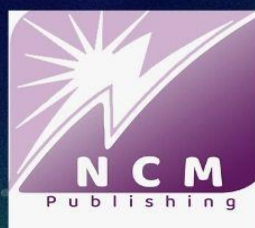

SOCIAL GREEN BEHAVIOUR, ARTIFICIAL INTELLIGENCE AND BUSINESS STRATEGIES & PERSPECTIVES IN GLOBAL DIGITAL SOCIETY

Editors

Assoc. Prof. Dr. Muhammad Ali Tarar

Dr. Muhammad Saghir Ahmad

Lawrence Walambuka



Social Green Behaviour, Artificial Intelligence and Business Strategies & Perspectives in Global Digital Society



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PREFACE

How well people work together is a crucial factor in the success of any business & organization. Social behavior and good leadership play important role in adoption of new innovations, technologies, and skills that ultimate change the pattern of communication to promote business, enhance sales and strengthen organization and industry in present era. The development of the Industrial Revolution brought changes to the adjustment of work in humans, machines, technology and processes in various professional fields, including the accounting profession. The Industrial Revolution requires the accounting profession to adapt to the development of information technology and big data. Facing today's latest industrial era, the development of the digital economy has opened new possibilities while simultaneously increasing risk. These changes have a significant impact on the development of accounting. In this era, technological developments and innovations seem to keep pace with time. New innovations encourage the creation of new markets and shift the existence of old markets. Smart machines and robots are now taking on many roles and seem to rule the world. In the Industrial Revolution 4.0 there was an extraordinary shift in various fields of science and profession, therefore the way accountants work, and practice needs to be changed to improve service quality and global expansion through online communication and the use of cloud computing and artificial intelligence.

Thank you for the hard work of the Steering Committee who has assessed the articles to be published in Social Behaviour, Leadership, Sales, Communication, Organization, Branding, Feasibility Analysis for Business Management: Inquiries with New Approaches in the Post-Pandemic Era.

This publication is dedicated to the world of science in the field of Accounting which is currently growing so rapidly. The development of Cloud Computing and Artificial Intelligence has played a role in changing the work order of Accountants.

Assoc. Prof. Dr. Muhammad Ali Tarar;
Bursa – January 2024

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CHAPTER 4

Halal Economy and Its Beyond: A Systematic Literature Review Approach

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ABSTRACT

Halal Economy is a scope in Islamic Economics that consists of halal in the fields of tourism, culinary, supply chain, administration, finance, regulations, and so on. Its development to date has become a special concern for academics as evidenced by the emergence of many studies related to the Halal Economy. Therefore, this study wants to comprehensively map the extent of the development of existing studies related to the Halal Economy to date. This study uses a Systematic Literature Review (SLR) approach with bibliometric analysis techniques as further analysis. The data in this study uses several inclusion criteria such as: Scopus database, keywords, and time period 2013-2023. Data search was carried out using the Publish or Perish (PoP) software. The results at the screening stage found 128 eligible articles which will be analyzed further. The study results generally show that the development of studies mapped in the Halal Economy context refers to studies on Halal Tourism, Halal Industry, Halal Food, Halal Supply Chain, and Halal Certification. It was also found to be related to the keyword economic growth between the years 2022-2023. This indirectly means that the relationship between the Halal Economy and economic growth is starting to be linked to the development of current studies. Another finding, related to the development of studies in Indonesia, is that the keywords most frequently found are related to Halal Tourism, Halal Certification, Halal Culinary, Halal Industry, and Sharia Compliance.

Keywords: Halal economy, Economic growth, SLR

1. INTRODUCTION

The Halal Economy, a key component of Islamic Economics, plays a significant role in various sectors, including tourism, culinary, supply chain, administration, finance and regulations (Elasrag, 2016). In Indonesia, the integration of the Halal Economy with Islamic finance is a priority, with a focus on strengthening regulations, building institutions, and enhancing human resources (Amalia & Hidayah, 2020). Simultaneously, the nation places significant emphasis on the development of Halal food as a cornerstone of the Halal Economy (Dewi et al., 2023; Rachman, 2019), recognizing its pivotal role in aligning economic practices with Islamic principles (Tahir & Muslih, 2023). Halal tourism, a growing trend, is seen as a potential driver of economic development (Putri & Wakhid, 2023). The growth of Halal cosmetics in Indonesia has been noteworthy, driven by increased demand and regulatory support, as reflected in studies such as those by (Widiastuti, et al., (2023). The establishment and enlargement of the Halal value chain ecosystem in Indonesia are also crucial, requiring the collaborative involvement of various stakeholders, including the community, as highlighted by Eka Destyana & Setyowati, (2022). Additionally, the development of the Halal Industry in Indonesia is perceived as a strategy to fortify the Sharia Economy, as indicated by Yazid et al., (2020). As a result, the Halal Economy emerges as a dynamic force, contributing to the ongoing transformation of global economic paradigms.

