

BRIDGING GAPS IN HALAL CERTIFICATION: A PRISMA-BASED ANALYSIS OF SUPPLY CHAIN PRACTICES IN FOOD AND TOURISM INDUSTRY

Sharifah Azwani Syed Hamzah^a, Shazali Johari^{a,b,*}, Sara Shakira Shari^c, Yus Aniza Yusof^{d,e}, Mohd Aswad Ramlan^a, Mohamad Syahrul Nizam Ibrahim^f, Rosmanizah Derahman^g

^a Department of Recreation and Ecotourism, Faculty of Forestry and Environment, Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia.

^b Faculty of Tourism & Hospitality, i-CATS University College, Jalan Stampin Timur, Kuching 93350, Sarawak, Malaysia.

^c Department of Admin, Management and Human Resource, Faculty of Business and Accountancy, University of Selangor, Shah Alam, Malaysia.

^d Laboratory of Halal Science Research, Halal Products Research Institute, Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia.

^e Department of Process and Food Engineering, Faculty of Engineering, Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia

^f Institut Biologi Tropika dan Pemuliharaan, Universiti Malaysia Sabah, 88400 Kota Kinabalu, Sabah, Malaysia

^g Department of Commerce, Politeknik Sultan Idris Shah, 42500, Sabak Bernam, Selangor

*Corresponding author's email: zali_johari@upm.edu.my

ABSTRACT

This research highlights the substantial of the Halal Food Supply Chain (HFSC) in luring Muslim travelers, boosting traveler experiences, and building loyalty by examining how it affects the tourism and food industries. Due to standardized certification procedures and standards, the hospitality industry has difficulty maintaining an HFSC. This causes uncertainty and inconsistent purchasing practices. The aim of this article is to perform a systematic review of the HFSC within the hospitality industry, examining its various components, challenges, and opportunities. The study aims to examine gaps in the existing research and recommend upcoming research guidance to increase the efficiency as well as sustainability of the HFSC. The concern includes quality control, logistical challenges, and technological advancements. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) method was employed in this paper to analyze the main data using a few keywords, including "halal food supply chain, halal assurance, and tourism industry". The criteria for inclusion were English-language journal articles released from 2021 to 2023, focusing on research conducted within Malaysia. Articles that were non-journal types, not in English, or published before 2021 were excluded. From an initial set of 349 papers, 28 articles were selected after a thorough screening and eligibility check based on relevance to the research objectives. We discovered n

= 28 based on in-depth searches in Scopus as well as the Web of Science (WoS). The review also draws attention to methodological flaws in the body of literature, such as the absence of longitudinal studies on destination competitiveness and sustainability and standardized frameworks for evaluating the effects of HFSCs. The findings reveal significant challenges, such as fragmented certification standards and logistical complexities, and highlight the need for standardized halal certification processes, technological advancements, and better risk management strategies to improve the HFSC. According to the review's findings, solving these problems is essential for maximizing the efficiency of the HFSC and encouraging long-term development.

JEL classification: L66, Z32

Keywords: halal food supply chain; halal assurance system; food industry; tourism industry; tourism

Received: May 25, 2025

Revised: June 1, 2025

Accepted: August 22, 2025

1. INTRODUCTION

In an era marked by globalization, diversity, and an increasing awareness of cultural and religious sensitivities, the Demand for Halal Products (DHPs) along with services has witnessed a notable surge. As a major contributor to the global economy, the hospitality industry has not been impervious to this paradigm shift (El-Gohary, 2020; Qaddhat et al., 2016; Slamet et al., 2022; Subrahmanyam et al., 2023; Thomson Reuters, 2016). Halal, which signifies acceptance of Islamic dietary laws, comprises not only the nature of the food itself but extends into the intricacies of its supply chain (Marzuki, 2012; Marzuki et al., 2013). This systematic review embarks on an in-depth analysis with regard to the Halal Food Supply Chain (HFSC) within the hospitality industry, delving into its multifaceted dimensions and the consequential impacts on stakeholders, ranging from producers to consumers. With the global halal market projected to reach unprecedented heights, understanding and optimizing the HFSC becomes imperative for hospitality businesses seeking to meet the evolving preferences of an increasingly diverse clientele (Majid et al., 2016).

This review synthesizing various primary research, industry reports, and scholarly analyses to aspire and present an extensive overview of the key components, challenges, and opportunities within the HFSC. Furthermore, this systematic review endeavours to identify gaps in current research and shed light on potential avenues for future investigation, which ultimately add to the progress of knowledge in both supply chain management and halal studies (Fujiwara & Ismail, 2018; Haleem et al., 2021; Usman, 2020). The review also aims to identify gaps or limitations in the current literature as well as propose future research directions.

Although the body of literature continues to expand on the HFSC in the hospitality industry, gaps and limitations need to be addressed. To address these gaps, future research should focus on developing standardized halal certification and accreditation processes, exploring the role with regard to technology in improving Halal Supply Chain (HSC) management and investigating the influence of HFSC management on various performance indicators, for instance, financial performance, customer satisfaction, and brand (Abdallah et al., 2021; Alawiyah & Saifuddin Zuhri

Purwokerto, 2022; Cuevas et al., 2022; Latif, 2020). For instance, a scarce of standardized halal certification and accreditation processes may yield in inconsistencies as well as challenges in ensuring halal compliance. Additionally, more studies are necessary on the influence regarding HFSC management on overall organizational performance as well as customer satisfaction (Hassan & Sengupta, 2019; Yaacob, 2014).

The HFSC in the hospitality industry is not without challenges. From fragmented certification standards to logistical complexities, stakeholders grapple with a landscape that demands nuanced understanding and adept management. By dissecting these challenges, this review offers strategic insights to practitioners, policymakers, and industry leaders, fostering an environment where the HFSC can thrive without compromising its core principles.

Overall, this journal article intends to provide a significant systematic review of the HFSC in the hospitality industry. It will explore the foundational principles of halal dietary laws, dissect the various stages of the HFSC, address challenges faced by industry stakeholders, and identify potential areas for future research (Ilie et al., 2016). With a focus on transparency, integrity, and efficiency, this systematic review seeks to prepare an extensive resource for academia, industry professionals as well as policymakers in understanding and managing the HFSC with respect to the hospitality industry.

In conclusion, a systematic review of the HFSC in the hospitality industry is a crucial undertaking. It offers valuable understanding of the complexities, challenges, as well as opportunities within this unique supply chain while informing stakeholders about best practices and areas for improvement. By understanding and addressing these issues, the industry can ensure the provision of quality halal food, meeting the growing demand of Muslim consumers worldwide.

2. LITERATURE REVIEW

In 2019, Razak et al.'s paper explored the correlation between halal and Shariah law, its impact on hospitality, as well as the disparity in viewpoints among Islamic traditions. It also examined halal commodification as well as certification in distinct jurisdictions and challenges in codifying halal tourism (Razak et al., 2019b). This study reveals a gap in Malaysian accommodation providers' understanding of halal hospitality, with only 13.4% of websites mentioning halal logos, 3.3% prayer mats, and 8.6% prayer rooms, highlighting the need for marketing promotion (Razak et al., 2019a). In addition, Halkias et al., earlier in 2014, examined Italy's progress in offering halal products and accommodations, highlighting the need to assess the destination's capacity to cater to Muslim needs fully (Halkias et al., 2014).

Hall et al. (2019) discussed the tension between religious and commercial needs in halal service offerings, highlighting the importance of hospitality in Islamic tourism and the definitional issues in its development, management, and marketing (Hall et al., 2019). The primary motivation behind selecting halal concept hotels is typically rooted in adopting an Islamic way of life. However, there are additional compelling factors, such as the availability of halal cuisine and the assurance of a secure vacation experience, among others. This research is believed to be pioneering in its domain and is deemed crucial for establishing a standardized framework applicable to lodging establishments, benefiting both practical implementation and theoretical development (Pamukcu & Sariisik, 2021).

