

Review Article

Emerging Influential Factors in Malaysia's Halal Industry Development Ecosystem: A Story from Systematic Literature Review and Bibliometric Study

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ABSTRACT

This study aims to review and analyse key factors influencing the growth of Malaysia's halal industry by looking at research from 2019 to 2023 using Scopus data. The goal is to better understand the factors shaping the development of the halal industry in Malaysia. The study uses a Systematic Literature Review (SLR) and bibliometric analysis (BA) to carefully review current research. It follows the PRISMA Protocol, which involves steps like identifying, screening, and evaluating relevant studies. The findings highlight that (1) sustainability has been a major focus in halal industry research over the past five years; (2) in addition to sustainability, halal policy and halal brand management have been frequently studied; (3) research on halal policy covers topics like certification, standards, and supply chains, and; (4) halal brand management research focuses on stakeholder management, brand loyalty, brand positioning, and culture. This study contributes by summarising and organising key terms and factors that influence the development of Malaysia's halal industry. It suggests that future research should use methods from different fields to explore emerging topics. Finally, this review offers insights and recommendations for future research and industrial players by identifying factors that either connect or disconnect within the halal industry ecosystem.

Keywords: Bibliometric, Halal industry, systematic literature review, thematic study, VosViewer Online

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INTRODUCTION

The halal industry has now ventured into other industries besides food and drink, including pharmaceuticals, cosmetics, tourism, and logistics. As the demand for

halal food items is constantly rising, the halal food business continues to expand. Over two billion Muslims worldwide consume halal foods, which are observed to have the highest standards of hygiene, which are paramount for maintaining good health and safety standards. Halal foods have also drawn non-Muslim consumers, as people of all faiths increasingly choose to follow halal standards and are becoming more concerned with the quality and safety of their food (Abdallah et al., 2021).

According to the State of the Global Islamic Economy Index, Malaysia has held the top spot in the global Halal food market for nine years (*State of the Global Islamic Economy*, 2022). All halal exports in 2022 were RM 59.46 billion, representing 7.4% of the country's gross domestic product (GDP). According to Bernama (2023), the Malaysian Halal Food Industry will increase to US\$ 113.2 billion (RM500.17 billion) by 2023 and contribute 8.1% to the country's GDP by 2025. As of 2021, there were about 200,000 businesses in the halal food industry.

According to Business Today (Harinderan, 2023), the Halal food industry received \$3.97 billion in investments between 2020 and 2021. These included financial commitments to Halal food technology platforms, including cloud kitchens and online cloud delivery apps. Particularly, the fast-moving consumer goods (FMCG) industry, which supplies packaged foods, beverages, toiletries, and cosmetics, has drawn a lot of interest. The Saudi Arabian Food Organisation

(C3 Arabia) and the investment firm (WK Holding) have joined forces and plan to invest \$200 million in the official launch of 500 stores over the next few years (C3 Arabia, 2021). Sainsbury will export more than 12,000 FMCG goods from the UK to the Middle East and Africa through its newly operating port at Oman's Sohar Port.

The Malaysian food industry has also been drawing sizable international investments. Tyson Foods, a US-based meatpacking company, recently paid \$104 million for a 49% stake in the poultry division of Malayan Flour Mills (The Star, 2021). Another US-based business, Johnsonville LLC, recently acquired PrimaBaguz, a Malaysian business-to-business (B2B) processed meat company (Best, 2020). This is a major development in the halal food industry's current state and its anticipated future expansion as the business venture continues to surge and gain acceptance. If the current pace of development in the market continues, a stable process of globalisation of trade in separate segments of commodity markets will show a steady development. Hence, competition is no longer limited within national borders. As halal standards have become a global standard, the ecosystem is developing standards akin to those of all Muslims as well as non-Muslims. This presents several challenges for the halal industry, such as coming up with a globalised identity and promotional strategies.

All the mentioned developments in the Halal industry have drawn significant importance to understanding the

phenomena. Thus, this paper aims to present an extensive review of literature that highlights the factors that influence Malaysia's Halal industry development ecosystem operating in the Halal sector. Although research is abundant in the mentioned field, a comprehensive examination of these findings is often overlooked. By identifying and categorising the critical factors contributing to halal businesses' success, this paper intends to provide valuable insights for organisations operating in the halal industry, as well as those interested in expanding their operations in this sector. Furthermore, this article will review the various factors that impact businesses in different sectors of the halal industry, highlighting the unique challenges and opportunities that each sector presents. This research also aims to address a significant gap in the literature by offering a systematic evaluation that focuses on factors influencing the development ecosystem in the Halal industry. This area needs more attention because most past studies have concentrated on halal chain management and halal certification (Ab Talib et al., 2016; Omar et al., 2015).

A literature review was conducted on the factors that affect the performance of organisations in various Halal businesses. This study focuses on the key factors that aid stakeholders in achieving successful organisational performance in the halal industry. The objective of this study is to present a comprehensive analysis of the factors that influence Malaysia's Halal industry ecosystem in the Halal sector.

METHODOLOGY

The ever-emerging discipline of social sciences received significant assistance from the systematic literature review. The review provided high sensitivity, specificity, and accuracy in identifying duplicate studies and optimising reviewers' time and effort (Escaldelai et al., 2023).

Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) were used in this study to ensure transparency and reproducibility. PRISMA provides a structured approach to conducting and reporting systematic reviews and meta-analyses. This increases the reliability of the findings and helps reduce bias (Moher et al., 2009). PRISMA also improves the quality and comprehensiveness of reviews. Using PRISMA in this study helps ensure that all relevant studies are considered, which enhances the comprehensiveness of the review (Page et al., 2021). In this study, PRISMA is instrumental in summarising all articles that have been included, and it helps in synthesising the included articles for drawing generalisable conclusions (Shamseer et al., 2015.)

This research examines the factors affecting the performance of organisations adopting PRISMA as a systematic literature review methodology. According to Cavalcante and Tomasetti (2020), this methodology has its roots in the field of social science research. Systematic Literature Reviews (SLR) provide a more accurate and reliable approach for determining pertinent studies within a specific subject matter than conventional

literature reviews, which rely on manual article selection. SLR ensures a high-quality approach that allows comprehensive design, incorporating a structured search strategy, predetermined criteria for including or excluding studies, and a content analysis procedure conducted by multiple reviewers. A systematic review facilitates the selection of appropriate literature by screening a substantial quantity of research papers at first, prior to narrowing it down to fewer ones that address and concentrate on the subjects of this study. The approach and results of a systematic review can also be objective, repeatable, and reliable (Perez et al., 2020).

