

HALAL VALUE CHAIN: A BIBLIOMETRIC ANALYSIS

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ABSTRACT

Despite growing interest in halal research, there is a lack of complete understanding regarding the strategic contribution of the halal value chain to business performance and operations. Issues such as fragmented regulations and limited standardization beyond the food sector exacerbate this. This study aims to systematically analyze the evolution of halal value chain topics within academic discourse, identifying trends, evaluating the impact of research, recognizing key contributors, and suggesting directions for future research. This study adopts a bibliometric analysis methodology. The study analyzed 233 Scopus and 116 Web of Science-indexed research publications. The export data is then processed and analyzed using R-studio software to determine the bibliometric map of the halal value chain. The findings demonstrate a significant increase in halal value chain research since 2011, with a primary concentration in Southeast Asia and a focus on micro, small, and medium-sized enterprises (MSMEs) and the halal food industry. Researchers have identified the gaps in non-food halal sectors, including cosmetics, pharmaceuticals, finance, and tourism. The analysis also highlights three strategic clusters including governance and certification, technological and operational integration, and market-oriented strategies that each contributing to economic, operational, and ethical outcomes. This study reveals that adopting a value chain perspective in halal supply chain management necessitates a comprehensive and integrated strategy. Future research should focus on empirical studies, sectoral diversification, and innovation in digital halal assurance to enhance the sustainability of the global halal ecosystem.

INTRODUCTION

The terms “halal” and “haram” are derived from the Quran and are used in various contexts with different interpretations. Both terms are also mentioned in the Hadith of the Prophet Muhammad (PBUH). In the context of language, halal refers to something permitted according to Islamic law. According to Al-Jurjani (in [Ali, 2018](#)), in terms of terminology, halal refers to everything that is not prohibited for use or actions allowed by Sharia to be carried out. According to [Salehudin \(2010\)](#), the concept of halal is a rule used by Muslims as an absolute determinant of the permissibility or prohibition of food based on the teachings of the Al-Quran, Hadith, or Ijtihad (the consensus of scholars). According to [Yusuf \(2014\)](#), halal is a normative terminology with a dogmatic function, namely an internal identity that describes pure and natural religious polarity where the term halal as religious legitimacy is projected to provide a positive religious view of human behavior in the form of actions, speech, and attitudes towards animate objects.

The concept of halal is an evolving dynamic, transitioning from a halal product approach to a more comprehensive approach to halal supply and chains. This notion implies that the development of the halal industry must be supported by a robust, effective, and efficient halal supply chain that can integrate with the halal value chain approach. Halal supply chain refers to a network of interdependent, connected organizations working together to manage, control, and improve the flow of materials and information in compliance with Sharia principles ([Mohamed et al., 2020](#); [Tieman, 2021](#)). Like an interconnected business chain, all parties in the halal supply chain adhere to Islamic principles to move products and information from one location to another. This supply chain is vital for ensuring halal integrity from the source to the point of sale. This supply chain plays a vital role in maintaining the integrity of the product's halal status from its origin to the hands of consumers. Halal supply chain management is the brand owner's responsibility, who must face the complexity and length of the distribution process. This management is not only limited to the company's internal activities but also includes external relations with various parties, including suppliers and customers. The primary focus in supply chain management is on continuous improvement efforts to internal business processes and building effective collaboration with external partners throughout the value chain.

The halal value chain is a supply chain framework that ensures all products and services follow Islamic law (Sharia). It encompasses various activities, including sourcing raw materials, farming methods, manufacturing, logistics, distribution, sales, and financing. Every stage in the production process, from the distribution of halal products, must adhere to Islamic principles. The halal value chain encompasses the entire flow from raw material production to final consumption, with a particular focus on aspects of business values and ethics, including efforts to promote fair and sustainable business practices ([Sulistiani, 2018](#)).

This area may have a strong economy because an increasing number of people are seeking halal goods, particularly in the food industry. People from various cultures and religions want halal goods and services. These standards outline the process of obtaining and cooking food (Shahijan et al., 2014). Individuals who manage halal supply chains must ensure that all items comply with the required standards. They need to be honest and open about how they manufacture things, ensuring that customers and the law are satisfied, which means checking everything carefully at every step, from obtaining the raw materials to delivering the finished product. Providing honest answers to customers, understanding the rules, and utilizing raw materials with halal approval are all essential components of this process. This procedure entails being honest with clients, being aware of the applicable standards, and procuring halal-certified raw ingredients (Ngah et al., 2021). To enhance the effectiveness of the supply chain, a new approach is needed to combine the value chain concept with the halal distribution system (Rusydiana et al., 2022). Azmi et al. (2019) have identified six essential factors that affect the success of implementing the halal value chain in the SME sector: technological considerations, halal integrity, awareness of halal practices, management support, operational understanding, and the readiness of the SMEs themselves. Recently, many researchers have begun investigating halal value chains and supply lines.