The development of the Halal Economy extends across Southeast Asia, with countries such as Malaysia, Singapore, and Thailand actively fostering their Halal industries. In Malaysia, initiatives like the Halal Industry Development Corporation (HDC) underscore the government's commitment to promoting Halal finance, food, and tourism (HDC, 2021). Singapore, despite not being predominantly Muslim nations, positions itself as a global Halal trade hub, prioritizing adherence to international Halal standards (Islamic Religious Council of Singapore, 2021). Thailand has also made strides, implementing regulations and certification processes to boost its Halal food production and export (Trade and Investment Promotion, Thailand Halal Assembly, 2021).

Beyond Southeast Asia, major Islamic countries like Saudi Arabia, the UAE, and Turkey are actively developing their Halal economies. Saudi Arabia's endeavor program emphasizes Halal industry diversification (Saudi Arabian General Investment Authority, 2021). Dubai, UAE, serves as a Halal trade hub, while Turkey focuses on Halal tourism and food sectors (Dubai Islamic Economy Development Centre, 2021; The Presidency of the Republic of Turkey, 2021). These efforts collectively highlight the global momentum and diverse strategies in advancing the Halal Economy across different nations.

The dynamic evolution of the Halal industry, particularly prominent in Southeast Asia and major Islamic nations, has captivated scholarly attention, resulting in a notable influx of research articles. the global Halal Economy has become a focal point for researchers seeking to understand its multifaceted dimensions and implications. The interplay between Islamic principles and economic activities, particularly in the fields of tourism, industry, food, supply chain, and certification, has sparked a growing body of literature. Scholars have embarked on

a journey to comprehensively explore and map the existing research landscape to better grasp the development and implications of the Halal Economy.

In this context, our study aims to contribute to this burgeoning field by conducting a Systematic Literature Review (SLR), by employing specific inclusion criteria, such as the Scopus database, relevant keywords, and a time frame from 2013 to 2023. This exploration is crucial for understanding the evolving dynamics, identifying key thematic areas, and discerning the relationship between the Halal Economy and broader economic growth. As we delve into this systematic analysis, our objective is to shed light on the interconnectedness of the Halal Economy and its implications for economic development, both globally and with a specific focus on regional dynamics such as those observed in Indonesia. Through this endeavor, we seek to contribute valuable insights to the ongoing discourse surrounding the Halal Economy and its role in shaping contemporary economic paradigms.

Following this introduction, the subsequent sections will delve into a detailed review of the halal economy, halal industry, halal ecosystem, and the specific context of halal practices in Indonesia.. Scholarly research on these topics will be scrutinized, utilizing the aforementioned methodologies to glean insights into the current discourse, identify gaps, and explore potential areas for future exploration. In conclusion, this paper seeks to provide a comprehensive overview of the development of the halal economy and its beyond, drawing attention to its varied dynamics across different regions and countries.

2. LITERATURE REVIEW

The essence of the Halal economy lies in the production and provision of goods and services that align with Islamic principles, strictly adhering to the tenets of Sharia or Islamic law, as influenced by the distinctive lifestyle and business practices of Muslim consumers (Laila et al., 2021). Rooted in Islamic principles, the concept is synonymous with adherence to Sharia, the Islamic legal framework. The term "Halal" itself translates to "permissible" in Arabic and is often associated with food and beverages (Hudaefi & Jaswir, 2019).

However, the Halal economy extends beyond the realm of food, encompassing various sectors such as cosmetics, pharmaceuticals, finance, and more. According to Salaad (2023), the concept of the "Halal economy" extends far beyond its conventional association with permissible foods. In a broader thematic and conceptual view, "Halal" encompasses ethical considerations across various dimensions. It incorporates the ethics of business transactions, addresses human rights, security concerns, and emphasizes the intricate interactions between humans and the natural world. This diversification reflects the holistic nature of Islamic principles, addressing various aspects of daily life.

