academic domains <sup>25</sup>. The bibliometric analysis often operates under the presumption that the volume of citations indicates the impact of the work <sup>26</sup>.

<sup>25</sup> Pradeep Kumar Hota, Balaji Subramanian, and Gopalakrishnan Narayanamurthy, 'Mapping the Intellectual Structure of Social Entrepreneurship Research: A Citation/Co-Citation Analysis', *Journal of Business Ethics*, 166.1 (2020), 89–114 <<https://doi.org/10.1007/s10551-019-04129-4>>.

<sup>26</sup> Francisco García-Lillo and others, 'Identifying the "Knowledge Base" or "Intellectual Structure" of Research on International Business, 2000–2015: A Citation/Co-Citation Analysis of JIBS', *International Business Review*, 28.4 (2019), 713–26 <<https://doi.org/10.1016/j.ibusrev.2019.02.001>>.

To demonstrate the influence of the top authors, the authors conduct an analysis based on the number of citations among authors who publish in reputable journals.

The most frequently cited articles in the halal industry literature are shown in Table 6. The most cited articles focus on Halal Foods, Halal Logistics, and Halal Business. In the top 20 citations, Shah Alam S. has 338 citations, Samori Z. with 62 citations, and Pahim K.M.B. with 16 quotes.

Table 6. Excerpts of Articles in the Literature on the Halal Industry

No	Author	Cited
1	Shah Alam S., Mohamed Sayuti N.	338
2	Samori Z., Md Salleh N.Z., Khalid M.M.	62
3	Zailani S., Iranmanesh M., Aziz A.A., Kanapathy K.	60
4	Ab Talib M.S., Hamid A.B.A.	55
5	Tieman M.	51
6	Elseidi R.I.	46
7	Haleem A., Khan M.I.	46
8	Lubis H.N., Mohd-Naim N.F., Alizul N.N., Ahmed M.U.	46
9	Ab Talib M.S., Md. Sawani S.S., Abdul Hamid A.B., Ai Chin T.	44
10	Azam A.	43
11	Schotter A., Abdelzaher D.	40
12	Noordin N., Md Noor N.L., Hashim M., Samicho Z.	40
13	Halim M.A.A., Salleh M.M.M.	35
14	Talib M.S.A., Hamid A.B.A., Zulfakar M.H., Chin T.A.	21
15	Syazwan Ab Talib M., Bakar Abdul Hamid A., Hafiz Zulfakar M., Jeeva A.S.	21
16	Azmi F.R., Abdullah A., Bakri M.H., Musa H., Jayakrishnan M.	19
17	Ab Rashid N., Bojei J.	17
18	Zulkifli W.S.W., Ab Rahman S., Awang K.W., Che Man Y.B.	17
19	Khan M.I., Khan S., Haleem A.	16
20	Pahim K.M.B., Jemali S., Mohamad S.J.A.N.S.	16

Source: Processed Data (2022)

Table 7 shows the author's impact. Ab Talib, M.S. is the most cited author in the Halal Industry, followed by Abdullah, A. and Azmi, F. R. In the 10th author, Adham, K.A. is the last.



**Table 7. Author's Impact**

No	Author	Total Citations	Number of Papers
1	Ab Talib, M.S.	124	5
2	Abdullah, A.	29	4
3	Azmi, F.R.	29	4
4	Hassan, H.	13	4
5	Musa, H.	28	3
6	Bojei, J.	22	3
7	Dubé, F.N.	16	2
8	Lijun, H.	16	2
9	Abu-Hussin, M.F.	10	2
10	Adham, K.A.	12	2

Source: Processed Data (2022)

Table 8 shows the impact of these sources. After the *Journal of Islamic Marketing*, the *International Journal of Supply Chain Management*, *Pertanika Journal of Social Sciences and Humanities*, and *Advanced Science Letters* are the next most influential and pertinent journals in the halal industry.

**Table 8. Journal's Impact**

No	Sources	Total citations	Articles
1	<i>Journal of Islamic Marketing</i>	339	18
2	<i>International Journal Of Supply Chain Management</i>	16	7
3	<i>Pertanika Journal Of Social Sciences And Humanities</i>	14	5
4	<i>Malaysian Journal Of Consumer And Family Economics</i>	6	4
5	<i>Asian Social Science</i>	41	3
6	<i>Global Journal Al-Thaqafah</i>	5	3
7	<i>International Journal Of Asian Business And Information Management</i>	2	3
8	<i>Academy Of Marketing Studies Journal</i>	10	2
9	<i>Academy Of Entrepreneurship Journal</i>	2	2
10	<i>Advanced Science Letters</i>	1	2

Source: Processed Data (2022)

## Network and content analysis using mapping tools

In order to identify two study clusters and potential future research areas, this section studies topic progression and clustering.