In this study, the systematic review aims to answer one research question: What are the important factors in the halal industry's development ecosystem? Therefore, the main objective of this study is to identify the factors that significantly affect the industry's ecosystem. Additionally, the subsequent section explores the justification for conducting this systematic review and offers a defence of the approach taken to answer the research question. The systematic review process and academic literature review allow the researcher to locate, select, and rate significant research. Finally, these discussions and arguments can bridge the knowledge gap and improve organisational performance within the Halal industry, as discussed in the concluding part, followed by appropriate recommendations.

As confirmed by prior studies (Bartolini, 2019; Huang et al., 2020; Linnenluecke et al., 2020; Puspitarini et al., 2023), this study

applies a methodical assessment of current literature along with bibliometric analysis. The PRISMA Protocol, which includes critical phases including identification, screening, eligibility evaluation, and inclusion criteria, serves as the foundation for this project (Page et al., 2021). As observed in earlier studies (Donthu et al., 2021; Huang et al., 2020), the procedural trip begins with designing research objectives, drafting research queries, and implementing thorough search techniques for data collection. This study seamlessly integrates the systematic phases of an SLR and Bibliometric Analysis (BA) with formulating research questions, developing search strategies for data acquisition, and the subsequent analytical evaluation. This review is organised by thoroughly searching for relevant datasets from the top down.

Integrating the SLR and BA approaches has become a widely accepted standard in the field of academic research. It has the potential to improve ongoing research in several areas, including sustainable global sourcing (Jia & Jiang, 2018), supply chain financing (Xu et al., 2018), green warehousing (Bartolini, 2019), and research methodology (Linnenluecke et al., 2020). However, research that concentrates primarily on obtaining a comprehensive literature review and bibliometric analysis of the factors influencing the growth of the Halal industrial ecosystem is noticeably lacking. As a result, the purpose of this research is to summarise, synthesise, and conduct a visual interpretation of studies that address factors associated with the

growth and performance of the Halal industrial ecosystem. The implementation of bibliometric visualisation analysis (BVA), a quantitative method used to analyse and illustrate bibliographical knowledge, complements this thematic systematic review and offers significant insights into the relationships and patterns found in journals or articles (Gorji et al., 2019; Huang et al., 2020).

While bibliometric analysis is a powerful tool for understanding publication trends, using it as the sole method in a study, especially one as complex as the development of Malaysia's halal industry ecosystem, has clear limitations. It focuses primarily on counting citations and keywords, offering only a surface-level view of research trends without capturing the deeper context or nuances of the subject (Linnenluecke et al., 2020). This can lead to a bias toward established studies, potentially overshadowing newer, innovative research (Jia & Jiang, 2018). Moreover, bibliometric analysis does not explore the theoretical or conceptual intricacies necessary to understand topics like sustainability or halal certification in depth. The tool also relies heavily on the scope of the database used, which may not include all relevant works, potentially skewing the results (Linnenluecke et al., 2020). Finally, it is difficult for bibliometric methods to address more human factors, such as the perceptions of stakeholders or the cultural and regulatory challenges within the halal industry. A richer understanding would come from blending quantitative data with qualitative insights,

such as interviews or case studies, to better grasp the full picture of this evolving industry.

Strategic Literature Search

The review was executed in a systematic manner, observing every step in the SLR process. This process was performed by employing the procedural framework established at an early planning phase, drawing on knowledge from past studies (Cooper et al., 2018). For this study, a dataset spanning five years was deemed sufficient. This is also due to the expanding growth rate of the global Muslim population within these five years, which indicates a rise in Halal product consumption (Aulia & Azizah, 2023). The Scopus dataset was chosen as the source for analysis and study because of its wide coverage, data integrity, dependability, and conformance with accepted standards for publication ratings (Baas et al., 2020).

The following chronological order was observed for the dataset collection process: (1) logging onto Scopus.com, (2) entering the search terms listed in Table 1 into the appropriate search fields, which included the title, abstract, and keywords (halal, industry, halal industry, halal market, business, trade, commerce, factors, elements, characteristics, components, facet, aspect, development, growth, and evolution), (3) articles and reviews are included in the list of acceptable document types, (4) selecting the publication year between the years of 2011 and 2020, and (5) 89 articles and reviews from the search formed the dataset.

Table 1
The Scopus search query for SLR and BA

Search Query	Search Area
TITLE-ABS-KEY (("halal") AND ("industr*") OR ("halal industr*") OR ("halal market") OR ("business") OR ("trad*") OR ("commerce") AND ("facto*") OR ("elemen*") OR ("characteristi*") OR ("componen*") OR ("face*") OR ("aspec*") AND ("develo*") OR ("gro*") OR ("evolv*")) AND PUBYEAR > 2018 AND PUBYEAR < 2024 AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "SOCI") OR LIMIT-TO (SUBJAREA , "ECON") OR LIMIT-TO (SUBJAREA , "ARTS")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (AFFILCOUNTRY , "Malaysia"))	Title, abstract and keywords

The data was gathered in Comma Separated Values (CSV) format and entered into Mendeley, the reference manager. Subsequently, data in a CSV file was displayed using the Vosviewer software for BA analysis. The ensuing process involved screening or document extraction by applying the inclusion and exclusion standards established during the earlier identification phase.

Inclusion and Exclusion Criteria

At this stage, all articles and reviews were screened (extracted) to identify the data suitable for SLR analysis. The selection criteria are presented in Table 2.

The selection process based on these exclusion and inclusion criteria has resulted in the final 27 articles for the next eligibility assessment.

Quality Assessment for Eligibility

The articles selected will be assessed using the following quality assessment criteria questions:

- (a) Is the journal article’s topic relevant to the focus of this study?
- (b) Does the journal article extensively discuss key factors in the halal industry’s development ecosystem?

Next in the selection process, for the question listed above, each article will

Table 2
Exclusion and inclusion criteria

No.	Exclusion Criteria	Excluded Result
1	Articles not within the Malaysian context	11
2	Articles not addressing related topics within the Halal industry development ecosystem	5
3	Conceptual articles	1
No.	Inclusion Criteria	Exclude Result
1	Full-text articles on important factors in Malaysia’s halal industry development ecosystem	3

be labelled with a response in the table as follows: 'Y' for 'yes' (if it addressed the questions), and 'N' for 'no' (if it did not address the questions). Twenty-seven articles went into full synthesis after the eligibility stage.