The term of 'Halal Economy' gained prominence and began to see increasing use after its introduction in 2011 at the World Halal Forum in Kuala Lumpur. Since then, it has become widely adopted and applied to diverse economic sectors. The recognition and utilization of the concept have expanded as it transcends its traditional link to permissible foods. It has evolved

into a comprehensive framework that seamlessly integrates Halal economic activities with principles derived from Islamic law (Masood, A., & Rahim, 2019).

The Halal industry stands as a multifaceted economic sector, encompassing a myriad of industries united by the shared objective of producing goods and services in accordance with Islamic principles, as highlighted by Abdul Rahim et al., (2022). This expansive sector transcends traditional boundaries, incorporating diverse domains like food, beverages, pharmaceuticals, tourism, transportation, logistics, and even financial systems, including banking, as elucidated by Utomo et al., (2020). The integration of various stakeholders, spanning from business owners and users to governmental bodies, financial institutions, and producers, is emphasized by Utomo et al., (2020), underscoring the need for a comprehensive approach to meet the demands of the Muslim community. Thus, the Halal industry's complexity requires the seamless collaboration and integration of these stakeholders to not only fulfill market demands but also to add substantial value to the Muslim community.

Experiencing remarkable global expansion, the Halal industry has evolved into a substantial global business, boasting a staggering global valuation of USD 2.1 trillion and catering to 1.8 billion consumers, as mentioned Darmawati et al., (2023) and Nor et al., (2023). Driven by growing Muslim population, increasing purchasing power, and the identification of potential Halal markets in non-Muslim nations, as noted by Laluddin et al., (2019), this industry's allure lies in its commitment to delivering high-quality and safe products. Noteworthy is its ability to capture the interest of both Muslim and non-Muslim consumers, as highlighted by Elasrag, (2016). In essence, the Halal industry's substantial global impact underscores its significance and underscores an important point—its ability to bridge diverse consumer preferences by providing products of exceptional quality and safety.

Countries with a sizable Muslim populations, as outlined by Peristiwo, (2020), are actively engaged in the dynamic development and expansion of the Halal industry. These nations recognize the cultural and economic significance of catering to the needs of their Muslim communities, contributing to the sector's growth. Simultaneously, non-Muslim-majority countries, acknowledging the vast economic potential, have also proactively participated in shaping and expanding the Halal industry (Park & Jamaludin, 2018). Collaboration in the Halal industry between Muslim and non-Muslim-majority countries reflects a shared understanding of its economic opportunities. This inclusive approach, regardless of religious demographics, signifies global acknowledgment of the appeal and economic viability of Halal standards.

The Halal ecosystem refers to the interconnected network of businesses, regulatory bodies, certification agencies, and consumers involved in the production and consumption of Halal products and services as outlined by Utomo et al., (2020). Businesses, spanning various sectors like food, cosmetics, and finance, are central to upholding Islamic principles in their operations. Regulatory bodies, typically established at the national level, set and enforce Halal standards, overseeing certification processes and ensuring compliance. Certification agencies, through inspections and audits, verify adherence to established standards, providing consumers with assurance and facilitating international trade. Consumers, pivotal to the ecosystem, drive

market demand for Halal products and services by making informed choices based on certification, actively contributing to the sustained growth and viability of the Halal industry (Ahlyar, 2020; Noordin et al., 2014)

The Halal ecosystem also incorporates supply chains, marketing strategies, and distribution channels that strictly adhere to Islamic principles, as emphasized by Randeree, (2019). The overarching goal of this ecosystem is to ensure that every facet of production, distribution, and consumption aligns seamlessly with Islamic principles, creating a market characterized by ethical coherence, as highlighted by Aslam et al., (2023). Importantly, the Halal ecosystem, fortified by Halal certification and brand image, serves as a crucial indicator in bolstering competitiveness, as underscored by Jaelani, (2017). In essence, it establishes a foundation for businesses to demonstrate their commitment to Halal principles, fostering trust among consumers and enhancing their competitive edge in the market.