In this study, Table 1 has been utilized to outline a comprehensive definition of "halal", encompassing various facets. The table treats "halal" as an abbreviation that encapsulates diverse elements of halal products and services, encompassing ethical, religious, including sustainable aspects. The amalgamation of these attributes constitutes the halal definition.

Table 1: Definition of halal

		Justification	References
H	Healthy and Harmless	Halal is closely linked with the idea of Toyyiban, which guarantees that Halal products are both safe for human consumption and environmentally friendly. It encompasses the ethical as well as moral dimensions of Halal.	(Miskam et al., 2015)
A	Assured and Authentic	A Halal certification guarantees both the quality and authenticity of a product while also embodying the ethical as well as religious principles associated with Halal.	(Mujar & Hassan, 2014)
L	Lawful and Legal	The strict interpretation of the term "Halal" pertains to its Islamic connotations, signifying permissibility or adherence to Islamic law. Nevertheless, various regulatory authorities have incorporated the laws of the respective countries, such as the Trade Description Act and Animal Welfare Act, into their definitions of Halal. Consequently, any product labeled as Halal not only complies with Islamic principles but also adheres to the legal requirements of the region. It is worth noting, however, that not all legally permissible items are considered Halal, examples being pork, alcohol, as well as gambling.	(Miskam et al., 2015)
A	Able to sustain	Halal advocates for the well-being of animals, encourages social accountability, supports eco-friendly practices, promotes responsible care for the planet, advocates for economic and social fairness, as well as encourages ethical investments. Furthermore, the first three qualities mentioned highlight Halal's capacity for long-term sustainability.	(Battour & Ismail, 2016)
L	Loyal and Liable	Halal is committed to its customers and, at the same time, responsible for delivering on its pledges to offer high-quality products as well as services.	(Majid et al., 2016; Walker, 1978)

Source: Qaddhat et al. (2016)

The HFSC adoption in the food industry is positively influenced by factors such as organizational readiness, top management, halal awareness, halal integrity, as well as expected business benefits, having halal understanding being the strongest factor (Azmi et al., 2020). Malaysia's HSFC is primarily a concern for Muslim consumers. Nevertheless, owing to health considerations, the halal food sector possesses substantial potential for appealing to non-Muslims as a viable market (Ustadi et al., 2020). Azmi et al. (2021) mentioned the significant association between operational supply risk as well as risk mitigation strategies among Malaysian using a survey that was conducted on 369 halal food manufacturers. It is found that without a risk mitigation strategy, operational risk consequences significantly influence these outcomes and highlight the significance of understanding supply chain risk management in other halal sectors (Azmi et al., 2021).

Mohamed et al.'s (2020) research emphasizes the significance of the HSFC in ensuring Halal Integrity Assurance (HIA). This study identifies key elements to strengthen HIA in the halal industry, emphasizing commitment, knowledge, as well as trust in halal organizations (Mohamed et al., 2020). Furthermore, the research employs an industry-wide survey to explore ideas and make tangible contributions

aimed at improving the integrity assurance of HSFC (Abdallah et al., 2021). The halal industry offers profit growth and dynamic market dynamics, with food manufacturers' perception, halal integrity, and organizational readiness playing key roles in adoption. The study suggests focusing on non-Bumiputera companies to understand their influence on HFSC, ensuring halal status, and exploring risk sources to secure halal integrity (Azmi et al., 2020).

Azmi et al. (2021) have demonstrated how HSFC factors affect the business performance of halal food manufacturers within Malaysia. Additionally, data from the Halal Development Council directory website showed that perceived benefits, organizational readiness, and environmental halal market demand could improve business performance. The study focuses on the food industry, providing insights into Malaysia's halal industry performance (Azmi et al., 2018).

Harahap, in 2021, identified the halal label's influence on the hospitality industry's purchase decisions, revealing that the presence of a halal label, with a 0.711 coefficient value, played a significant role in 71.1% of purchase choices, while the remainder of 28.9% of decisions were impacted by multiple other factors (Harahap et al., 2021). Muslim consumers are concerned about cross-contamination in halal food, leading to increased efforts to monitor the supply chain. Food companies must implement traceability systems to ensure authenticity and understand the significance with regard to Halal Industry Environmental Factors (HIEF) in maintaining the HFSC. The study found a substantial connection between Halal Traceability System Adoption (HTSA) as well as HIEF in HFSC in economic and sociocultural factors playing the most significant roles (Ab Rashid & Bojei, 2020). Ali et al. (2021) suggested a practical framework for overcoming HFSC challenges. The framework identifies five key challenges concerning small and medium enterprises, suggests a fresh perspective for blockchain implementation, and highlights the roles of Supply Chain Integration (SCI) as well as food regulations in enabling blockchain success (Ali et al., 2021).

3. MATERIAL AND METHODS

PRISMA was originally designed for systematic reviews focused on assessing the effectiveness of health interventions. Nevertheless, the checklist criteria can also be used for systematic reviews that examine interventions outside the realm of health, for example, safety as well as workplace safety. Additionally, many of the checklist items are applicable to systematic reviews with different objectives beyond assessing interventions (Moher et al., 2009). In addition, the PRISMA 2009 statement, released in 2009 and referred to as PRISMA 2009 hereinafter (Moher et al., 2009), was created to assist writers in creating transparent explanations of their evaluations. Its recommendations have been broadly embraced and applied (Trifu et al., 2022).

3.1 Identification

The systematic review procedure encompasses three fundamental stages for determining numerous pertinent papers for this research. Initially, in the first phase, keywords are identified, while associated terms are sought through resources such as encyclopedias, dictionaries, thesaurus, as well as previous research. After identifying all relevant keywords, search strings were developed for use in the Scopus as well as Web of Science (WoS) databases (see Table 2). In the initial phase of the systematic review, a total of 349 papers were obtained for the current study.

Table 2: The search strings

Scopus	TITLE-ABS-KEY (food AND supply AND chain AND "Halal Assurance" OR halal) AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (LANGUAGE, "English")) AND (LIMIT-TO (PUBYEAR, 2021) OR LIMIT-TO (PUBYEAR, 2022) OR LIMIT-TO (PUBYEAR, 2023)) Access Date: 16 th September 2023
WOS	food AND supply AND chain AND ("Halal Assurance" OR halal) (Topic) and Article (Document Types) and English (Languages) and 2023 or 2022 or 2021 (Publication Years) Access Date: 16 th September 2023

3.2 Screening

Duplicated papers were discarded on the first round of screening. Note that 263 papers were screened in the second stage relying on the experts' various inclusion as well as exclusion criteria after the first stage of the investigation rejected 17 publications. The main criterion utilized was research articles, as they represent the most essential as well as the most valuable source of guidance. Furthermore, this criterion exclusively encompassed journal articles, with a focus on the most up-to-date research, and the review was constrained to publications that are written in the English language. Remember that the strategy was created for the most recent three-year term (2021-2023). The analysis purpose was accomplished by exclusively choosing research conducted within the jurisdiction of Malaysia. Overall, 41 publications were disqualified based on predetermined standards.

3.3 Eligibility

In the pursuit of achieving the research objectives of this study, the third step, which is eligibility, involved a comprehensive review of 69 articles. During this stage, scrutiny was applied to the titles as well as key content of each article to ensure that they met the inclusion requirements as well as aligned with the research aims of this study. As a result of this meticulous evaluation, 41 articles were omitted from the review as they failed to satisfy the criteria of being out of the field, insignificant titles, as well as irrelevant abstracts to the objective of the study. Following this rigorous selection process, we are pleased to report that 28 articles have been deemed eligible for inclusion in the review. These articles have proven to be valuable resources that will contribute significantly to our comprehension of the research topic at hand. For further details regarding the selected articles, please refer to Table 3, which offers an extensive overview of the included studies.