Identification

The articles were systematically searched using strategic search strings to identify relevant articles for this study. No article duplication was found in the article dataset, and forty-seven articles were screened in the second stage to determine inclusion and exclusion criteria. The criteria for inclusion included limiting the search to journals that cover the Malaysian context and excluding other types of publications, such as systematic reviews, meta-analyses, and conference proceedings. The articles selected for this study discussed the factors affecting the development of the Halal ecosystem in Malaysia, and one conceptual article was excluded to ensure that the discussion was based on empirical findings. A total of eighteen articles were excluded based on the inclusion and exclusion criteria.

Screening

A total of forty-seven articles were selected for the second stage, which involved screening. During this phase, titles, abstracts, and content of the articles were scrutinised to ensure that they met the inclusion criteria and were relevant to the study. After the screening, twenty-seven articles were excluded as they did not focus on findings related to the social sciences, were not based

on empirical procedures, and did not focus on the development of the Halal ecosystem in Malaysia. The remaining twenty-seven articles were deemed suitable for the study and represent various sectors of Malaysia's Halal industry development, which is the context that this study aims to explore using an empirical technique.

Quality Assurance

All chosen articles were subjected to a quality control procedure to ensure the fairness of the selection process. The PRISMA checklist was employed by an assorted panel of specialists from the domains of halal study, organisational communication, and brand study to scrutinise all the articles that were shortlisted for evaluation. Three experts were selected from these fields to evaluate the articles. For an article to be considered for the meta-analysis process, the quality assurance committee members need to reach a consensus. Any disagreements were thoroughly discussed to determine the validity of the articles in question. This process was crucial in ensuring that the selected articles met the specified criteria. Once all evaluating committee members agree, the final set of articles is confirmed, thus solidifying the justification for their inclusion. The quality control process was instrumental in establishing the validity of the selected articles (Shaffril et al., 2019).

Figure 1 shows the steps for selecting documents for the systematic literature review (SLR) and background analysis (BA). First, in the identification stage, all documents were gathered through an

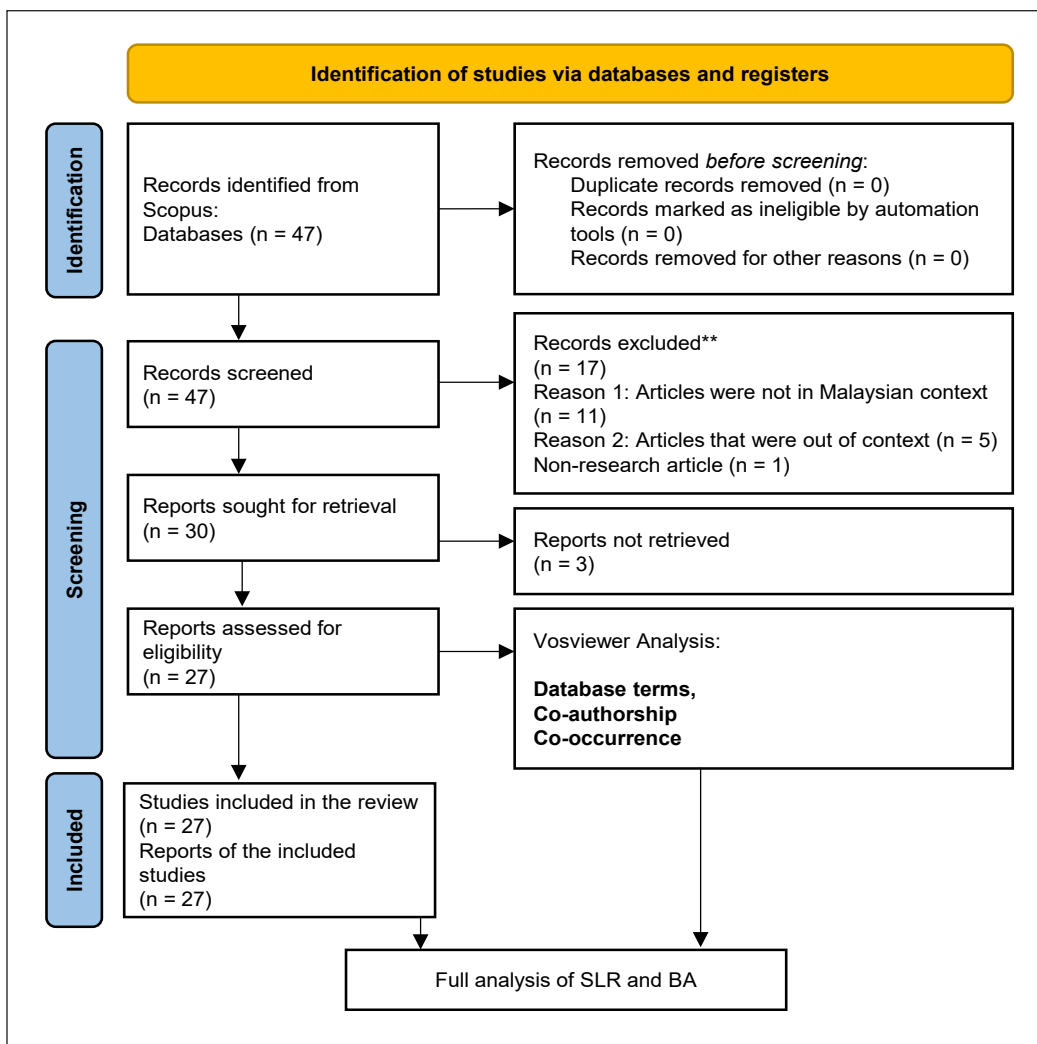


Figure 1. The review protocol of the article’s selection in the study

advanced search on Scopus using specific search terms and clear inclusion and exclusion criteria. This step helped set the study’s focus. Then, the search on Scopus targeted journal articles from 2019 to 2023 that explored factors in the development of Malaysia’s Halal industry, yielding thirty articles. After screening, three articles were removed due to unavailability, leaving

twenty-six suitable for BA with VOSviewer and thematic analysis for SLR. The findings from both analyses are discussed in detail in the results section.