### Keywords

The author's analysis used keywords and set the minimum number to ten occurrences, reducing the threshold to 14 because the criteria gave limited results. Figure 2 shows the results of the keyword analysis. It can be seen that there are two groups/clumps of research literature. Figure 3 shows two clumps. In addition to showing research clusters, keyword analysis also highlights research clusters. Figure 2 shows that studies on the halal industry are divided into 3 clusters: halal products (red clusters), halal tourism (green clusters), and halal certification (blue clusters).

Figure 2. The Emergence of Shared Keywords

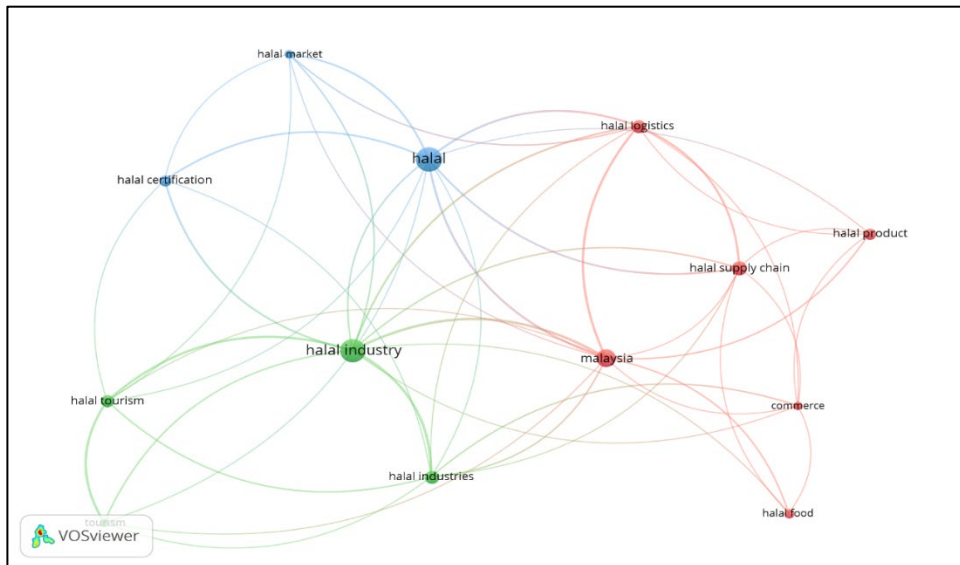


Figure 3. The Emergence of Shared Keywords

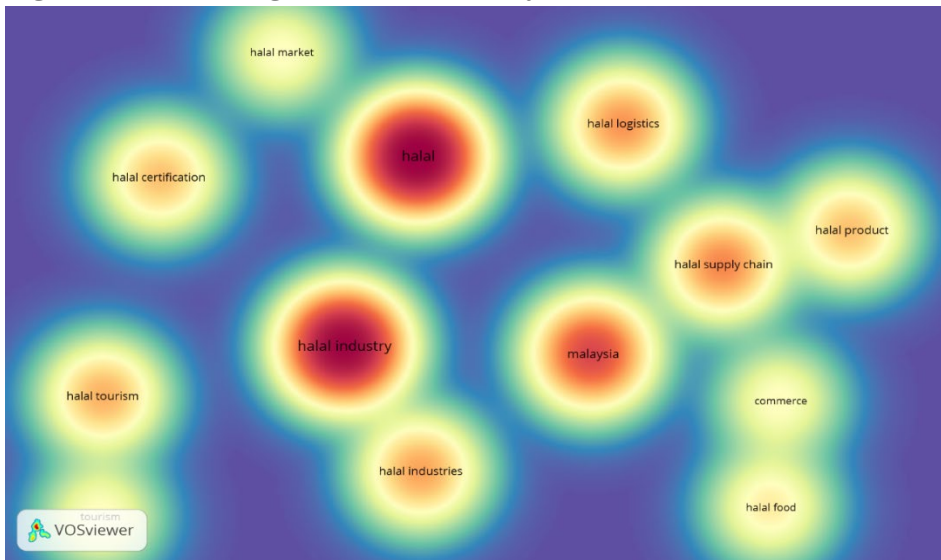


Figure 4. The Emergence of Co-Authors