Table 3: The selection criterion in searching

Criterion	Inclusion	Exclusion
Language	English	Non-English
Timeline	2021 – 2023	< 2021
Literature type	Journal/Article	Review, Book, Conference

The exclusion of articles that did not meet the criteria, such as out of the field, titles were insignificant, and abstracts were unrelated to the study's objective. By focusing on articles that adhere to these standards, we can maintain the integrity and credibility of our research findings. Moving forward, this selection of 28 articles will

form the foundation of our review, providing a robust and evidence-based framework for analyzing and interpreting the relevant literature. With these high-quality resources, we are confident that our study will yield valuable insights and contribute to advancing scientific knowledge in this field.

3.4 Data abstraction and analysis

This study utilized an inclusive analysis approach as a strong evaluation method, enabling a thorough exploration and fusion of diverse research methodologies, encompassing qualitative, quantitative, as well as mixed methods. This proficient investigation sought to pinpoint relevant subjects as well as subcategories within the field. The initial step in developing the thematic framework was the data collection stage. Figure 2 illustrates the meticulous analysis conducted by the authors, wherein we carefully reviewed 28 publications to determine any statements or content associated with the subject matter of the present study.

Subsequently, the authors executed an extensive review of important studies related to HFSC, carefully examining the research methods and findings. They worked together with co-authors to identify themes relying on the collected data in the study. They kept a detailed log to document their analyses, questions, perspectives, as well as any other thoughts related to interpreting the data. Ultimately, they make a comparison to the findings to pinpoint any inconsistencies in the process of creating thematic categories. It is important to note that in cases where disagreements arose among the concepts, the authors participated in discussions to address them. Here, the resultant themes were subsequently refined to guarantee consistency. To verify the results' validity, two experts were responsible for carrying out the analysis selection, one specializing in food engineering (Yus Aniza Yusof, who is an expert in process and food engineering) and the other in biomedical science (Shazali Johari who is an expert in recreation and ecotourism). This expert review phase is crucial in ensuring the significance, clarity, as well as appropriateness of each subtheme to confirm the study's validity within its specific domain.

In conclusion, the integrative analysis undertaken in this study allowed for a comprehensive synthesis of diverse research designs, identifying relevant topics and subtopics within the HFSC. The meticulous examination of existing literature, collaboration among authors, and expert review process have further strengthened the credibility and validity of the findings.

4. RESULTS AND FINDINGS

4.1 General findings and background of the studies included in the review;

The analysis produced a total three themes and 27 sub-themes related to HSC. The three main themes are adoption of halal, issues or challenges in halal as well as HSC management (Table:4).

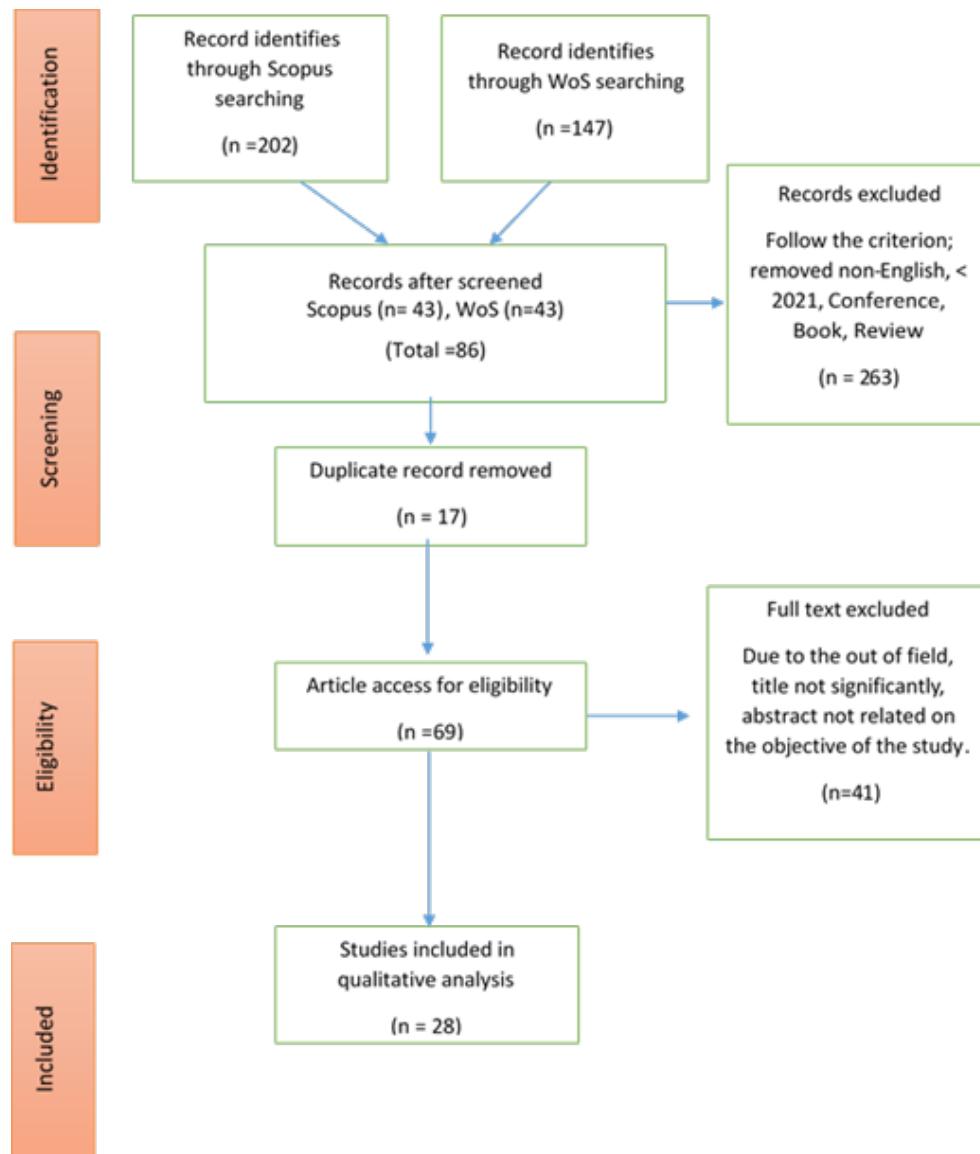


Figure 1: Flow diagram with regard to the suggested search study (Moher et al., 2009).

4.2 Main Findings

The collection in Table: 4 consists of 27 papers that cover three main topics concerning the challenges and concerns within the Halal industry

4.2.1 Adoption of halal

The initial topic, which includes five papers, emphasizes the application of Halal logistics in the pharmaceutical sector (Wong et al., 2023), the adoption of transportation methods by food manufacturers (Ngah et al. 2022), and the influence of organizational, technological, environmental factors on the adoption with regard to Halal warehousing (Aman et al., 2022), sustainability and operations of HSC (Kurniawati & Cakravastia, 2023) and introduction of halal to construction (El Daouk, 2023).