Analysis Software (Tools)

Version 1.6.19 of VOSviewer, a visualisation tool created by the University of Leiden’s Centre for Science and Technology Studies

(CWTS; Traag & Waltman, 2019), was used to map and analyse the data available on the VOSviewer website. This tool is widely used for visualising bibliometric networks and metadata, such as titles, authors, journals, abstracts, and keywords. The latest version of VV Online comes with a shared menu that enables readers to explore the visualisation results interactively and independently.

RESULTS AND DISCUSSION

Out of 74 articles extracted based on the research questions identified, 36 were analysed in full text. The following data analysis presents visualisations and descriptions of the results in the order of the determined research questions.

Publication Development over Time in the Scopus Database

The publication development over the course of all twenty-seven articles is shown in Table 3.

Table 3
The number of articles published each year

Year	Frequency	Percentage
2019	5	18.5
2020	5	18.5
2021	5	18.5
2022	4	14.9
2023	8	29.6
Total	27	100

It shows the number of Scopus-indexed documents on the development of Malaysia's Halal industry ecosystem. The

number of studies was consistent from year to year. A slight decrease was observed in 2022, but research reached its peak in 2023. From 2019 to 2023, the number of articles continued to increase. The highest number of documents was found in 2023 ($n = 8$), while the year 2022 has the least amount of paperwork ($n = 4$). The consistent amount of research conducted until 2023 indicates that research on the development of Malaysia's Halal industry ecosystem is crucial and aligns with the vision and direction of the government.

The network visualisation is used to explore research on the development of Malaysia's Halal industry ecosystem. In network visualisation, interrelated terms are presented in previous studies. The visualisation consists of twenty-one clusters, 664 items, 11853 links, and 18782 total link strengths.

The various colours in Figure 2 show the dominant notes of the clusters of terms. The word "manufacturer" is linked with both "traceability system" and "model." The online VV tool helps readers observe the visualisation, which can aid future researchers in conducting independent studies to discover new research concepts by examining connected and undiscovered networks. Researchers can employ the map to investigate new ideas or concepts integrating established and diverse subjects. Future researchers are advised to select themes with non-networked keywords (i.e. "marketing" and "basic need") based on these results.

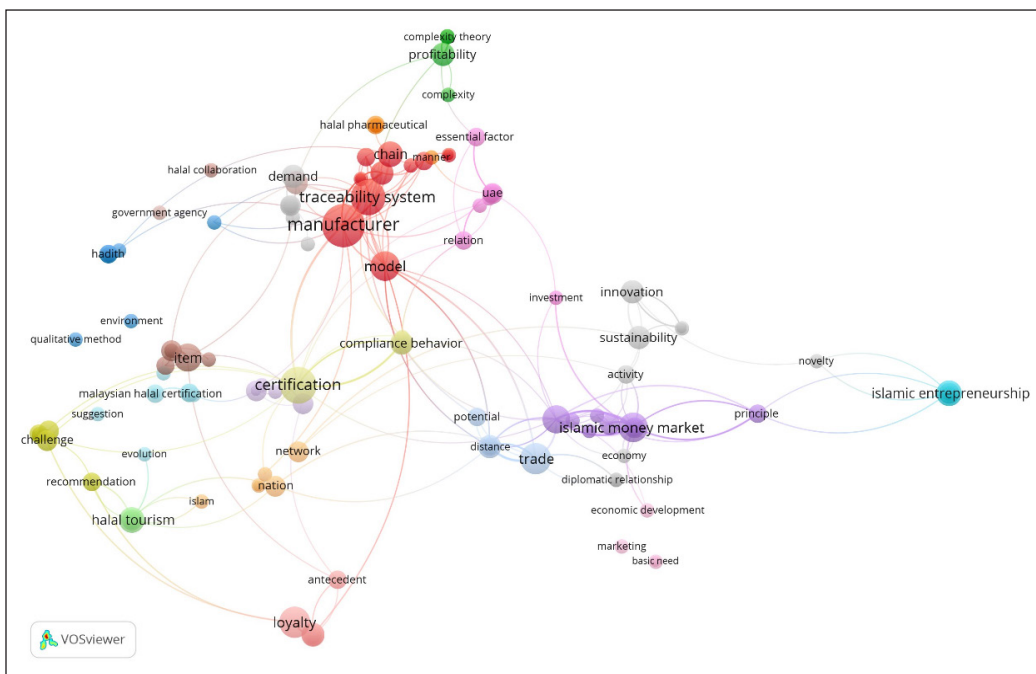


Figure 2. Dominant nodes cluster in this study

Co-authorship Visualisation Analysis

The twenty-seven articles were analysed using VV. Vosviewer allows for adjusting the number of authors' minimum works to be displayed. Before visualising the dataset on the map, Vosviewer asks if the authors have a connection, with a "Yes or No" answer. "Yes" means only the author has a relationship or connection with each other, as indicated by the single large circle in the visualisation, representing the author as a top author. In this study, the researcher chose not to include co-authorship relationships, as indicated by the "No." selection to complete the analysis. Finally, the visualisation was generated and is presented in Figure 3.

The visualisation network sharing available in the latest version of VV allows readers to access the visualisation

interactively. This visualisation displays the names of authors with at least one document and shows their connections in circles and links. Ninety-six authors, thirty-six clusters, and 113 links are displayed in the visualisation. The size of the circle represents the centre of each cluster.

The authors with the highest citations are Hew et al. (2020), with sixty-seven citations. If the numerical value suggested by Vosviewer is increased, the number of authors who satisfy the criterion will decrease, and vice versa. Therefore, it is imperative for researchers to determine the minimum number of works an author should display. Several interconnected names in a cluster signify that the authors are collaborating. Consequently, this presents opportunities for collaboration with writers

who have not yet established a wide-ranging network. When many names are clustered together, it indicates that they are cooperating, and this results in writing opportunities being distributed globally and not yet having established a significant network.

The study's co-authorship visualisation analysis offers insights into collaborative trends among researchers in the field of halal industry development. Using VOSviewer software, a network map was generated to represent the connections among authors based on shared publications. This visualisation highlights prominent researchers within the network and reveals

those who are more engaged in collaborative work.

An important outcome from the analysis is the identification of distinct author clusters, which indicates that certain researcher groups are forming collaborative networks, likely due to shared research interests or geographical closeness. These clusters are beneficial for advancing knowledge in targeted areas of the halal industry, as they allow researchers to pool their expertise to address complex challenges more efficiently. This collaborative environment encourages the exchange of ideas, which can lead to new approaches and more in-depth studies.