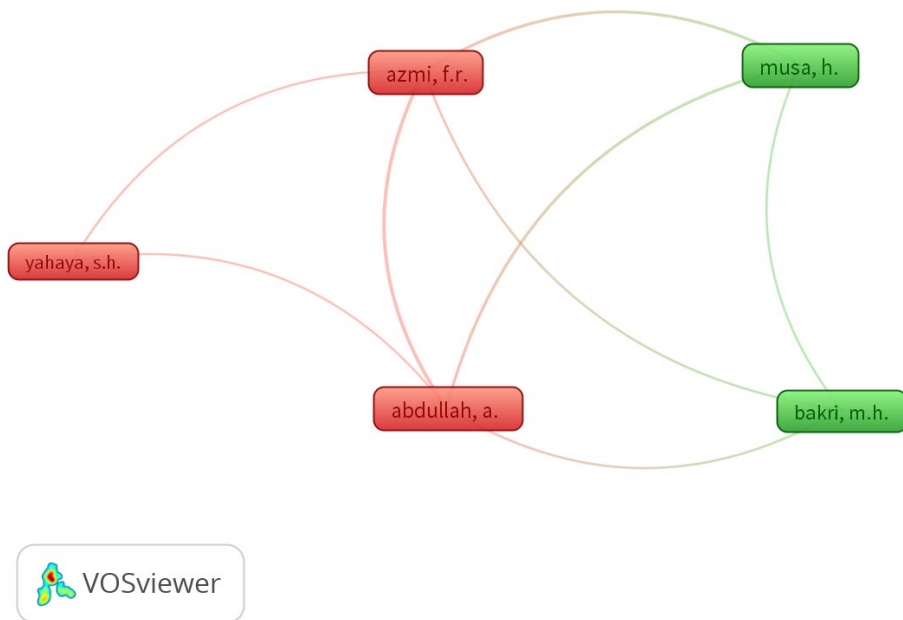
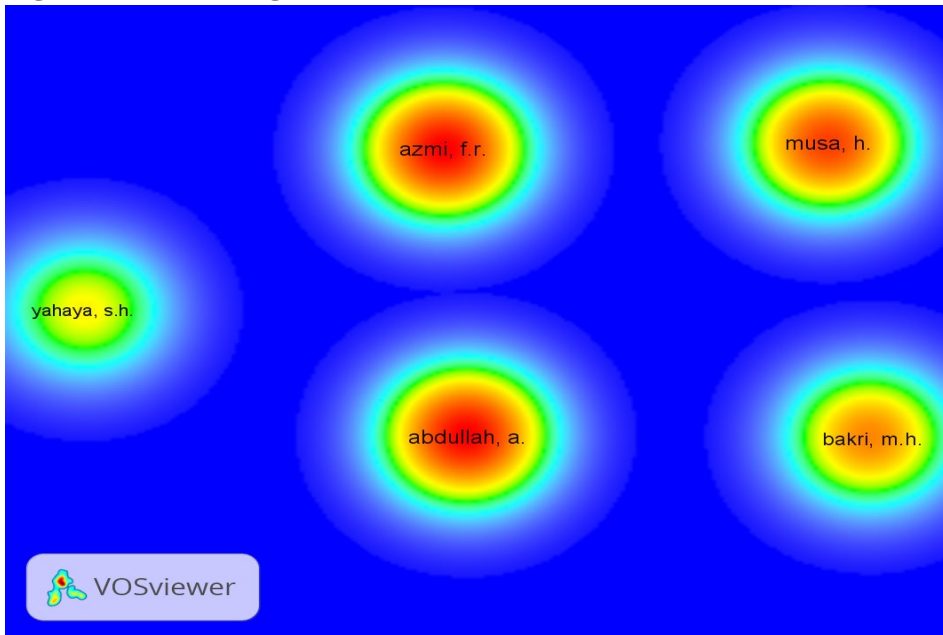


Figure 5. The Emergence of Co-Authors



## Research Clusters and Upcoming Research

### *Research Clusters 1: Halal Business*

Halal economics or business is another area where Malaysia is a pioneer and can make further scientific contributions in developing products, tracking systems and standards. Malaysian scientists are in a good position to create halal product quality standards and certification programs. Alternative and substitute materials are needed for medicines, food and cosmetic products. Quality and safety have to be built into it. Food traceability is essential for businesses to be able to trust the supply chain and swiftly isolate affected commodities if issues develop.