Cost, perceived benefits, as well as customer pressure were identified as factors positively influencing the intention to adopt Halal transportation, while organizational readiness was determined as insignificant (Ngah et al., 2022). However, it was later shown by Azmi, Musa, Chew et al. in 2021 that pricing and cost risks do not considerably affect behavior-based management, the risk associated with the supply of halal food increases mitigation plan efforts made by businesses. Azmi, Musa, Chew, and others advise businesses to spend more in buffer-oriented projects to lessen the impact of agency uncertainties (Azmi, Musa, Chew, et al., 2021). The industry competition, consumer pressure, operational improvement, marketing functions as well as the organization's commitment possess a substantial effect on Halal Food Standard (HFS) adoption. Meanwhile, government regulations possess an insignificant impact. Najmi et al. (2023) indicates that the HFS's adoption as well as lack of a traceability system substantially influences the halal assurance system (HAS). Hence, it is essential that the HFS adoption as well as compliance with HAS in a scenario in which demand for Halal is progressing worldwide (Najmi et al., 2023). This supported by Kristanto and Kurniawati (2023) that reveal that training in good manufacturing practices, developing and enforcing halal standard operating procedures (SOPs), developing clean-up watch schedules, using halal raw and additional materials, including incorporating purses and facilities, are the prominent mitigations associated with frozen food companies, particularly those that produce milkfish brain products. Based on the impact as well as intensity that influence risk occurrence, risk agents, the risks, and risk mitigation measures are determined (Kristanto & Kurniawati, 2023).

Halal warehouses play a crucial role as key logistics facilities for storing halal products. Significant risks to the halal status of these products can emerge if they are stored, handled, or managed improperly. This highlights the importance of oversight by the competent authority to ensure the industry adheres to halal requirements in warehouse management (Wong et al., 2023). The company's halal certification procedure depends on halal warehousing, which has demonstrated that all the factors related to technology, organization, as well as environment (TOE) possess a huge influence on halal warehousing. In the organizational setting, where governmental support with regard to the adoption of halal warehousing is critical, senior management support plays a crucial role (Aman et al., 2022).

4.2.2 Issues or challenges in halal

The second topic, also comprising five papers, concentrates on the factors that impact sustainability with regard to Halal product performance (Mabkhot, 2023), the analysis of strategies to mitigate operational supply risk (Azmi, Musa, Zailani, et al., 2021), supply risk management (Azmi, Musa, Chew, et al., 2021; Kristanto & Kurniawati, 2023), and the certification process within the Halal food industry (Al-shami & Abdullah, 2023).

The likelihood that halal food may go bad increases as the risk of halal integrity being compromised increased, and vice versa. Food that deteriorates could end up as food waste, which cannot be eaten. Additionally, it is expensive and bad for the environment. It causes mistrust and unhappiness among the public or with the product, which indicates that it is not in line with sustainability. Their study concludes that there are three issues in the HSC that highlight its strong connection to sustainability: (1) maintaining halal integrity to ensure the product's compliance with halal standards,

(2) the limited implementation of HSC practices, as well as (3) the scarcity of research exploring sustainability within the context of the HSC (Kurniawati & Cakravastia, 2023). Similarly, Khan et al. identified supply-related risks as the main concern in the HFSC, emphasizing the significance of raw material integrity and recommending a comprehensive approach involving internal processes and outsourcing components (Khan et al., 2022). However, Al-shami and Abdullah (2023) reveals obstacles in the Halal food industry, including certification, traceability, supply chain checks, productivity, efficiency, and cost, suggesting the application of MES could improve these aspects (Al-shami & Abdullah, 2023).

The study by Azmi, Musa, Zailni et al. explores the impact of operational supply risk mitigation strategies on the relationship that exists between operational supply risk as well as risk consequences in halal food manufacturers within Malaysia (Azmi, Musa, Zailani, et al., 2021). Similarly, the integrated halal supply chain (IHSC) dimensions includes procedural fairness, interactive fairness, as well as service coverage, are positively linked to effective product returns. Additionally, halal logistics (HL) serves as a mediating factor between the IHSC as well as effective product returns (Fernando et al., 2023). An analysis of various data sources on sustainable HFSC practices highlights four key elements: pre-slaughtering, halal integrity, warehousing, as well as packaging. Among these, warehousing as well as packaging emerge as the two most critical factors for successfully utilising sustainability in the HFSC (Azhar & Tu, 2021). This is consistent with the challenges encountered in a small rentier halal market and highlights sustainable supply chain management (SSCM) strategies with regard to halal-certified food companies in Brunei. Ab Talib and Zulfakar identified four key normative SSCM initiatives that can be enforced by halal-certified food businesses to promote sustainability: (1) responsible sourcing, (2) environmentally conscious purchasing, (3) sustainable packaging, as well as (4) green transportation (Ab Talib & Zulfakar, 2024).

4.2.3 Halal supply chain management

The 17 papers under the third theme explore various aspects of integrated supply chain systems (Sulaiman et al., 2021). These include the modelling of Halal supplier flexibility criteria (Ali et al., 2022), supply chain integration (Fernando et al., 2023), data-driven sustainable food supply chain (Tseng et al., 2022), sustainable Blockchain framework (Ali et al., 2021), transparent distribution system design (Hidayati et al., 2023), Halal food distribution models (Kurniawati & Rochman, 2023), SCOR model for measuring performance (Lestari et al. 2023), Blockchain technology adoption (Sumarliah et al., 2023; Tan et al., 2022), consumers' preferences for traceability systems (Nawi et al., 2023), as well as ingredient research and future trends of Halal food additive (Nazaruddin et al., 2023).

SCI significantly impacts halal food SC integrity, safety, and quality, providing managers with a comprehension of SC applicability in the halal food industry (Ali et al., 2022). In 2021, Sulaiman introduced a model for an IHSC concerning the food manufacturing sector. Globally, the DHPs are rising in Islamic countries and in non-Islamic nations. Consumers of halal food are becoming increasingly vigilant and concerned about maintaining the integrity of halal certification (Kurniawati & Rochman, 2023; Sulaiman et al., 2021) stated that Cross-contamination can turn halal food into non-halal food as well as resulting the halal food to be wasted. Sustainability is a problem with halal purity. Any halal product that has a broken supply chain or

whose integrity cannot be upheld can turn into a non-halal product, which then becomes food waste (Kurniawati & Rochman, 2023).

Recently, Tumiwa et al., discovered that the management of the HFSC positively and substantially impacts on the performance of small and medium enterprises (SMEs). Additionally, halal certification and traceability significantly contribute to improving SME performance and play a crucial role in enhancing HFSC management (Tumiwa et al., 2023). In Indonesia, Lestari et al. (2023) added that the performance of halal food business unit supply chains is evaluated using 28 indicators grouped into six categories: flexibility, responsiveness, integrity, quality, reliability, and efficiency (Lestari et al., 2023). However, it was later shown by Handayani that to determine the criteria with regard to halal suppliers, flexibility was considered within the context of an HSC, encompassing 11 criteria organized into four levels within the ISM hierarchical framework (Handayani et al., 2023). Mabkhout (2023) found differences suggesting that the impact of SCI, halal marketing (HM), DHP, food safety concerns (FSCs), process quality improvement (PQI), as well as health consciousness (HC) concerning sustainable product performance (SPP) in Malaysia's halal food industry. The findings reveal a positive and substantial relationship between HC, SCI, PQI, as well as SPP (Mabkhout, 2023). In addition, according to Tseng et al., the key indicators for a sustainable non- HFSC include food consumption, food security, food safety, resilience, as well as food waste management. Meanwhile, the crucial indicators for a sustainable HFSC encompass Halal certification, adherence to Islamic values, trust in the HSC, as well as Halal food safety (Tseng et al., 2022).