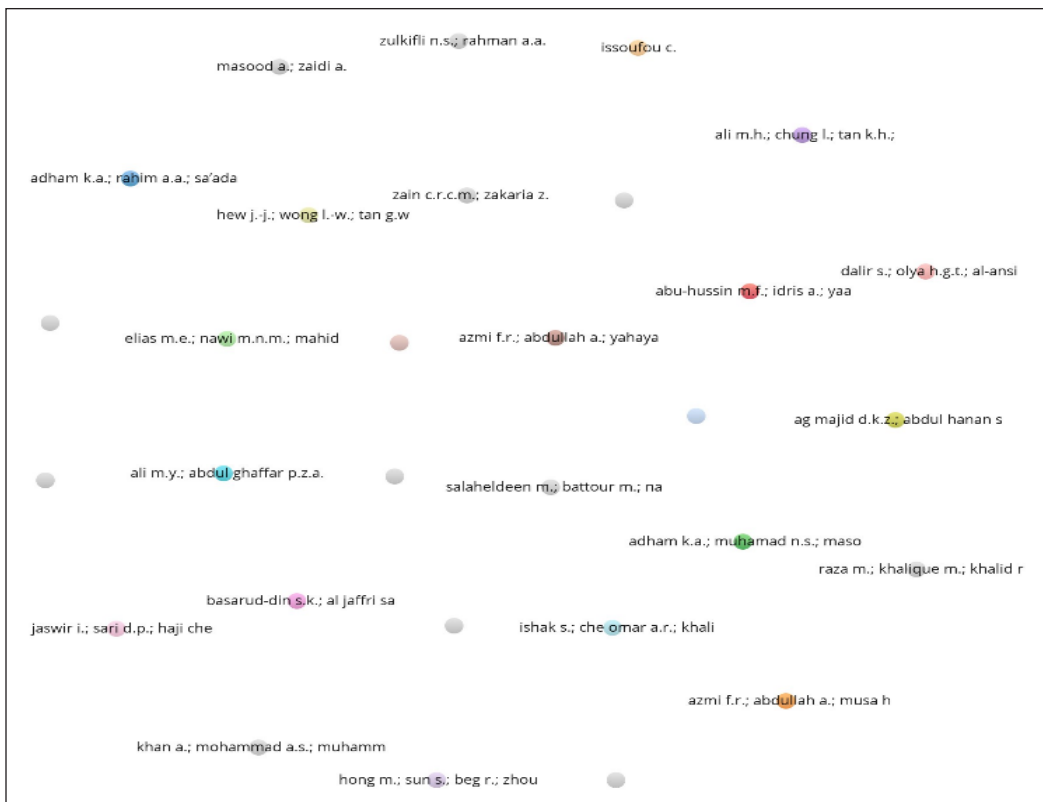


Figure 3. Network visualisation of co-authorship

The analysis further identified differences in connectivity levels among authors within the network. Certain researchers seem to work more independently, showing fewer connections to others. This limited interaction may reduce their access to interdisciplinary research opportunities and innovation, which frequently benefit from collaborative engagement. For these less-connected authors, joining collaborative efforts could potentially enhance their research influence and relevance within the halal industry.

It is important to note that the analysis deliberately omits certain co-authorship relationships based on researcher selection. As a result, while the visualisation offers a valuable overview, it may not entirely represent the complete co-authorship landscape within the halal industry. Additional researchers and collaborative efforts may be beyond those displayed in the present network, indicating that a broader analysis could offer a more thorough understanding by encompassing all potential connections.

Co-occurrence Analysis of Authors' Keywords

Figure 4 illustrates the outcome of a co-occurrence analysis performed on the keywords present in the studies. Out of the 123 keywords that met the criteria of being mentioned at least once in the Scopus dataset between 2019 and 2023, the author selected those that appeared at least once due to the restricted number of articles in the dataset. This analysis furnishes a broader perspective on new research ideas, and the visualisation allows for online mapping, enabling readers to explore new research ideas by examining connected or unconnected networks independently.

Utilising VOSviewer, the co-occurrence examination of authors' keywords offers a comprehensive insight into the primary themes and subjects that scholars emphasise within the halal sector. This investigation pinpoints the most commonly employed keywords in scholarly publications and underscores their frequency of joint appearance in research. Consequently,

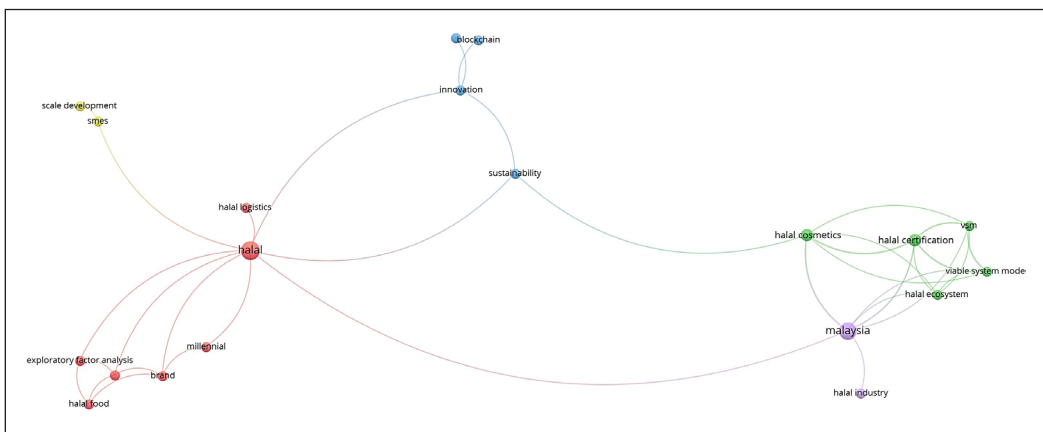


Figure 4. Co-occurrence visualisation author keywords

this aids in comprehending the principal areas of interest within the field and the interconnections between various topics.

The examination reveals that “*halal*” emerges as the most prevalent and pivotal term in halal industry research. While this is expected given the field’s focus, the significance lies in how this keyword interrelates with others, illuminating key research areas. For example, “sustainability” appears as a prominent keyword frequently occurring alongside “halal” in numerous studies. This implies that researchers are increasingly associating halal industry practices with sustainability initiatives, suggesting a growing recognition of the necessity for sustainable approaches in halal-related enterprises, such as food production, logistics, and product certification.