The first research group on halal business focuses on interrelated areas, including trade, halal food, logistics, halal products, and supply chain. Halal food has a significant influence on buying and selling interest in halal food <sup>27</sup>, and some of these foods even have halal packaged and produced by non-Muslim manufacturers <sup>28</sup>.

Furthermore, research on halal logistics, where the influence of halal logistics can provide potential opportunities from a SWOT analysis literature review <sup>29</sup> and the primary forces behind contributing to the most recent information in logistics management are changes in consumption so that this research can serve as a base or a reference in the future for more qualified research <sup>30</sup>.

### *Research Clusters 2: Halal Industry and Tourism*

The second cluster of research on halal and tourism focuses on interrelated areas, including the halal industry and halal tourism. In the halal industry, electronic database search results include articles focusing on halal certification, supply chain management and halal product development <sup>31</sup>.

### *Research Clusters 3: Halal Marketing and Certification*

In this third group, halal marketing emphasizes PCR and DNA technology, until now PCR can be viewed as a traditional method that provides accurate and sensitive results for the identification of small amounts of DNA from various species.

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<sup>27</sup> Lubis and others; Ab-Talib, Mohamed and others; Mohd Nawawi and others; Shah Alam and Mohamed Sayuti.

<sup>28</sup> Azam.

<sup>29</sup> Pahim, Jemali, and Mohamad; Zailani and others; Ab Talib and Hamid.

<sup>30</sup> Haleem and Khan; Talib and others.

<sup>31</sup> Rosmiza Bidin and others, 'Halal Industry's Organizational Performance Factors: A Systematic Literature Review', *Pertanika Journal of Social Sciences and Humanities*, 29.4 (2021), 2545–68 <<https://doi.org/10.47836/pjssh.29.4.25>>.

However, PCR analysis is only performed in specialized testing facilities, making it unavailable to product users <sup>32</sup>.

Halal certification shows that isomorphism, coercive, normative, and mimetic explain the impetus for implementing halal food certificates <sup>33</sup>.

### **Future Research Directions**

There are several halal institutions in Malaysia, such as the Kelantan Islamic Affairs Department (JAHEIK), the Jurisdiction of the Malaysia Department of Islamic Development (JAKIM), and the Selangor Islamic Religion Office (JAIS). Indonesia can develop institutions like Malaysia <sup>34</sup>.

More empirical research on the purchase of halal products, the development of halal networks, and halal trade are necessary to promote the growth of halal clusters <sup>35</sup>. Several issues need further attention in order to increase competitiveness in the halal industry. The lack of a research network on halal practices is particularly important in Thailand since it will stimulate discussion about enhancing halal standards, boosting their exposure and credibility in Thailand <sup>36</sup>.

Future research must consider some things, including trust, moral obligations, habits, and self-identity <sup>37</sup>. In the existing halal literature, knowledge of halal certification can emphasize the relevant leading management theory; in this case, it is also included as a basis for future studies and draws more arguments <sup>38</sup>. The data gathered for this study can be used to look at how often people buy halal products. A

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<sup>32</sup> Lubis and others.

<sup>33</sup> Ab-Talib, Mohamed and others.

<sup>34</sup> Halim and Ahmad.

<sup>35</sup> Tieman.

<sup>36</sup> Mohd Nawawi and others.

<sup>37</sup> Shah Alam and Mohamed Sayuti.

<sup>38</sup> Ab-Talib, Mohamed and others.

prospective study on customers' intentions to buy particular halal items in particular product categories will be fascinating<sup>39</sup>.

Limitations in this halal industry research include the limitations of halal food companies that must be expanded to other sectors such as pharmaceuticals, cosmetics, food and beverages, logistics, travel & tourism, finance, and e-commerce. This study should also figure out other dimensions of performance measures such as quality, customer satisfaction, flexibility, human resources, time, and others. In a comparative study with Muslim consumers, it is possible to analyze non-Muslim consumers' opinions about buying halal food products for upcoming research.