The study of the halal value chain (HVC) is becoming an important topic that needs more attention. Interest in halal studies has grown significantly, particularly in academic journals such as the Journal of Islamic Marketing, the British Food Journal, and the International Journal of Supply Chain Management. Nonetheless, the primary focus in the existing research remains on halal certification (Mohamed et al., 2020), logistics systems (Tieman, 2011), and the essential regulatory framework (Haleem et al., 2021). Significantly, analysis by Antonio et al. (2020) and Rusydiana et al. (2022) have utilized bibliometric techniques to investigate the halal sector; however, these studies generally lack cohesion across strategic, operational, and ethical aspects. Furthermore, most investigations are limited to the halal food industry, with scant consideration of emerging fields such as halal cosmetics, pharmaceuticals, finance, and tourism (Chowdhury et al., 2023; Ngah et al., 2021). As highlighted by Indarti et al. (2020), the current research is scattered and lacks coherence. There have been few efforts to track how the halal value chain has evolved into a unified concept that enhances business performance, fosters consumer trust, and supports sustainability.

This study addresses a significant gap in current research, utilizing bibliometric analysis to identify common strategies in high-value care (HVC) research. The primary objectives are to assess key themes associated with various outcomes in HVC studies and identify new areas that require further investigation. This research examines peer-reviewed articles from the reliable Scopus and Web of Science databases. Using R-Studio and Biblioshiny tools, the study visualizes intellectual networks, conceptual trends, and citation bursts across 190 documents spanning 2011–2024. This research

is unique because it combines various sources of information to provide a comprehensive view of the halal value chain. It covers religious compliance, operational efficiency, and ethical branding. This study serves as both a reliable reference and a practical guide to improving practices in the halal industry. It aims to help businesses move beyond just following regulations and work towards gaining lasting competitive advantages. Based on our evaluation of existing literature, the goals of this study are:

1. To identify the most frequently explored topics in halal value chain research
2. To discover the outcomes of halal value chain implementation
3. To reveal research trends and implications within the halal value chain.

LITERATURE REVIEW

Understanding the Halal Concept

The term *halal*, derived from Islamic jurisprudence, refers to what is permissible under Sharia law. While it is often associated with food, the halal concept extends to various sectors, including finance, pharmaceuticals, cosmetics, tourism, and logistics (Talib et al., 2015; Tieman, 2019). It represents a holistic framework encompassing ethical conduct, environmental responsibility, and social equity, positioning halal not only as a religious obligation but also as a mechanism for ethical consumption and sustainable development (Waharini & Purwantini, 2018).

Despite its broad potential, early literature tends to focus heavily on doctrinal interpretations without providing practical tools for industry application. Halal refers to practices and food choices that follow Islamic law, as defined by scholars such as Yusuf (2014) and Salehudin (2010), encompassing what is permitted in Islam and affecting food, finance, and lifestyle. However, the definitions provided by these scholars can be unclear and may cause confusion for businesses attempting to follow halal standards. Recent research suggests that integrating halal principles with business innovation, consumer trust, and competitive positioning is crucial (Rusydiana et al., 2022). These research efforts extend past theoretical discussions to examine halal as a significant and quantifiable asset in the international market. This change is important because halal has changed from being a necessity to a sign of honesty, traceability of products, and a brand's good reputation.

Halal Concept in Supply Chain Application

The halal supply chain management concepts were utilized to develop the Halal Value Chain (HVC), a comprehensive framework for managing the halal supply chain. According to Tieman (2011), the halal supply chain comprises several interconnected processes that collaborate to ensure that goods are halal throughout the production, distribution, and logistics stages. Keeping halal products safe from sourcing to delivery is essential. We must establish strict rules to distinguish between halal items and non-halal items. It is also important to obtain the proper certificates that prove a product

is halal and to carefully track its origin. Customers who want to be sure about their dietary choices require halal products to be transparent and dependable, so stringent regulations are necessary.