Indonesia is a prominent player in the global Halal industry, with a large Muslim population and a diverse range of Halal products. With a Muslim population exceeding 200 million, Indonesia possesses a substantial consumer base that actively seeks and supports Halal products (Mujahidin, 2020). This demographic strength positions Indonesia as a crucial market and production hub for Halal goods and services (Mubarak & Imam, 2020). The country has been actively working on developing its Halal industry and implementing Halal standards to enhance its position in the international market (Kadir & Alaaraj, 2023).

Indonesia's expansive Halal product offerings, spanning across sectors like food and beverages, cosmetics, fashion, and tourism, not only demonstrate the nation's commitment to Islamic principles but also encapsulate the richness of its cultural heritage. This diversity, as highlighted by Hariani & Hanafiah (2023) is intricately tied to the adaptability and inclusivity inherent in the country's Halal industry. Chotib et al., (2022) further explains how Indonesia's cultural richness translates into a broad spectrum of Halal options, catering to both local and global markets. Jaelani's insight (2017), complement this understanding, emphasizing that this extensive variety serves as a testament to Indonesia's ability to integrate Islamic principles into various aspects of its economy, reflecting a holistic approach to the Halal industry.

To bolster its standing in the global Halal market, Indonesia has implemented stringent Halal standards. The establishment of clear guidelines and certification processes ensures that Halal products originating from Indonesia meet the highest Islamic standards (Sa'adan & Pauzi, 2017). This commitment to quality and authenticity not only instills confidence in consumers (Suhartanto et al., 2020), but also facilitates trade partnerships with countries and regions with growing Halal markets (Sidqi & Ruhana, 2021). The government has implemented initiatives to streamline certification processes, enhance industry infrastructure, and foster innovation within the sector (Chotib, 2022). These efforts aim to position Indonesia as a leading exporter of Halal goods and services on the international stage.

3. RESEARCH METHOD

In our analysis, we use a systematic literature review (SLR) approach. SLR is a method for evaluating and understanding all available research related to a specific research question, topic, or area of interest. The goal of SLR is to provide a fair assessment of a research topic using a reliable and rigorous methodology. Essentially, SLR is a systematic way of reviewing literature to gather and interpret all relevant information on a chosen research topic.

The key stages in this process include:

1. Keyword Determination:

In this literature review, we employ 3 (three) keywords, namely:

- a. Halal Economy
- b. Halal Industry
- c. Halal Indonesia

2. Article and Data Source Retrieval:

Employ Publish or Perish (PoP) software to search for articles and data sources, ensuring they meet specific publication time criteria and are indexed by SCOPUS.

3. Article Screening:

Apply the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) diagram to screen articles based on predetermined inclusion and exclusion criteria, identifying eligible articles.

4. Data Analysis:

Utilize the VosViewer tool to process eligible articles, generating coding, mapping, matrices, and graphics. This facilitates the analysis of relationships among the articles, providing a nuanced understanding of the interconnections within the body of literature.

In accordance with these steps, employing the three keywords during the article search using Publish or Perish (PoP) software with a publication time criterion spanning from 2013 to 2023 (10 years) resulted in a total of 264 data points ($n = 264$). The specific counts for each keyword are as follows: (i) 18 data points for "Halal Economic," (ii) 131 data points for "Halal Industry," and (iii) 115 data points for "Halal Indonesia."

Subsequently, from the initial pool of 264 data points, the first exclusion criterion was implemented. This criterion specified that the selected data must be in the form of articles, excluding alternative formats such as book chapters, reviews, books, notes, etc. This decision was guided by the upcoming stage, which involves the analysis of keyword networks. Essentially, data in formats other than articles tended to have minimal or no associated keywords.

Following this, we will provide a detailed presentation of the outcomes derived from utilizing the PRISMA diagram. This diagram played a crucial role in the meticulous screening process, focusing on the inclusion and exclusion criteria applied to the selected data sources. For a visual representation of this screening procedure, please refer to Figure 1. which depicts the PRISMA diagram showcasing the systematic approach employed in filtering and selecting articles.