Blockchain technology in Medan City tracks halal beef status through smart contracts, ensuring data security and transparency. This data security system guarantees information security, assuring the safety and certainty of halal beef in the supply chain (Handayani et al., 2023). Perceived attractiveness as well as institutional forces significantly influence the adoption of blockchain-facilitated Halal traceability (BFHT), with firms with a Halal-focused attitude showing higher awareness of these forces (Sumarlia et al., 2023). Furthermore, Tan et al. concluded that through novel traceability framework using Blockchain technology to enhance the traceability with regards to HFSC in Malaysia. The framework integrates Halal processes and technologies, aiming to improve traceability from farm to fork (Tan et al., 2022). A study by Nawi et al. suggests that traceability systems can enhance food safety and meet consumers' demand for consistent high-quality meat products. The study suggests that stakeholders must apply traceability systems in the meat supply chain to increase consumer preferences for safer meat products (Nawi et al., 2023). The global trend towards halal goods is attracting attention from researchers and academics, who are studying halal-related subjects such as the HSC, Islamic Law and natural sciences, with potential areas for research including responsible consumption, international trade, and product safety (Nazaruddin et al., 2023).

4.3 Conclusion

Research findings have revealed a range of valuable insights. These include the influence of TOE on halal warehousing (Ngah et al., 2022), the potential of the HSC to simplify complexities in the British construction sector (El Daouk, 2023), the factors that impact the sustainability with regard to Halal product performance (Mabkhout, 2023), the significant role of mitigation strategies in reducing risk events (Azmi, Musa, Zailani, et al., 2021), and the challenges faced by the Halal food

industry in its operations, marketing, as well as certification processes. Furthermore, the studies have produced results concerning the criteria for halal suppliers, the correlation between integrated dimensions of the HSC and effective product returns, important indicators for non-Halal sustainable food supply chains (Tseng et al., 2022), and practical frameworks for overcoming challenges in the HFSC via the application of blockchain technology (Ali et al., 2021).

5. DISCUSSION AND CONCLUSION

In conclusion, this systematic literature review has provided an extensive overview of the application of halal practices as well as the associated challenges and issues in the supply chain management context. The synthesis of a diverse range of scholarly works has revealed a nuanced landscape, shedding light on both the strides made and the hurdles yet to be surmounted in guaranteeing the halal products' integrity during their journey from source to consumer. Furthermore, the adoption of halal principles has witnessed significant growth and attention on a global scale, reflecting the increasing recognition of cultural and religious sensitivities within the food industry. Studies highlighted the pivotal role of certification standards in providing assurance to consumers and facilitating cross-border trade in halal products including implementation certain technologies such as blockchain.

Blockchain technology is crucial to guarantee transparency as well as trust in the Halal food chain and provides a secure, verifiable database that prevents the manipulation of information. This enables effective communication among supply chain players, leading to better decision-making and higher product quality. Blockchain revolutionizes traceability methods, enhancing credibility and benefiting the Islamic economy. It ensures end-to-end traceability, reducing reliance on third parties. Additionally, it fosters transparent relationships between global trading partners, streamlining Shariah compliance and verifying product authenticity. The technology's ability to handle transactions and monitor physical conditions adds an extra layer of security to the HSC, making it a significant advancement for the industry.

The systematic literature review discusses the implementation of halal practices and challenges in HSC management as well as the studies on the technology applied to improve HFC. It acknowledges potential bias, English-language articles, and geographic inclusion criteria. Despite these, it offers an extensive overview of research as well as offers valuable insights for policymakers and academics.

Table 4: The research article's findings, based on the proposed search criterion.

Thema 1: Adoption of Halal (5 Papers)		
Title / Theme	Abstract / Methodology	Result / Finding
Implementation of Halal Logistics in Halal Pharmaceutical Industry: A Study on Halal Warehouse System in Pharmaniaga Lifescience (Wong et al., 2023).	This qualitative case study relied on data gathered via interviews with informants from the Warehouse Department at Pharmaniaga Lifescience (PLS).	The study's findings highlighted the PLS warehouse process flow, their implementation of halal principles in warehouse management, as well as their views on the significance of halal practices in managing halal pharmaceutical products.
Halal transportation adoption among food manufacturers in	Using a purposive sampling approach, data were collected through questionnaires	The findings reveal valuable insights that can help various stakeholders improve the adoption

Malaysia: the moderated model of technology, organization and environment (TOE) framework (Ngah et al., 2022).	distributed to Halal food manufacturers involved in Halal showcases and festivals in Malaysia.	rate of Halal transportation in Malaysia and in countries with similar criteria.
The role of technological, organizational and environmental factors in the adoption of halal warehouse (Aman et al., 2022).	This research's data was collected from supply chain professionals in the Pakistani food industry, with a total of 142 valid responses obtained via a structured questionnaire.	This study shows that the Technology, Organization, and Environment (TOE) variables all possess a substantial effect on halal warehousing.
A review of halal supply chain research: Sustainability and operations research perspective (Kurniawati & Cakravastia, 2023).	The literature review is conducted by thoroughly examining publications from 2000 to 2022.	HSC research has been on the rise since 2011, according to the review.
Introducing halal to construction supply chains in the UK's construction sector (El Daouk, 2023).	This paper provides a comprehensive review of the academic literature related to the British construction industry, HFSC, construction (SCM), as well as halal assurance and control processes.	The results suggest that HCSCM can help reduce the challenges hindering the British construction sector at the supply chain level.

Thema 2: Issues or Challenges in Halal (5 Papers)

Title / Theme	Abstract / Methodology	Result / Finding
Factors Affecting the Sustainability of Halal Product Performance: Malaysian Evidence (Mabkhout, 2023).	A survey was carried out with 212 participants from halal-certified companies in Malaysia, and the data was examined utilizing the partial least squares (PLS-SEM) method.	The results show a strong and positive connection between HC, SCPI, PQI, as well as SPP.
Analysis of mitigation strategy for operational supply risk: An empirical study of halal food manufacturers in Malaysia (Azmi, Musa, Zailani, et al., 2021).	Structural equation modeling shows that when no risk mitigation strategy (such as buffer-based management, behavior-based management, or traceability-based management) is in place, the impact of operational risks is strongly affected by operational supply.	The analysis also revealed that mitigation strategies lower risk events by influencing the relationship between operational supply risk as well as the consequences of those risks.
Supply risk management: A case study of halal food industry in Malaysia (Azmi, Musa, Chew, et al., 2021).	The analysis also revealed that mitigation strategies decrease risk events through their interaction that exists between operational supply risks as well as the consequences of those risks.	The findings propose that the risk associated with halal food supply notably intensifies the mitigation strategies implemented by companies.
Development of halal supply chain risk management framework for frozen food industries (Kristanto & Kurniawati, 2023).	In line with the quantitative research design, semi-structured interviews were conducted with the milkfish brain company owner. The data was assessed using the supply chain operations reference model as well as the House of Risk method.	The study suggests that frozen food companies, particularly those producing milkfish brain products, focus on training in good manufacturing practices, implementing halal standards, creating clean-up watch schedules, and enhancing facilities.