This study demonstrates that future researchers can examine Muslim consumer behavior toward halal and Islamic brands regardless of the type of goods and services in various contexts and cultures in the Islamic world based on a thorough literature review on Islamic branding specifically for halal brands<sup>40</sup>. In addition, research categories in the food industry such as raw materials, poultry, meat, dairy, fast food, and premises and compare pharmaceuticals, cosmetics, and health care in the halal industry<sup>41</sup>.

Future study is strongly advised to identify the challenges and crucial success elements in halal logistics and supply chain management. In addition, SWOT analysis in other halal markets such as pharmaceutical and health products, food, and tourism. Future research should involve other industry players such as halal authorities, food/product

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<sup>39</sup> Azam.

<sup>40</sup> Reham I. Elseidi, 'Article Information : Determinants of Halal Purchasing Intentions : Evidences from UK', *Journal of Islamic Marketing*, 2017.

<sup>41</sup> Norasekin Ab Rashid and Jamil Bojei, 'The Relationship between Halal Traceability System Adoption and Environmental Factors on Halal Food Supply Chain Integrity in Malaysia', *Journal of Islamic Marketing*, 11.1 (2020), 117–42 <<https://doi.org/10.1108/JIMA-01-2018-0016>>.

manufacturers, government agencies, and retailers, to strengthen the reliability of the findings. Halal food is becoming increasingly important as the global religious, economic, and socio-political environment changes <sup>42</sup>.

Future research will also focus on the idea of halal tourism, opportunities, and potential effects of diaspora on Muslim and non-Muslim nations. The work done by many non-profit organizations and microfinance institutions is potentially supporting women's entrepreneurship in developing countries <sup>43</sup>.

### **Conclusion**

Predictions related to research clustering on the halal industry are a new thing from this research. The researcher identifies three research clusters in the halal industry and closely analyses each cluster to identify any gaps that might point the direction of future halal industry research:

First, future researchers must examine Elseidi R.I.'s theoretical arguments. Comparative analysis can be conducted on non-Muslim consumers regarding the purchase of halal food products in the UK with Muslim consumers for future research to examine religiosity and its effect on consumer behavior in other industries.

Second, concerning the halal industry and tourism, which focuses on these interrelated areas, It is suggested that further investigation be more exploratory and identify more variables and effects of diaspora on potential company development to support women's entrepreneurship in less developed countries.

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<sup>42</sup> Ab Talib and Hamid.

<sup>43</sup> Andreas Schotter and Dina Abdelzaher, 'The Boundary Spanning Effects of the Muslim Diaspora on the Internationalization Processes of Firms from Organization of Islamic Conference Countries', *Journal of International Management*, 19.1 (2013), 82–98 <<https://doi.org/10.1016/j.intman.2012.09.002>>.



Third, knowing about halal marketing and certification where there is smartphone technology that is useful for detecting alcohol, DNA, or protein for halal food analysis, besides smartphone technology, halal certification also attracts more comprehensive literature reviews and validates case study concepts.

The implications of these findings are the development of halal industry studies from further researchers so as to enrich knowledge, especially in the halal industry. This research direction can be beneficial for society and institutions to support decision-making or policy. As the example above, the halal industry in Malaysia also contributes to the country's economy. The limitations of this study only focus on the theme of the halal industry and only use Scopus as a data source.

Table 9. Descriptive review of the 20 most cited articles

Author	Purpose	Method	Findings	Cited	Future Research
Shah Alam S., Mohamed Sayuti N. (2011)	In this study, Ajzen's Theory of Planned Behavior is used as a theoretical framework to extend previous research examining the behavior of halal food buyers in Malaysia.	Using Quantitative Methods (Examples and Procedures)	The results of multiple regression analysis show that all factors have a positive and significant effect on the intention to buy halal food.	338	This study considers three antecedents of purchasing halal food among consumers in Malaysia. Other things that should be considered in future research include other aspects of beliefs, moral obligations, habits, and self-identity. A valid and reliable scale for this construct must be developed to include it in future research.
Samori Z., Md Salleh N.Z., Khalid M.M (2015)	This paper aims to explore and describe the concept of halal tourism in an Islamic context with particular reference to the verses of the Qur'an and hadith (primary source at Mam).	This study uses qualitative research methods and uses library research methods for data collection techniques.	The results of this study include the development of the current concept of Halal tourism and a comparison of cases of Halal tourism in Asia. In addition, it will also find opportunities and potential for Muslim and non-Muslim countries to embark on the same journey.	62	This research finds that with more and more Muslims traveling around the world, Muslim countries such as Malaysia have been advancing Halal tourism by providing a broad range of Islamic services to cater to the needs of Muslim tourists.
Zailani S., Iranmanesh M., Aziz A.A., Kanapathy K. (2017)	Moreover, the opportunities highlighted in this paper could encourage more LSPs, particularly in Malaysia, to implement Halal logistics.	Framework Analysis, a matrix-based method for sorting and summarizing data, is used to analyze focus group data.	The results of this study are expected to anticipate policy recommendations for government agencies in overcoming the challenges faced by LSPs in providing halal services. Moreover, the opportunities highlighted in this paper could encourage more LSPs, particularly in Malaysia, to implement Halal logistics. The number of halals LSPs can increase by addressing challenges and investigating potential opportunities for halal logistics.	60	Halal services are a competitive add-on service, and the prospect of future market growth should be recognized as a motivator for early adopters of halal LSPs.