The term “*innovation*” emerges as another crucial keyword linked to both “*halal*” and “*sustainability*.” This connection indicates a drive to discover novel approaches for enhancing halal practices whilst maintaining environmental friendliness and social responsibility. It demonstrates that the halal sector is not merely adhering to conventional methods but is actively seeking cutting-edge solutions to contemporary challenges, such as employing technology for halal certification and safeguarding the authenticity of halal products in global supply networks.

Alongside sustainability and innovation, the analysis underscores keywords like “halal cosmetics” and “*halal logistics*,” revealing these as particular areas of burgeoning interest within the

broader halal industry. The emphasis on cosmetics implies growing attention to ensuring non-food items, including beauty and personal care products, also comply with halal standards. Concurrently, “*halal logistics*” suggests that researchers focus on how halal goods are stored, transported, and delivered to consumers, ensuring adherence to halal guidelines throughout the supply chain.

The co-occurrence analysis also highlights emerging topics that have yet to be thoroughly explored. For instance, the keyword “*blockchain*” appears in relation to “*innovation*,” indicating that researchers perceive potential in utilising blockchain technology to enhance transparency and traceability in the halal supply chain. However, this subject has not been extensively researched, presenting an opportunity for future studies to investigate how blockchain can be employed to improve halal certification processes and consumer confidence.

In summary, this co-occurrence analysis provides a clear overview of the key themes driving contemporary research in the halal industry. It reveals a strong focus on sustainability, innovation, and specific sectors such as cosmetics and logistics. Furthermore, it identifies emerging topics like blockchain that show promise for future investigation. This analysis offers valuable insights into the direction of the field and suggests areas where researchers and industry stakeholders could concentrate their efforts to meet the evolving demands of the halal market.

A comprehensive search resulted in the discovery of forty-seven relevant studies, which were systematically evaluated. Following this process, a total of twenty-seven articles were ultimately selected for thematic synthesis. The table below details the findings of each study. Furthermore, a thorough narrative summary is essential to provide readers with a clear understanding of the key themes and discoveries presented in the chosen articles.

Table 4 explains the findings in all selected articles from the thematic study through SLR. Summarising the findings is fundamental to offering readers a better understanding.

In Table 4 and Table 5, all articles were pooled based on publish date, along with the themes and sub-themes of all findings.

This article presents a systematic literature review using thematic analysis and network visualisation of twenty-seven articles on the key factors in the halal industry's development ecosystem. The study describes, analyses, and summarises the scope of discussions related to this research field. It was found that the studies' discussion revolved around sustainability as the epicentre of the study. Our analysis shows sustainability as a focal point, anchoring other themes identified in this SLR and BA. Innovation and activities in the halal industry were correlated with sustainability factors. This indicates that the Halal industry is consistently operating businesses that are in line with the Sustainable Development Goals (SDGs). This will open a new frontier for future researchers to explore more

possibilities for sustainable practices and management in the halal industry ecosystem. Sustainability, certification, Halal standards, performance, warehouse, and identity values were the themes that became the largest themes studied in the most recent years (2022 and 2023). Certification, Halal standards, performance, warehouse, and identity shared the sub-themes as follows: (1) legal, (2) politics, (3) knowledge, (4) stakeholders, (5) challenges, (6) business, (7) spiritual, (8) practices, and (9) culture.

The SLR and BA analyses contributed to identifying themes and sub-themes from previous studies, (2) exploring and integrating the previous research areas into the new practices and environment in Halal businesses, (3) visualising the interconnection between the keywords in selected articles by visualisations of author keywords, and (4) generating the topic network in the research area to facilitate more advanced discussions pertaining to the Halal industry ecosystem.

As one of the biggest global industries, a strategic development ecosystem is paramount for the halal industry. Efforts to internalise the value of sustainability into the halal business ecosystem through its strategic management effort are vital (Karia & Asaari, 2016). The implementation of the Halal certification programme and blockchain technology is a promising area for innovation and collaboration by local authorities, industrial organisations, and key consumers. This could potentially drive growth in fair trade, ethical business practices, green animal husbandry,

Table 4
Summarisation of findings

Authors	Findings
Abu-Hussin et al. (2021)	The prevalence of "Islamic commercial brands" in most interactions indicates that the religious element remains relevant despite the political and economic factors.
Jaswir et al. (2023)	Most food companies in Malaysia have yet to understand the significance of implementing the Halal Food Standard (HFS) despite the Malaysian Government's goal of achieving its HFS MS1500.
Ag Majid et al. (2021)	The level of concern for halal, understanding of halal, and perception of halal logistics all directly impacted consumers' willingness to pay for halal logistics services. Furthermore, consumers' awareness of halal logistics played a significant role in their willingness to pay as long as their perception of halal logistics was favourable.
Zulkifli & Rahman (2019)	The five external factors of government pressure, supplier pressure, customer pressure, competitor pressure, and government support are found to have a significant relationship with the adoption of Halal certification among cosmetic manufacturers in Malaysia.
Hew et al. (2020)	Manufacturers who adopt a comprehensive Halal orientation strategy will be better prepared to handle the institutional pressures that demand participation in a traceability system. In response to these pressures, manufacturers will evaluate the technological features of the system and determine their level of interest. Subsequently, manufacturers with a favourable perceived desirability will opt to join the system.
Azmi et al. (2020)	The perception of food manufacturers with regard to the potential business benefits they expect to reap is a crucial factor in the adoption of the Halal Food Supply Chain. Halal integrity is the second factor that motivates companies to adopt this supply chain, followed by organisational readiness, which drives the adoption.
Zainudin et al. (2020)	The three dimensions of the Halal brand—personality excitement, sophistication, and righteousness—have a strong correlation with brand loyalty.
Jaafar et al. (2021)	An examination of qualitative data from 38 port stakeholders in southern Malaysia indicates that the establishment of a halal-friendly sustainable port could support the pursuit of sustainable practices. The results of the focus groups confirm that four key elements are crucial for the effective implementation of a Halal-Friendly Sustainable Port (HFSP): (1) a dedication to separation and halal protocols, (2) the implementation of proper sanitation practices in port operations, (3) the identification of halal control points, and (4) the monitoring of the halal status of cargo.
M. Y. Ali et al. (2022)	The trading partners' strong economic standing (gross domestic product) boosts halal trade, and distance does not impact the volume of halal food exports. Furthermore, Malaysia has the potential to export only a limited number of food commodities to key halal markets.
Salaheldeen et al. (2023)	The following four dimensions can impact the success of a halal market: Islamic success, economic success, social success, and environmental success.
Harun et al. (2023)	Two internal challenges that Halal auditors face when presenting Halal certification are the documentation process and the status of raw materials or ingredients. This research has revealed the problems in these areas and three other external obstacles that fall outside the scope of the Halal audit, including customer issues, a lack of equipment, and time allocation.
Nizam et al. (2019)	The following are some key factors that impact the globalisation of the halal food industry: (1) Halal certification, (2) Halal logistics, and (3) Trade barriers.