<p>Halal food industry certification and operation challenges and manufacturing execution system opportunities. A review study from Malaysia (Al-shami & Abdullah, 2023).</p>	<p>The food industry is widely recognized for its effectiveness, contributing significantly to the job creation, national economy, as well as public well-being. Malaysia, a key player in the food sector and a leader in the Halal food market, highlights the significance of maintaining high food quality throughout both operations as well as the supply chain.</p>	<p>The results of this study reveal various challenges faced by the Halal food industry in terms of operations, marketing, as well as certification processes.</p>
---	--	--

Thema 3: Halal Supply Chain Management (17 Papers)

Title / Theme	Abstract / Methodology	Result / Finding
<p>Development of integrated supply chain system in manufacturing industry (Sulaiman et al., 2021).</p>	<p>This paper introduces a model for an IHSC in the food manufacturing industry. The project aims to create a unified HSC system that may assist food manufacturers in producing halal products with improved productivity as well as quality.</p>	<p>The examined elements of the supply chain include human resources, environment, processes, logistics, accreditations, as well as traceability.</p>
<p>Modelling of halal supplier flexibility criteria in the food supply chain using hybrid ISM-MICMAC: A dynamic perspective (Handayani et al., 2023).</p>	<p>This study employs a dynamic approach combined with the Interpretive Structural Modeling—Matriced' Impacts Croisés Appliquée à un Classement (ISM-MICMAC) hybrid method to model the criteria for the flexibility of halal suppliers.</p>	<p>This study identified 11 criteria for halal suppliers, which were organized into four levels within the ISM hierarchical framework. These criteria were distributed across three quadrants with regard to the MICMAC analysis: independent, linkage, as well as dependent.</p>
<p>Supply chain integration and halal frozen meat product returns (Fernando et al., 2023).</p>	<p>This paper employed a cross-sectional approach to choose samples from a population focused on the halal food industry in Malaysia.</p>	<p>The results of this paper suggest that the dimensions of IHSC, including service coverage, procedural fairness, and interactive fairness, are positively linked to successful product returns.</p>
<p>Data-driven on sustainable food supply chain: a comparison on Halal and non-Halal food system (Tseng et al., 2022).</p>	<p>In order to analyze the current sustainable food supply chain, which is a combination of content analysis, fuzzy Delphi method, as well as fuzzy decision-making trial and evaluation laboratory is proposed.</p>	<p>The findings indicate that the key factors influencing the non-Halal sustainable food supply chain are food safety, food consumption, food resilience, security, as well as food waste management.</p>
<p>A sustainable Blockchain framework for the halal food supply chain: Lessons from Malaysia (Ali et al., 2021).</p>	<p>This research presents an appropriate blockchain framework for the HFSC. While blockchain is widely recognized for its potential to improve supply chain integrity, its effects on the halal food sector remain uncertain.</p>	<p>This research presents a practical framework for highlighting the challenges of implementing blockchain in the HFSC, derived from five detailed case studies of the HFSC.</p>
<p>Transparent distribution system design of halal beef supply chain</p>	<p>This research aims to develop a system that ensures the certainty of beef's halal status and safety</p>	<p>According to the discussion and research analysis, it is evident that the halal beef supply chain in</p>

(Hidayati et al., 2023).	for consumption throughout the supply chain by leveraging Blockchain technology while also enhancing public safety as well as trust regarding the LPPOM MUI halal certification system.	Medan City utilizes blockchain technology, which is equipped with a data security system through smart contracts. This ensures that the stored information cannot be altered by any party.
Two stages of halal food distribution model for perishable food products (Kurniawati & Rochman, 2023).	The distribution model for halal food, particularly perishable items, is addressed in two stages using a mixed integer linear program (MILP) model designed to resolve the distribution challenges of halal food products.	The findings indicate that the suggested model may serve as a decision-making tool for supply chain and distribution managers to identify the optimal strategy for distributing halal food products while minimizing total logistics costs for daily operations.
SCOR model for measuring performance of halal supply chain (Lestari et al., 2023).	The Supply Chain Operation Reference (SCOR) model was chosen for use in this research. Data for the research were gathered from four cities in Indonesia.	A two-stage halal food distribution model for perishable products is a mixed integer linear programming (MILP) approach suggested to address the distribution challenges of halal food, particularly for perishable items.
Blockchain technology adoption in Halal traceability scheme of the food supply chain: evidence from Indonesian firms (Sumarlia et al., 2023).	Data collection employed a simple random sampling technique. Participants included company leaders with expertise and knowledge about HSC. The SEM-PLS method was utilized to examine the proposed model.	The decision to adopt BFHT is strongly influenced by perceived attractiveness, which, in turn, is largely shaped by institutional forces that are substantially affected by a Halal-focused attitude.
Applying Blockchain for Halal food traceability (Tan et al., 2022).	The development of a new traceability system using Blockchain, inspired by real-world applications across three different Halal supply chains.	This research introduces a new blockchain-based tracking system, developed by studying real-world blockchain use in three different Halal supply chains.
Consumers' preferences and willingness-to-pay for traceability systems in purchasing meat and meat products (Nawi et al., 2023).	Author gathered firsthand data by randomly surveying 503 people in Malaysia's Klang Valley using a structured questionnaire. The responses were then analyzed using two methods: contingent valuation (CVM) and binary logistic regression.	The findings revealed that consumers welcome traceability systems as a way to improve food safety while ensuring a steady supply of high-quality meat products. To encourage consumers to choose safer meat options, industry players must implement these tracking systems across the supply chain.
The Future Direction of Halal Food Additive and Ingredient Research in Economics and Business: A Bibliometric Analysis (Nazaruddin et al., 2023).	Utilizing bibliometric methods, this study systematically examines scholarly literature to uncover research deficiencies and future directions concerning halal food additives and ingredients in business and economic contexts. The analysis draws upon Scopus database records covering a 23-year period from 1999 to 2022.	This investigation revealed a notable scarcity of academic research examining halal food additives and ingredients from business and economic perspectives. The network analysis suggests that subsequent research efforts should focus on currently underrepresented thematic clusters, particularly: 1) production-to-consumption processes and supply

<p>Impact of supply chain integration on halal food supply chain integrity and food quality performance. (Ali et al., 2022).</p>	<p>Data were gathered from 275 halal-certified food businesses in Malaysia and evaluated using SmartPLS3.0 for structural equation modeling. Key findings emphasize the critical role of Supply Chain Integration (SCI) in maintaining halal food supply chain integrity and ensuring food quality. These insights offer valuable guidance for supply chain managers, demonstrating the relevance of SCI in the halal food sector.</p>	<p>chain systems, 2) health-conscious food alternatives, and 3) logistics market dimensions coupled with health consequence evaluations.</p>
<p>Investigating halal food Supply chain management, halal certification and traceability on SMEs performance (Tumiwa et al., 2023).</p>	<p>This study adopts a quantitative research approach, utilizing an online survey to collect data from 390 owners of small and medium-sized food enterprises (SMEs) that have adopted the Halal Assurance Management System. The collected data was analyzed using structural equation modeling (SEM) through the SmartPLS 3.0 software.</p>	<p>The study's findings reveal several key relationships: (1) Effective management of the Halal food supply chain positively and significantly enhances SME performance. (2) Both Halal certification and traceability systems demonstrate significant positive impacts on SME operational performance. (3) Furthermore, Halal certification and traceability practices contribute substantially to improving Halal food supply chain management effectiveness.</p>
<p>Sustainable halal food supply chain management in a small rentier halal market (Ab Talib & Zulfakar, 2024).</p>	<p>Building upon published scholarly works, this paper presents a normative and narrative analysis of current literature in both sustainable and halal supply chain management.</p>	<p>This research identifies four normative sustainable supply chain management (SSCM) strategies that Brunei's halal-certified food enterprises could adopt to support Sustainable Development Goal (SDG) attainment: (1) ethical procurement practices, (2) eco-conscious supplier selection, (3) environmentally-responsible packaging solutions, and (4) sustainable logistics operations.</p>
<p>Prioritising the risks in Halal food supply chain: an MCDM approach (Khan et al., 2022).</p>	<p>Through a systematic literature review, this research identifies critical risks in the Halal food supply chain, consolidating insights from industry professionals and academics. The fuzzy analytic hierarchy process (fuzzy AHP) is then applied to prioritize these risk factors based on their importance.</p>	<p>The research findings highlight supply-related risks as the most significant, particularly raw material integrity issues in the Halal food supply chain. Non-compliance with Halal standards by suppliers weakens the sector's economic benefits.</p>

The investigation of key factors for successful implementation of sustainable halal food supply chain management (Azhar & Tu, 2021).	The study explores optimal strategies for establishing a sustainable Halal food supply chain by evaluating multiple data track down. These findings were then translated into practical business insights for industry stakeholders. SAS Text Miner facilitated data collection, while decision tree analysis was employed for interpretation.	The study identifies four critical components of a sustainable Halal food supply chain: pre-slaughtering practices, warehousing, Halal integrity maintenance, and packaging standards. Among these, warehousing and packaging emerge as the two extremely crucial factors for successful sustainability implementation in the Halal food industry.
--	--	--

AI Disclosure Statement

While preparing this work, the principal author (Sharifah Azwani) utilized CHATGPT to enhance the writing style and to check for grammar and spelling errors. After using this tool, the author(s) carefully reviewed as well as revised the content as necessary and assumed full responsibility for the final publication.