Ab Talib M.S., Hamid A.B.A (2014)	This strength or weakness analysis study and external opportunities or threats (SWOT) on the halal logistics industry in Malaysia's purpose is to identify SWOT in the halal logistics environment and to uncover strategies to take advantage of strengths and opportunities and improve weaknesses, and overcome threats.	This research consists of two methods: literature study and interviews. Furthermore, a SWOT analysis was used.	The SWOT category consisting of SWOT is generated from the literature review and is supported by the respondents' views and vice versa. Examples of SWOT analysis carried out are as follows: strengths (strong support from the government), weaknesses (inconsistent Halal definition), opportunities (growth of Muslim population), and threats (no uniformity of halal standards).	55	Future research is highly recommended to find the barriers and critical success factors in halal supply chain and logistics management. Moreover, SWOT analysis on other Halal markets such as pharmaceutical and health products, tourism, and food is highly welcome. In addition, it should be emphasized that this study was limited to logistics providers. Future research should involve other industry players such as government agencies, halal authorities, and food manufacturers/retailers to strengthen the reliability of the findings.
Tiemam M. (2015)	This study proposes the concept of a halal cluster better to regulate the production and trade of halal food.	This paper builds on previous work published in the <i>Journal of Islamic Marketing</i> on halal food's supply chain and value chain. Cluster analysis was carried out on the Malaysian and Dubai halal clusters better to understand the halal cluster model and its sustainability.	Food production and trade have been described as a weak link in the halal value chain. To ensure the availability and access of halal food, a new paradigm is needed in managing the production and trade of halal food through halal clusters. The proposed halal cluster model is based on five pillars: Muslim consumer education and research, halal integrity network, halal supply chain, and enablers.	51	However, more empirical research on halal purchasing, halal network development, halal trade, and halal plants is needed to support the development of the halal cluster.
Eiseidi R.I. (2017)	This study aims to explore the perceptions of Arab Muslim consumers about halal food products and to investigate their behavior towards halal-labeled food products in UK mainstream supermarkets using the Theory of Planned Behavior (TPB).	Cross-sectional data were collected through 400 questionnaires distributed in Scotland, mainly to Muslim consumers from various Arab countries and currently live in Scotland.	The results showed that TPB is a valid model to predict the intention of Muslim consumers to buy food products labeled halal. The findings reveal that for consumers with high and low Islamic religiosity, subjective norms are the most influential determinant of their intention to buy food products labeled halal.	46	From a detailed literature review on Islamic branding and, in particular halal brands, this study suggests that future researchers should investigate the behavior of Muslim consumers towards halal and Islamic brands regardless of the types of products and services in different contexts and cultures the Islamic world. Finally, future research can examine Islamic religiosity and its effect on consumer behavior in other industries.
Haleem A., Khan M.I (2017)	This study aims to understand and analyze the importance of CSR in HL adoption.	Using Interpretive Structural Modeling (ISM) Method.	The results of this study reveal that changes in consumption patterns are the main driver of the adoption of HL (Halal Logistics).	46	Halal food is becoming increasingly important as the global religious, economic and socio-political environment changes. This paper explores new areas of emerging HL with whatever literature is available.