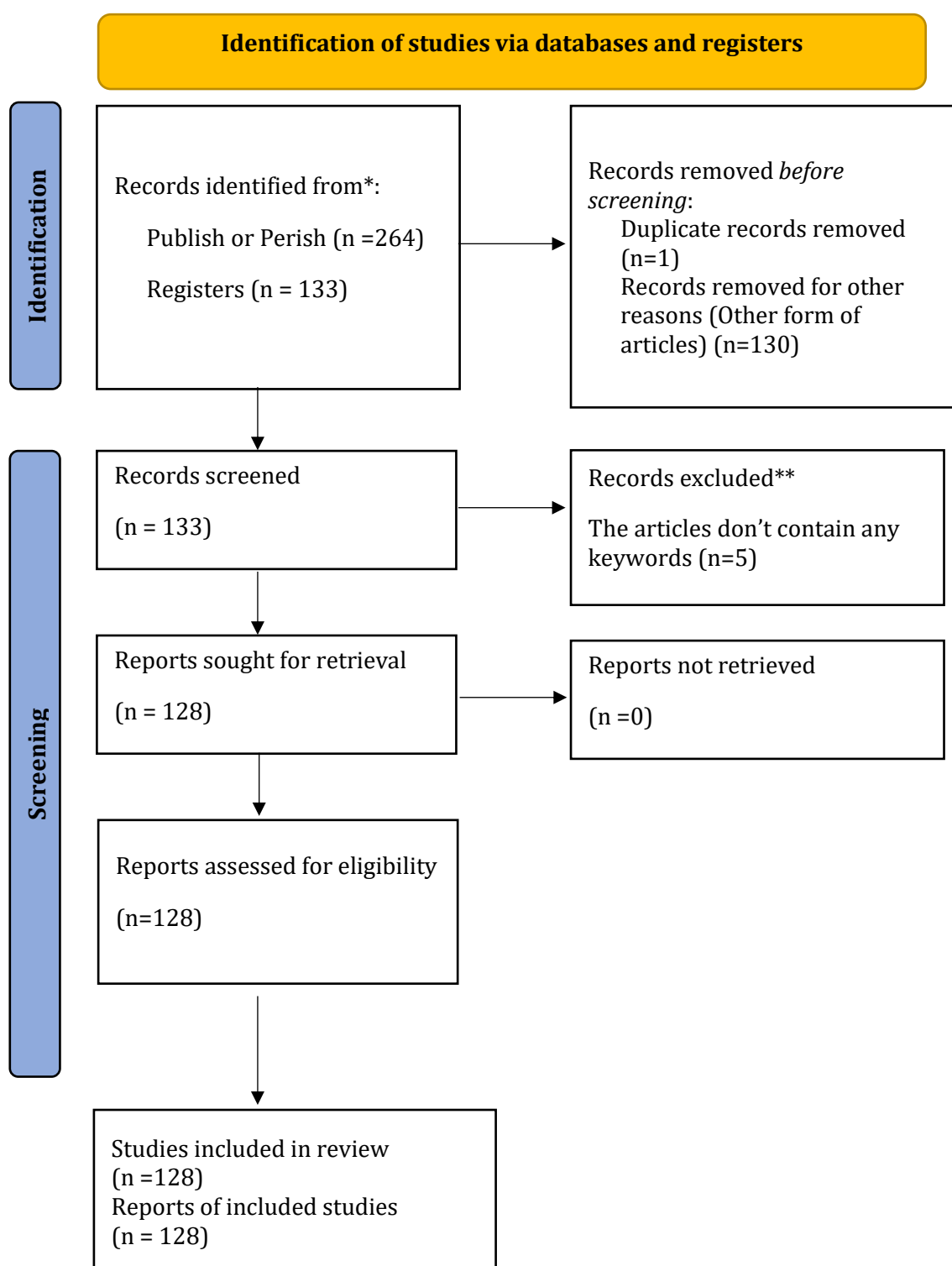


Figure 1. PRISMA Articles Screening Diagram

In the application of the first criterion, a total of 130 data points were identified as formats other than articles, and 1 duplicate was detected. Consequently, the remaining unique data points amounted to 131 (n = 131). The subsequent criterion required selected articles to have associated keywords, a prerequisite for the forthcoming keyword network analysis. In this context, 5 articles lacking keywords were excluded, resulting in 128 articles (n = 128) for

Within the domain of Halal Tourism, Yusuf et al., (2021) meticulously delineate crucial considerations essential for the advancement of halal tourism in their study. First and foremost, it is crucial to ensure that halal tourism is authentically rooted in the principles of Islamic economics, aligning with both national (central) and local (regional) regulations. Secondly, it should encompass a comprehensive approach, including aspects related to halal certification across hospitality, gastronomy services, and extending to the crucial realm of Human Resources (HR). Thirdly, emphasis should be placed on marketing strategies and institutional development. These three pivotal factors necessitate support not only from governmental entities but also from the Islamic finance industry.