Acknowledgements

The authors extend their heartfelt gratitude to the editorial team and reviewers of the (Labuan Bulletin of International Business & Finance) for their valuable feedback and dedicated efforts in enhancing the quality of this manuscript, as well to the Global Academic Excellence (M) Sdn. Bhd., who granted the Publication Grant Scheme for this project.

REFERENCES

Ab Rashid, N., & Bojei, J. (2020). The relationship between halal traceability system adoption and environmental factors on halal food supply chain integrity in Malaysia. *Journal of Islamic Marketing*, 11(1), 117–142.

Ab Talib, M. S., & Zulfakar, M. H. (2024). Sustainable halal food supply chain management in a small rentier halal market. *Arab Gulf Journal of Scientific Research*, 42(3), 449–463.

Abdallah, A., Rahem, M. A., & Pasqualone, A. (2021). The multiplicity of halal standards: a case study of application to slaughterhouses. *Journal of Ethnic Foods*, 8(1), 7.

Al-shami, H. A., & Abdullah, S. (2023). Halal food industry certification and operation challenges and manufacturing execution system opportunities. A review study from Malaysia. *Materials Today: Proceedings*, 80, 3607–3614.

Alawiyah, T., & Saifuddin Zuhri Purwokerto, U. K. (2022). Opportunities, challenges, and development of the halal industry in Indonesia. *International Conference on Islamic Studies (ICIS)*, 815–822.

Ali, M. H., Chung, L., Kumar, A., Zailani, S., & Tan, K. H. (2021). A sustainable Blockchain framework for the halal food supply chain: Lessons from Malaysia. *Technological Forecasting and Social Change*, 170, 120870.

Ali, M. H. M. H., Iranmanesh, M., Tan, K. H. K. H., Zailani, S., & Omar, N. A. N. A. (2022). Impact of supply chain integration on halal food supply chain integrity and food quality performance. *Journal of Islamic Marketing*, 13(7), 1515–1534.

Aman, A., Hasnain, A., & Ahmed, W. (2022). The role of technological, organizational and environmental factors in the adoption of halal warehousing. *Hamard Islamicus*, 45(4), 53–78.

Azhar, A., & Tu, Y. T. (2021). The investigation of key factors for successful implementation of sustainable halal food supply chain management. *Food Research*, 5(6), 221–228.

Azmi, F. R., Abdullah, A., Bakri, M. H., Musa, H., & Jayakrishnan, M. (2018). The adoption of halal food supply chain towards the performance of food manufacturing in Malaysia. *Management Science Letters*, 8(7), 755–766.

Azmi, F. R., Abdullah, A., Musa, H., & Wan Mahmood, W. H. (2020). Perception of food manufacturers towards adoption of halal food supply chain in Malaysia: Exploratory factor analysis. *Journal of Islamic Marketing*, 11(3), 571–589.

Azmi, F. R., Musa, H., Chew, B. C., & Jagiripu, I. P. (2021). Supply risk management: A case study of halal food industry in Malaysia. *Uncertain Supply Chain Management*, 9(2), 501–512.

Azmi, F. R., Musa, H., Zailani, S. H. M., & Fam, S. F. (2021). Analysis of mitigation strategy for operational supply risk: An empirical study of halal food manufacturers in malaysia. *Uncertain Supply Chain Management*, 9(4), 797–810.

Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19(1), 150–154.

Cuevas, S. Von, Franco, C. A., Capistrano, R. C., & Guia, J. (2022). Exploring the potential of halal tourism through institutional analysis of halal certifiers in the Philippines. *International Journal of Religious Tourism and Pilgrimage*, 10(2), 60–77.

El-Gohary, H. (2020). Coronavirus and halal tourism and hospitality industry: Is it a journey to the unknown? *Sustainability*, 12(21), 1–26.

El Daouk, M. (2023). Introducing halal to construction supply chains in the UK's construction sector. *Journal of Islamic Marketing*, 14(10), 2385–2403.

Fernando, Y., Ahmad Jasmi, M. F., Wahyuni-TD, I. S., Mergeresa, F., Khamis, K. A., Fakhrorazi, A., & Omar, R. (2023). Supply chain integration and halal frozen meat product returns. *Journal of Islamic Marketing*, 14(5), 1369–1395.

Fujiwara, T., & Ismail, R. M. (2018). Supplier management system in Halal food supply chain: A case study approach. *International Journal of Supply Chain Management*, 7(3), 216–220.

Haleem, A., Khan, M. I., & Khan, S. (2021). Conceptualising a framework linking halal supply chain management with sustainability: an India centric study. *Journal of Islamic Marketing*, 12(8), 1535–1552.

Halkias, D., Pizzurno, E., De Massis, A., & Fragoudakis, M. (2014). Halal products and services in the italian tourism and hospitality industry: Brief case studies of entrepreneurship and innovation. *Journal of Developmental Entrepreneurship*, 19(2), 1450012.

Hall, C. M., Razak, N. H. A., & Prayag, G. (2019). Introduction to halal hospitality and Islamic tourism. In *The Routledge Handbook of Halal Hospitality and Islamic Tourism* (pp. 1–18). Routledge.

Handayani, D. I., Masudin, I., Susanty, A., & Anna, I. D. (2023). Modeling of halal supplier flexibility criteria in the food supply chain using hybrid ISM-MICMAC: A dynamic perspective. *Cogent Engineering*, 10(1), 1–28.

Harahap, Z., Riyadi, D., Permatasari, M., & Aldora, M. (2021). The influence of halal label on purchase decisions in the hospitality industry : a case study in Palembang City. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 10(3), 385–408.

Hassan, Y., & Sengupta, A. (2019). India – an untapped market for halal products. *Journal of Islamic Marketing*, 10(3), 981–1002.

Hidayati, J., Vamelia, R., Hammami, J., & Endri, E. (2023). Transparent distribution system design of halal beef supply chain. *Uncertain Supply Chain Management*, 11(1), 31–40.

Ilie, L. I., Savu, O., & Savu, C. (2016). Food safety halal products versus ordinary products with no religious provisions. *Scientific Works. Series C. Veterinary Medicine*, 62(2), 100–103.

Khan, S., Khan, M. I., Haleem, A., & Jami, A. R. (2022). Prioritising the risks in Halal food supply chain: an MCDM approach. *Journal of Islamic Marketing*, 13(1), 45–65.

Kristanto, D., & Kurniawati, D. A. (2023). Development of halal supply chain risk management framework for frozen food industries. *Journal of Islamic Marketing*, 14(12), 3033–3052.

Kurniawati, D. A., & Cakravastia, A. (2023). A review of halal supply chain research: Sustainability and operations research perspective. *Cleaner Logistics and Supply Chain*, 6, 100096.

Kurniawati, D. A., & Rochman, M. A. (2023). Two stages of halal food distribution model for perishable food products. *International Journal of Production Management and Engineering*, 11(2), 147–166.

Latif, M. A. (2020). Halal International Standards and Certification. In *The Halal Food Handbook* (pp. 205–226). Wiley.