Table 4 (continue)

Authors	Findings
M. S. S. Ali et al. (2021)	The study indicates that social media networks are crucial for marketing strategies. Social media has a significant impact on enhancing brand positioning and differentiation. Furthermore, the study shows that new digital marketing trends meet basic marketing needs, such as generating sales, and create opportunities for small and medium-sized enterprises (SMEs) in the halal food industry to grow and succeed.
Raza et al. (2023)	The study found that there are two key themes that contribute to the positive business performance of Halal SMEs, which are: (1) ethical business practices such as trustworthiness, honesty, and truthfulness, and (2) the spiritual aspects of Islamic entrepreneurship, including <i>taqwa</i> , having good intentions, and respecting religious obligations.
Adham et al. (2022)	The study found that there are four factors that have an impact on the establishment and success of the Malaysian halal certification system. These are (1) the legal framework and policies for developing the halal industry, (2) the government's commitment to supporting the religious practices of its citizens and investing in centralised management and enforcement of halal standards, (3) knowledge of Islam and true halal practices within the central authority, and (4) the active involvement of consumers who demand the integrity of halal practices.
Elias et al. (2019)	The R^2 value of the research model is 0.724, indicating that the halal industry, halal collaboration, and halal international logistics can each explain 72.4% of the variability in the relationship's extent. The high demand for halal logistics services from international halal logistics, the collaboration between the F&B industrial sector and government agencies, and the growing awareness of halal interests among customers are the factors that are putting pressure on SMEs to adopt halal logistics services.
Khan et al. (2021)	The level of brand experience plays a crucial role in determining brand love, which in turn impacts trust, satisfaction, and loyalty for Halal brands. The direct or indirect effects of brand experience and love on brand-related outcomes such as trust, satisfaction, and loyalty have been observed.
Ishak et al. (2020)	The study suggests that the cosmetic purchase behaviour of millennial Muslims is categorised as "limited decision-making," due to their proactive behaviour in seeking information about ingredients, halal certification, country of origin, health safety guarantees, and the benefits of cosmetic products.
Kamarulzaman et al. (2022)	The results of the empirical study showed a strong relationship between a halal traceability system's perceived utility (PU) and environmental aspect (EA). The introduction of such a system appears to be contingent upon several factors, including sales revenue, PU, perceived ease of use, technological aspects, organisational aspects, and EA.
Azmi et al. (2019)	The study reveals that in the Halal standard, two factors are grouped under the technological factor: compatibility and perceived benefits. Six factors are grouped under the organisational factor: Halal integrity, awareness, top management support, expected business benefits, understanding of practices, and organisation readiness. Lastly, four environmental factors are grouped: Halal market demand, consumer pressure, competitive pressure, and government support.
Adham et al. (2023)	The Malaysian halal certification system for cosmetics has shown promise, but there is a lack of dedicated policy for halal cosmetic development and a comprehensive legal framework to govern its creation and use.
Issoufou (2019)	The use of third-party guarantees in Islamic money markets is acceptable, but to distinguish it from conventional money markets, where fees are commonly charged, it should be voluntary and without any fee.

Table 4 (continue)

Authors	Findings
Wong et al. (2023)	The research findings uncovered the warehouse workflow, employees' adherence to halal guidelines in the warehouse, and their perception of the significance of halal warehouse practices in producing halal pharmaceuticals.
Basarud-din et al. (2022)	The investigation revealed a positive and meaningful impact of attitude, social influence, and awareness on the determination to adhere to Malaysian halal certification. The mediating effects of attitude and awareness demonstrated positive and substantial relationships between social influences and the intention to comply with halal certification. Furthermore, the determination to comply also had a significant and positive effect on the conduct of Malaysian Muslim entrepreneurs regarding halal certification.
Hong et al. (2020)	By maximising consumer utility, diplomatic relationships and other institutional factors, such as halal-related variables, are integrated into an augmented gravity model. The results indicate that strengthening and improving diplomatic relations tend to increase trade between countries.
Masood & Zaidi (2023)	The utilisation of cybernetics and systems thinking within a growth diagnostics framework has facilitated the identification of comprehensive growth constraint variables for the halal cosmetics ecosystem and the mapping of these variables in a relationship network. The results of this analysis indicate that the enforcement activities of the National Pharmaceutical Research Agency's Cosmetics Unit have the greatest impact on five growth constraints and are associated with three additional growth constraint variables, making it the most restrictive growth constraint in the ecosystem.
Musthofa et al. (2023)	The emergence of Islamic identity in aspects of halal tourism in a nation has the potential to hinder the development of cultural tourism commodities due to debates surrounding the growth of halal tourism.

Table 5

Themes and subthemes of findings

Author	Themes	Subthemes
Issoufou (2019), Azmi et al. (2019), Elias et al. (2019), Nizam et al. (2019), Zulkifli, & Rahman (2019)	Stakeholder perception, integrity, brand personality, organisation readiness, and knowledge	Pressures, collaboration, interest, certification, logistics, loyalty, and information-seeking
Hong et al. (2020), Ishak et al. (2020), Zainudin et al. (2020), Azmi et al. (2020), Hew et al. (2020)	Strategic, logistics, pressures, economic strength, partnership, brand love	Willingness to pay, strategic traceability system, partnership proximity, experience
Khan et al. (2021), M. Y. Ali et al. (2022), Jaafar et al. (2021), Ag Majid et al. (2021), Abu-Hussin et al. (2021)	Sustainability, religious element, social media	Brand communication, traceability system, practices, success, and brand positioning
Basarud-din et al. (2022), Kamarulzaman et al. (2022), Adham et al. (2022), M. Y. Ali et al. (2022)	Certification	Legal, politics, knowledge, and stakeholders
Adham et al. (2023), Harun et al. (2023), Raza et al. (2023), Wong et al. (2023), Musthofa et al. (2023), Masood & Zaidi (2023), Jaswir et al. (2023), Salaheldeen et al. (2023)	Halal Standard, performance, warehouse, identity	Challenges, business, spiritual practices, culture

and environmental economics, thereby contributing to sustainable development (Bux et al., 2023).