Suseno et al., (2023) in his study, underscores the significance of the Halal Supply Chain in halal tourism, highlighting its crucial role in logistics and its indirect impact on economic growth. The study employed a questionnaire approach with 113 data samples. The significance of the tourism sector within the halal ecosystem is further exemplified by Nawawi et al's., (2020) study in Thailand. The study asserts that Thailand's promotion of halal tourism, despite being a non-Muslim country, has discernible effects on the country's halal branding.

Several other noteworthy studies contribute to the comprehensive understanding of halal tourism. For instance, Zawawi et al., (2017) delves into the fundamental concepts of halal in the tourism sector, while Olya & Al-ansi, (2018) focuses on risk assessment within the halal tourism industry. Additionally, El-Gohary, (2020) explores the impact of the COVID-19 pandemic on the sustainability of the halal industry, with a specific emphasis on the tourism sector. The comparative analysis of halal tourism in Indonesia and Malaysia is explored by Peristiwa (2020), while Pamukcu & Sariisik (2021), concentrates on hospitality standards, among other pertinent research endeavors in the field.

Furthermore, in the study by Mohamed et al., (2020), a significant influence of the halal supply chain on Halal Integrity Assurance (HIA) was identified. The enhancement of HIA is perceived to have an impact on increasing demand for halal products and services. Concerning the halal industry, Hasan & Pasyah (2022) identified barriers to the development of the halal industry, particularly in the food and beverage (F&B) sector. The study revealed persistent challenges in the halal certification process, attributed to costs and the low public awareness, especially in the current digital era. Additionally, several other hurdles related to halal certification, especially in the F&B sector in Indonesia, were mapped out.

In the study by Anwar et al., (2018), the identified obstacles referred to awareness of Micro, Small, and Medium Enterprises (UMKM), human resources, and public perception in one of the provinces in Indonesia. Limited awareness among UMKM was noted, indicating minimal knowledge and understanding of halal certification and non-mandatory regulations. Human resources were also considered insufficient for building a halal supply chain. Furthermore, there was a prevailing perception that the certification process incurred higher costs compared to other processes such as legalities, intellectual property registration, and the like. The hindrance of insufficient awareness and understanding was also confirmed in the study by Prabowo et al., (2015) in one of the provinces in Indonesia. Additionally, studies by Muhamed et al., (2014)