<p>Lubis H.N., Mohd-Naim N.F., Alizul N.N., Amed M.U. (2016)</p>	<p>The most commonly used molecular biomarkers in food analysis are protein and DNA, which aim to detect animal species; DNA still has many shortcomings.</p>	<p>Using Screening Method with DNA Analysis and PCR.</p>	<p>Until recently, PCR could be considered a conventional technique that offers reliable and sensitive results for identifying tiny amounts of DNA from different species. However, it has limitations. For example, target DNA is highly composed of shorter amplicons in processing, which results in possible cross-species amplification and false positives. In addition, PCR analysis is currently only possible in inappropriate testing laboratories and remains inaccessible to product consumers.</p>	<p>46</p>	<p>As smartphones are more or less ubiquitous in our daily lives and can be used for various applications to detect specific targets, it is possible to integrate smartphones for alcohol, DNA, or protein detection for halal food analysis in the future.</p>
<p>Azam A.</p>	<p>This study aims to determine the determinants consumers can consider in buying failed packaged foods produced by non-Muslim producers.</p>	<p>Explain the impetus for the application of halal food certificates.</p>	<p>Food yields have been determined by combining these factors and the purchase intention of packaged halal food produced by non-Muslim manufacturers.</p>	<p>43</p>	<p>This research is inseparable from limitations. The data collected for this study investigates the general purchase of halal products. It will be interesting if future researchers examine consumers' purchase intentions towards certain halal products in specific product categories. Comparative studies will also be helpful because such studies can be useful for halal industry producers and marketers based on demographics, nations, or regions.</p>
<p>Schotter A., Abdelzاهر D.</p>	<p>This research model shows the relationship in an integrated conceptual way to help understand how the phenomenon arises and how the different elements relate.</p>	<p>Using a qualitative research approach to investigate the effect of the Muslim diaspora in various countries.</p>	<p>Our research is phenomenologically driven first to identify the phenomenon of triple identity in the field and then second, to relate the findings of our basic research approach with the related literature,</p>	<p>40</p>	<p>Future research on diaspora's effects on emerging market firms' development should incorporate country of origin, host country, and other effects of social groupings, such as religion, as in this study.</p>

Noordin N., Md Noor N.L., Hashim M., Samicho Z.	The aims of this study are to (1) provide an understanding of the halal certification system in Malaysia and (2) highlight the issues of the halal certification process from a value chain analysis perspective. The purpose of this study is to demonstrate an understanding of the halal certification system in Malaysia and highlight problems in the halal certification process using a value chain analysis perspective.	This study adopts a value chain analysis approach to determine the Halal certification process, actors, Halal information, etc. In this value chain analysis, semi-structured interviews and document reviews were conducted.	The results of this study reveal (1) related agencies and actions of the halal certification system, (2) the current status of halal certification, and (3) problems with the halal certification system in Malaysia.	40	This finding is essential for Malaysia's future development of the Halal Ecosystem. Further research efforts can reuse and expand the value chain of Halal certification presented in this paper and test the suitability of this value chain in different research contexts.
Halim M.A.A., Salleh M.M.M. (2012)	The purpose of this paper is to analyze Halal standards among OIC countries, especially in the preparation of food standards.	Qualitative method using conceptual paper.	Despite the increasing number of institutions issuing Halal certificates, there is also an increasing trend of local government departments taking over Halal certification due to the increasing demand for exports of Halal goods.	35	In further research, it is recommended to study the establishment of Halal International Accreditation.
Talib M.S.A., Hamid A.B.A., Zulfakar M.H., Chin T.A. (2014)	The purpose of this study is to find out the obstacles to adopting Halal logistics operations.	A semi-structured interview was used and collected information from four Halal LSPs in Malaysia.	This research contributes to the latest knowledge of the Halal industry, especially Halal logistics. Plus, assessing the implementation of Halal in logistics management. This research is expected to help industry players better understand the halal logistics environment and assist them in making decisions to adopt halal logistics.	21	The future research agenda should cover the barriers faced in other Halal business sectors better to understand the main barriers in the Halal industry.
Syazwan Ab Talib M., Bakar Abdul Hamid A., Hafiz Zulfakar M., Jeeva A.S. (2014)	The purpose of this study is to analyze the general environment of halal logistics in Malaysia using PEST Analysis.	This exploratory study applies a literature survey and the External Factor Evaluation Matrix (EFE) methodology.	The results produce 20 factors that externally affect the Malaysian Halal logistics scene. Plus, the analysis of opportunities and threats is also exhibited.	21	Further research efforts could reuse and expand the Halal certification value chain presented in this meal and test the suitability of this value chain in different research contexts. This study is the first attempt to analyze the external environment of the Malaysian Halal logistics industry, and it is hoped that this research will become a platform or reference in the future for more academic and professional research in the Halal industry.