The findings suggest that SLR and BA methodologies were able to highlight the latest themes and sub-themes in halal industry development research, and these findings are fundamental in shaping future practices and developments in halal business. This has a significant impact on the halal industry development ecosystem (M. Y. Ali et al., 2022; Amalia et al., 2023). As Scopus has indexed the latest mentioned themes and sub-themes, trending research can open a new prospect for researchers exploring sustainable practices for the Halal industry. It is imperative to delve into this topic, as the findings can serve as a reference and basis for the growth and evaluation of its internalisation. The visualisation of networks displays a comprehensive outline of the lesser-explored subjects, providing a mapping of the factors that influence the development of the Halal industry ecosystem. The primary contribution of this paper lies in its systematic classification and summary of the key determinants that shape the Halal industry.

The results from the systematic literature review (SLR) and bibliometric analysis (BA) highlighted the central importance of sustainability in underpinning key themes within the expanding research on the Halal industry ecosystem. Alongside sustainability, significant attention has been directed towards Halal policy and Halal brand management. Research on Halal policy primarily addresses certification

processes, standards, and the intricacies of the supply chain. Meanwhile, studies on Halal brand management emphasise aspects such as stakeholder engagement, brand loyalty, positioning strategies, and cultural influences.

The study's findings indicate that Malaysia's halal industry is poised for substantial growth, driven by key factors such as sustainability, innovation, and diversification across multiple sectors. Sustainability has become increasingly important as businesses are encouraged to adopt eco-friendly practices like waste reduction, energy-efficient production, and the responsible sourcing of materials. These efforts appeal to environmentally conscious consumers and enhance the global standing of halal-certified businesses. Additionally, the integration of advanced technologies, such as blockchain, is significantly transforming the industry. Blockchain technology ensures transparency and traceability throughout the halal supply chain, which strengthens consumer trust in halal products. This is particularly important as the industry expands into sectors like cosmetics, pharmaceuticals, and logistics, all of which require strict compliance with halal certification standards.

CONCLUSION

Malaysia is uniquely positioned to drive the global growth of the halal industry, largely due to its internationally respected and comprehensive halal certification framework. The country must continue upholding rigorous standards while adapting

to evolving global market demands to sustain its leadership in this sector. As the halal industry expands, new opportunities emerge in areas such as halal-certified cosmetics, pharmaceuticals, tourism, and logistics. These sectors cater to Muslim and non-Muslim consumers' ethical and quality preferences. Malaysia's commitment to innovation and strong regulatory foundation provides a significant advantage in tapping into these growing markets.

As the global demand for halal products rises, Malaysia can enhance its leadership position by fostering greater collaboration among businesses, government bodies, and certification agencies. This unified approach will help Malaysia maintain its edge over international competitors while driving innovation in critical areas like halal logistics, supply chain management, and the use of emerging technologies such as artificial intelligence and blockchain for certification and compliance. By staying adaptive to both global and local trends—particularly in sustainability and digital transformation—Malaysia's halal industry is well-positioned to sustain its competitive advantage. The future outlook is optimistic, as advancements in technology, coupled with a growing range of halal-certified products, will ensure that Malaysia remains a pivotal player in the global halal market.

Implications of Study

As for the research implications, the advancement of technology in blockchain, social media, and artificial intelligence (AI) are the recommendations for future

researchers who might want to explore this area of study with a focus on enhancement in management practices, market competitiveness, and overall profitability (Adwan & Altrjman, 2024; Enshassi et al., 2024; Purwaningsih et al., 2024). Following the advancement of technology, it is pivotal to advance the development of the Halal industry as a major contributor to the world economy. In practice, this study holds significant implications for Halal authorities, industries, and stakeholders engaged in the policy and certification of Halal goods and services. This, in turn, will allow them to respond appropriately to the latest issues and challenges in the Halal market.

Lastly, the outcomes of past research trends can be determined by analysing the distribution of the number of recorded keywords based on the year of publication of the research. Future researchers are encouraged to conduct bibliometric and SLR studies. It is recommended that they utilise databases from various indexing journals to gain a comprehensive range of study options.

Recommendations

The study will benefit industrial players operating within the halal industry in Malaysia by offering a number of practical recommendations. Industrial players should focus on sustainability, where companies need to adopt eco-friendly procedures in their operations, such as maximising the use of resources, adopting processes that are energy-efficient, and sourcing materials responsibly. Through the integration of

sustainable methods, industrial players will not only be able to reduce the environmental impact but also create interest from consumers who prioritise sustainability in their daily lives. This will boost their brand reputation and foster a strong loyalty to their customers, both domestically and internationally.

Another recommendation from this study that will improve the ecosystem in the industry is the betterment of supply chain transparency. Modern technologies such as blockchain enable companies to develop a digital record of steps in their production process, allowing for better tracking of resource origins for more robust management of halal products. High transparency is paramount in maintaining customer trust, especially in business where halal certification plays a crucial role in influencing purchase decisions. In the end, this will ensure that products adhere to halal standards, from production to product sales. This, of course, will strengthen the business's credibility within the industry.

Apart from sustainability and improvements in the supply chain, businesses should also focus on effective halal brand management. This should include identifying the importance of cultural and religious aspects of products for all important consumer groups and utilising this opportunity to strategically position their brand. Frequently engage with customers and stakeholders through various platforms to listen to their feedback for refining products and services. This will ensure nurturing brand loyalty and

developing an in-depth connection with their customers.

Lastly, it is imperative for businesses to stay up to date with the latest developments pertaining to halal regulations and standards. In a constantly evolving industry, new certifications and policies will be introduced regularly. Businesses should sustain a good relationship with halal authorities and constantly participate in industry discussions to ensure they stay compliant with these changes. Through a constant update with evolving regulations, companies will not only be able to prevent potential legal and operational challenges but also capitalise on new opportunities in the growing halal market. Overall, adopting sustainable practices, enhancing transparency in the supply chain, improving brand management, and staying up close on regulatory changes are paramount steps for businesses to be successful in the competitive and rapidly evolving halal industry.

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