Lestari, F., Mawardi, Diniaty, D., & Syamsurizal. (2023). SCOR model for measuring performance of halal supply chain. *International Journal of Public Sector Performance Management*, 11(3), 341–354.

Mabkhot, H. (2023). Factors affecting the sustainability of halal product performance: Malaysian evidence. *Sustainability*, 15(3), 1–20.

Majid, M. A. A., Abidin, I. H. Z., Majid, H. A. M. A., & Chik, C. T. (2016). Issues of Halal Food Implementation in Malaysia. *Journal of Applied Environmental and Biological Sciences*, 1(1), 50–56. [http://www.sciedomain.org/abstract/16772%0Ahttp://www.ncbi.nlm.nih.gov/pubmed/22692017%0Ahttp://www.halal.gov.my/v4/images/pdf/MPPHM2014BI.pdf%0Ahttp://dx.doi.org/10.1016/S2212-5671\(16\)30144-7%0Ahttp://dx.doi.org/10.1016/S2212-5671\(16\)30146-0%0Ahttp://](http://www.sciedomain.org/abstract/16772%0Ahttp://www.ncbi.nlm.nih.gov/pubmed/22692017%0Ahttp://www.halal.gov.my/v4/images/pdf/MPPHM2014BI.pdf%0Ahttp://dx.doi.org/10.1016/S2212-5671(16)30144-7%0Ahttp://dx.doi.org/10.1016/S2212-5671(16)30146-0%0Ahttp://)

Marzuki, S. Z. S. (2012). Understanding restaurant managers' expectations of halal certification in Malaysia. In *Report from Doctoral of Philosophy of Commerce in Management*.

Marzuki, S. Z. S., Hall, C. M., & Ballantine, P. W. (2013). Sustaining halal certification at restaurants in Malaysia. In *Sustainable Culinary Systems* (pp. 270–288). Routledge.

Miskam, S., Othman, N., Ab Hamid, A., Nazirah Syed Ager, S., Abdullah, M., Mohd Shahwahid, F., Abdul Wahab, N., & Saidpuddin, W. (2015). An analysis of the definition of halal: Shari'ah Vs Statutes. *World Academic and Research Congress*, 9–10.

Mohamed, Y. H., Abdul Rahim, A. R., & Ma'aram, A. (2020). The effect of halal supply chain management on halal integrity assurance for the food industry in Malaysia. *Journal of Islamic Marketing*, 12(9), 1734–1750. <https://doi.org/10.1108/JIMA-12-2018-0240>

Moher, D., Liberati, A., Tetzlaff, J., & Altman, D. G. (2009). Preferred reporting items for systematic reviews and meta-analyses: The PRISMA Statement. *PLoS Medicine*, 6(7), e1000097.

Mujar, N. A., & Hassan, N. (2014). The economics of halal industry. In *Skudai: Universiti Teknologi Malaysia*. Universiti Teknologi Malaysia.

Najmi, A., Ahmed, W., & Jahangir, S. (2023). Firm's readiness for halal food standard adoption: assessing the importance of traceability system. *Journal of Islamic Accounting and Business Research*, 14(8), 1451–1473.

Nawi, N. M., Basri, H. N., Kamarulzaman, N. H., & Shamsudin, M. N. (2023). Consumers' preferences and willingness-to-pay for traceability systems in purchasing meat and meat products. *Food Research*, 7(1), 1–10.

Nazaruddin, L. O., Gyenge, B., Fekete-Farkas, M., & Lakner, Z. (2023). The future direction of halal food additive and ingredient research in economics and business: a bibliometric analysis. *Sustainability*, 15(7), 1–40.

Ngah, A. H., Thurasamy, R., Mohd Salleh, N. H., Jeevan, J., Md Hanafiah, R., & Eneizan, B. (2022). Halal transportation adoption among food manufacturers in Malaysia: the moderated model of technology, organization and environment (TOE) framework. *Journal of Islamic Marketing*, 13(12), 2563–2581.

Pamukcu, H., & Sariisik, M. (2021). Suggestions for standardization of halal tourism in hospitality industry. *Journal of Islamic Marketing*, 12(2), 389–407.

Qaddhat, R., Attaalla, F., & Hussein, M. M. (2016). Halal tourism: evaluating opportunities and challenges in the Middle East “Jordan and Egypt.” *Journal of Faculty of Tourism and Hotels, Fayoum University*, 10(2), 377–390.

Razak, N. H. A., Michael Hall, C., & Prayag, G. (2019a). Malaysian accommodation providers' understanding of halal hospitality. In *The Routledge Handbook of Halal Hospitality and Islamic Tourism* (pp. 70–82).

Razak, N. H. A., Michael Hall, C., & Prayag, G. (2019b). Understanding halal hospitality. In *The Routledge Handbook of Halal Hospitality and Islamic Tourism* (pp. 21–52).

Slamet, Abdullah, I., & Laila, N. Q. (2022). The contestation of the meaning of halal tourism. *Heliyon*, 8(3), e09098.

Subrahmanyam, S., Arif, S. A. F., & Ameen, C. A. H. (2023). Economy pricing strategy and customer retention – an analysis. *Res Militaris*, 13(1), 364–379.

Sulaiman, S., Aldeehani, A., Alhajji, M., & Aziz, F. A. (2021). Development of integrated supply chain system in manufacturing industry. *Journal of Computational Methods in Sciences and Engineering*, 21(3), 599–611.

Sumarliah, E., Li, T., Wang, B., Khan, S. U., & Khan, S. Z. (2023). Blockchain technology adoption in Halal traceability scheme of the food supply chain: evidence from Indonesian firms. *International Journal of Emerging Markets*, 1–19.

Tan, A., Gligor, D., & Ngah, A. (2022). Applying Blockchain for Halal food traceability. *International Journal of Logistics Research and Applications*, 25(6), 947–964.

Thomson Reuters. (2016). *Halal Food and Lifestyle Market to reach US\$ 3.7 Trillion*

by 2019: Report. WAM/DUBAL.

Trifu, A., Smîdu, E., Badea, D. O., Bulboacă, E., & Haralambie, V. (2022). Applying the PRISMA method for obtaining systematic reviews of occupational safety issues in literature search. *MATEC Web of Conferences*, 354, 1–8.

Tseng, M. L., Ha, H. M., Tran, T. P. T., Bui, T. D., Lim, M. K., Lin, C. W., & Helmi Ali, M. (2022). Data-driven on sustainable food supply chain: a comparison on Halal and non-Halal food system. *Journal of Industrial and Production Engineering*, 39(6), 430–457.

Tumiwa, R. A. F., Ningsih, G. M., Romarina, A., Setyadjit, Slamet, B., Waruwu, E., Ie, M., & Utomo, Y. T. (2023). Investigating halal food Supply chain management, halal certification and traceability on SMEs performance. *Uncertain Supply Chain Management*, 11(4), 1889–1896.

Usman, I. (2020). Halal supply chain management practice model: A case study in evidence of halal supply chain in Indonesia. *International Journal of Innovation, Creativity and Change*, 11(11), 440–451.

Ustadi, M. N., Osman, S., & Rasi, R. Z. (2020). Perception of non-muslim manufacturers towards halal food supply chain in Malaysia. *International Journal of Innovation, Creativity and Change*, 10(11), 430–440.

Walker, A. D. M. (1978). The ideal of sincerity. *Mind*, 87(348), 481–497.

Wong, M. S. M. A., Hussin, Z. I., & Moidin, S. (2023). Implementation of halal logistics in halal pharmaceutical industry: a study on halal warehouse system in pharmaniaga lifescience. *Global Journal Al-Thaqafah, Special Issue*, 90–103.

Yaacob, Z. (2014). The link between quality management and Muslim customer satisfaction. *International Journal of Business and Society*, 15(1), 81–96.