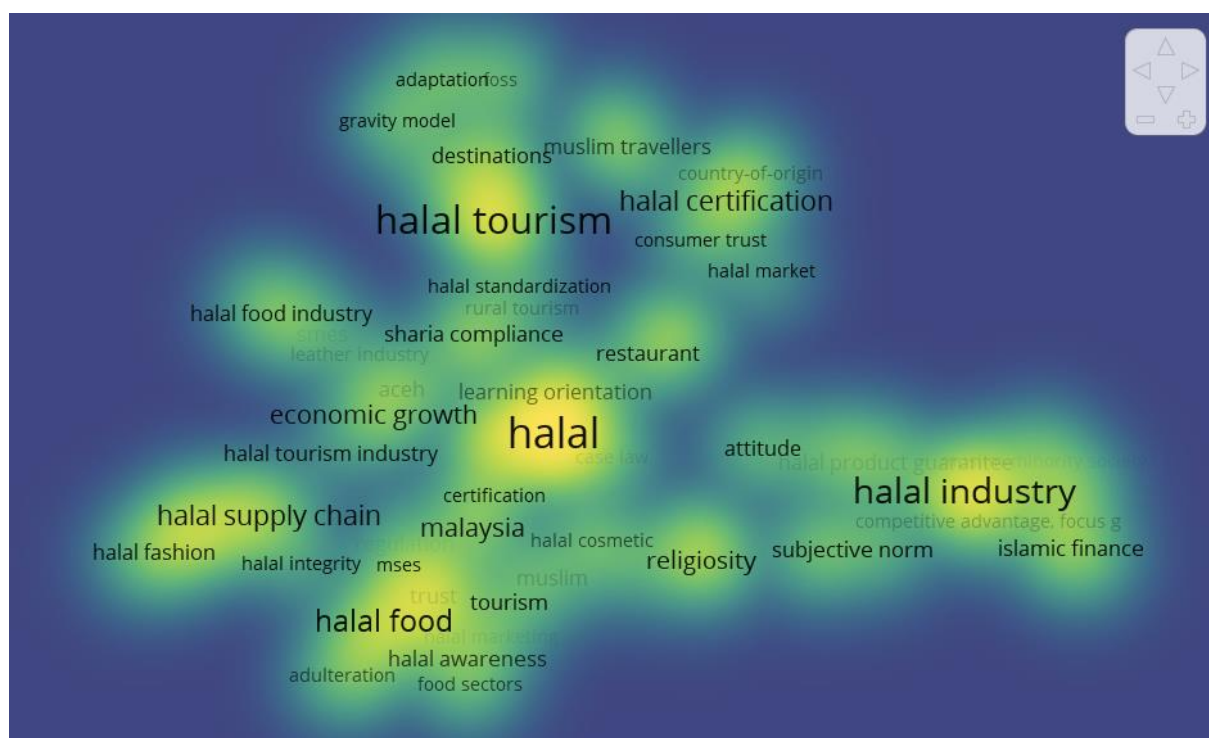


Figure 4. Combining Keyword Density Analysis

The density analysis results indicate that several frequently used keywords in the selected 128 articles include Halal Industry, Halal Tourism, Halal Food, Halal Supply Chain, Halal Fashion, and Halal Certification. However, the connection to economic growth is relatively less prevalent compared to the previously mentioned six keywords.

Mapping Key Focus Areas in Halal Research in Indonesia

Regarding the development of studies in Indonesia, the mapping of keywords related to Halal Indonesia reveals several prevalent themes. In the context of research evolution in Indonesia, the most frequently encountered keywords include halal tourism, halal certification, halal culinary, halal industry, and sharia compliance.

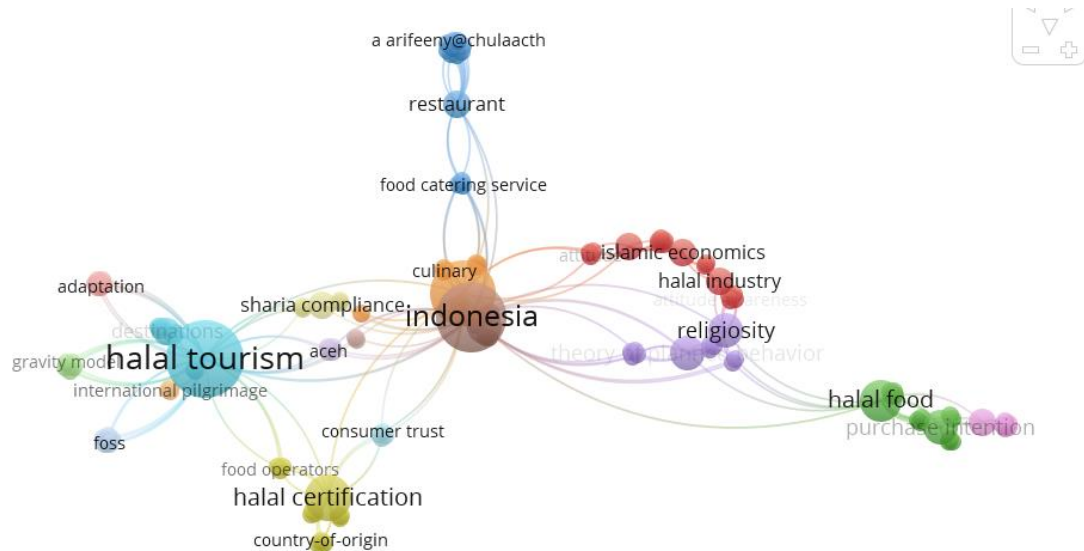


Figure 5. Key Focus Areas in Halal Research Indonesia

As depicted in the above image, halal tourism emerges as the aspect most frequently addressed by studies in Indonesia, with references from various authors such as Kasdi et al., (2018), Perbawasari et al., (2019), (Rindrasih, 2019), Katuk et al., (2021), Vargas-Sanchez et al., (2020), Adinugraha et al., (2021), Effendi et al., (2021), Kasdi et al., (2021), Izudin et al., (2022), Sudarsono et al., (2021), Santoso et al., (2022), Zulvianti et al., (2022), Afnarius et al., (2020) and Alim et al., (2023). This pattern provides an insightful overview of the focus areas within Halal-related research in Indonesia, particularly emphasizing the prominence of halal tourism in recent scholarly works.