Azmi F.R., Abdullah A., Bakri M.H., Musa H., Jayakrishnan M. (2018)	Businesses face difficulties in improving performance due to the complexity of the halal supply chain. This paper studies the adoption of the halal food supply chain (HFSC) factors on business performance among halal food producers in Malaysia.	Data were collected randomly from the Halal Development Council (HDC) directory. Using regression analysis, 103 responses were analyzed to determine the effect of HFSC adoption factors on business performance.	This study should be extended to other sectors such as food and beverage, pharmaceuticals, cosmetics, travel & tourism, logistics, finance, and e-commerce while measuring quality, time, flexibility, customer satisfaction, human resources, etc.	19	The sample is restricted to examine the relationship between adoption factors and HFSC performance. In addition, this research is limited to halal food companies only. Therefore, for future research, it is recommended that there are no restrictions in examining the relationship between adoption factors and HFSC performance in halal food companies.
Ab Rashid N. Bojei J. (2020)	This paper aims to clarify the relationship between adopting Halal traceability systems (HTSA) and HIEFs on Halal food supply chain integration (HFSCIn).	This study chose a quantitative research approach using self-administered questionnaires.	This study found a significant association between HTSA and HIEF in HFSCIn. The study also found that the highest adoption of the Halal traceability system was among producers and end users, while the highest contribution to influencing HIEF was economical and socio-cultural factors.	17	This research only focuses on the halal food industry, especially the food and beverage category. Thus, future studies can further explore each category in the food industry, such as raw materials and ingredients, poultry, meat and dairy, fast food and premises, and compare pharmaceuticals, cosmetics, and healthcare in the Halal industry.
Zulkiffi W.S.W., Ab Rahman S., Awang K.W., Che Man Y.B. (2011)				17	It is hoped that future research can use the proposed framework, namely halal-friendly tourism standards.

Mohd Saiful Anwar Mohd Nawawi, Mohd Fauzi Abu- Hussin, Muhammad Syazwan Faid, Norhidayah Pauzi and Saadan Man, Noratiqah Mohd Sabri. (2020)	This paper aims to explore the development of the halal industry in Thailand.	In articulating the problem objectively, qualitative research methods were adopted. This paper uses a structured literature study by analyzing various halal subjects related to the Thai halal sector.	As a result, these countries provide standardized and unified definitions of halal food and products.		The findings of this analysis are essential in answering the third research question in this article. One particular highlight is the lack of research networks related to halal practices in Thailand. Such a network is vital as it will increase the debate on how to improve halal practices in Thailand, increasing the visibility and trustworthiness of halal practices in Thailand.
Khan M.I., Khan S., Haleem A. (2019)	This paper aims to explore and evaluate the bottlenecks in Halal supply chain management.	This paper reviews the contemporary literature on Halal and Halal supply chain management and then identifies significant barriers to Halal supply chain management. Furthermore, these obstacles are examined quantitatively using the Best Worst Method.	A five-person expert panel was formed to solicit subject input. After the formation of the panel, we state the research objectives to the experts and provide a white paper on the adopted methodology. After discussion with experts, 33 Halal supply chain management barriers were resolved and further categorized into seven categories.	16	This study has several limitations that provide avenues for future research. The first limitation of this study is the limited number of barriers; some obstacles may have been crossed. Thus, studies can be conducted to identify more comprehensively and consider more barriers.
Pahim K.M.B., Jemali S., Mohamad S.J.A.N.S. (2012)	This study aims to present the relationship between training in the halal logistics industry in Malaysia and investigate its relationship to demand, people, and awareness.	The analysis uses statistical methods using Predictive Analytics Software (PASW) 18.0, such as reliability and validity tests and multiple regression.	The results show that training needs in the Halal logistics industry are related to the demand, people, and awareness which explains the importance of its influence on the Halal logistics industry.	16	This study has several limitations that can be overcome in future research for better results. The first limitation is that the feedback from respondents involved in this industry is not encouraging. The second limitation is the time constraint, and the third limitation is that this study is considered new research, with minor and limited information about it.

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