From a foundational standpoint, particularly concerning regulations in halal tourism, Effendi et al., (2021), posits in their study that the existing regulations in Indonesia fall short of optimization, lacking compliance with necessary legal requisites. Furthermore, these regulations are deemed overly generic and insufficiently specific, functioning more as supplementary rather than primary. Issues surrounding these regulations are also underscored as recommendations in the study by Izudin et al., (2022), emphasizing the imperative for prioritized development of regulations and policy planning by both the government and local communities to elevate religious tourism. The regulatory shortcomings also manifest in suboptimal implementation within the halal tourism sector, as evidenced by the findings in the study by Alim et al., (2023), pertaining to a specific region in Indonesia.

However, the positive and dynamic progression of halal tourism regulations across diverse regions in Indonesia aligns with the configuration of local tourism policies (Kasdi et al., 2021; Santoso et al., 2022). Additionally, from a marketing standpoint, certain studies, such as the one conducted by Kasdi et al., (2018), spotlight the portrayal of the local region as an integral component of marketing strategies within the realm of halal tourism.

In addition to focusing on halal tourism, numerous studies in Indonesia delve into the realm of halal food and beverages. Vanany et al., (2020) employed a questionnaire to survey 419

respondents, aiming to identify determinant factors influencing the consumption of halal food and beverages using the Theory of Planned Behavior (TPB) as a framework. The results indicate that variables such as awareness, religious commitment, and trust significantly impact the level of halal food consumption. Furthermore, Vizano et al., (2021), conducted a study revealing that another influential factor is the level of awareness, which moderates the relationship between purchase interest and buying behavior. Notably, the certification of halal products in the food and beverage sector significantly influences the industry's overall performance (Yama et al., 2019). The subject of halal food certification is also addressed in the research conducted by Arieftiara et al., (2022). The study looks at how Halal food certification affects the performance of Malaysian and Indonesian food and beverage companies from 2016 to 2020. It found that Halal certification boosts business success but reduces focus on sustainability reporting. Malaysian firms prioritize Halal certification more than sustainability reporting compared to Indonesian companies.

5. CONCLUSION AND RECOMMENDATIONS

In conclusion, this research, employing a Systematic Literature Review (SLR) approach, has yielded insightful principles and generalizations related to determinant factors and the developmental trajectory of studies within the halal economy domain. The exploration, guided by 3 (three) keywords such as Halal Economic, Halal Industry, and Halal Indonesia, resulted in a comprehensive dataset of 264 entries. Applying stringent criteria, 128 articles were identified as eligible for further analysis, ensuring their status as articles, SCOPUS-indexed, and featuring relevant keywords.

This research underscores the overarching development of studies in the halal economy context, encompassing critical areas such as Halal Tourism, Halal Industry (Islamic Finance), Halal Food, Halal Supply Chain, and Halal Certification. Notably, the emergence of the keyword "economic growth" as pertinent for the years 2022-2023 signifies a noteworthy association with considerations of economic growth. The temporal dispersion of studies across the years 2018-2021 suggests a growing linkage with economic growth aspects. Within the context of Indonesia, prevalent keywords associated with study development include halal tourism, halal certification, halal culinary, halal industry, and Sharia compliance.

This research is significant not only for academic understanding but also holds practical implications. It contributes to identifying key research areas and provides insights into the evolving landscape of the halal economy in Indonesia. However, it is essential to acknowledge limitations, such as the temporal scope and potential biases inherent in the available literature. This finding is particularly relevant for policymakers, researchers, and industry practitioners seeking to navigate and contribute to the dynamic field of the halal economy.

Moving forward, this research recommends addressing these limitations in future studies and delving deeper into specific dimensions of the halal economy to achieve a more comprehensive understanding. The overarching conclusion drawn is that this research lays a foundation for

continued exploration and refinement of the halal economy landscape, bridging theoretical insights with practical applications.

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Certificate of Participation

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has participated and presented his/her paper entitled

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