Collaborating to select safe raw materials is crucial, ensuring that processes are contamination-free and utilizing hygienic packaging with unambiguous labels to appropriately adhere to halal standards (Subianto, 2018; Antonio et al., 2020). All its products must adhere to ethical standards and are halal for Muslim customers. To meet the needs of Muslim clients, this approach ensures that every item is halal and adheres to ethical standards. Concentrating on supply chain tracking builds trust and contributes to the success of halal products on the international market. However, research suggests that a deeper understanding of the Halal Value Chain (HVC) is necessary. There is no single approach that all researchers universally accept, and different studies hold varying opinions. For example, Ali et al. (2017) examine the technical and presentation quality aspects. They discuss how halal supply chains differ from conventional ones and how to optimize logistics for improved outcomes. The opinions of individuals regarding halal products are examined by Osman et al. (2018) and Mohamed et al. (2020). They emphasize the role of stakeholders in creating halal value and the importance of ethical marketing. The conclusion raises the issue of whether the halal value chain (HVC) should be utilized for transporting goods or for managing a business.

Ngah et al. (2021) noted that many studies fail to distinguish between halal logistics and the overall value chain, which makes it challenging to apply their findings. There is also a lack of frameworks that link religious commitment with consumer satisfaction and market competitiveness. Another drawback is the geographical concentration of empirical research, which predominantly focuses on Southeast Asian regions, especially Malaysia and Indonesia, where the institutional halal framework is well-developed (Haleem et al., 2021). This regional bias limits the applicability of the results to different contexts, including Muslim-minority countries or areas where halal regulations are being developed. Moreover, although halal supply chain research primarily focuses on food, exploring the halal value chain in non-food sectors, such as cosmetics, tourism, and pharmaceuticals, remains underdeveloped. Thus, despite theoretical progress, there is a clear need for more empirically validated, sector-specific, and globally applicable models for implementing the halal value chain.

Empirical Evidence

The volume of empirical studies on the halal value chain has increased, but the literature remains fragmented and uneven in terms of methodological depth. According to Azmi et al. (2021), the successful implementation of halal practices among micro and small enterprises (MSMEs) is influenced by internal factors, including technological readiness, halal awareness, and managerial support. However, these findings are contextually limited and may not be applicable in regions with less

developed halal ecosystems. Mohamed et al. (2020) evaluated halal integrity in Malaysia's food logistics sector and found improvements in process compliance. However, their findings offer a limited perspective on downstream effects, particularly regarding consumer trust and brand loyalty. The discovery supports the claim that customers frequently comprehend halal assurance primarily through certification labels and have little knowledge of the underlying procedures. Using bibliometric analysis to map research trends, Antonio et al. (2020) and Rusydiana et al. (2022) identified key contributors and topic areas in the study of the halal value chain. Most of their studies are short summaries of the main points. They do not critically examine the method's reliability, identify flaws in the research, or discuss the practical implications of the outcomes. People may overlook or briefly mention important issues, such as digital traceability, financing, and sustainable halal tourism, without providing any substantial evidence.

Recent studies often overlook important economic consequences. It emphasizes operational metrics, including logistics effectiveness and product performance (Ali et al., 2017). Income generation, cost conservation, and market expansion are also important. Similarly, societal implications, including ethical branding, acceptance in interfaith marketplaces, and alignment with the Sustainable Development Goals (SDGs), remain insufficiently addressed despite their growing importance in halal discourse (Haleem et al., 2021; Oladokun et al., 2015). Blockchain technology and digital tools are being utilized more to make it facilitate the tracking of halal products. Ngah et al. (2021) identified several issues that hinder the effective use of these technologies. Numerous significant challenges hinder the effective use of new technology. New problems include a lack of infrastructure, which can make it hard to reliably use digital systems, and the high costs of adopting new technology, which make it less available to most businesses. The identification suggests a need for a more profound examination of implementation dynamics and stakeholder preparedness in digital transformation initiatives. In general, empirical research has provided a solid foundation; however, there remains a pressing need for comparative, cross-sectoral, and longitudinal studies that investigate the effects of HVC methods on organizational performance, consumer behavior, and supply chain resilience.

RESEARCH METHODS

Bibliometric Approach

This study aims to evaluate the academic literature and identify research trends, frameworks, and collaboration networks within the halal value chain. It employs a quantitative descriptive methodology, with bibliometric analysis as its primary focus (Indarti et al., 2020). This study will examine the progression of halal value chain research. This study will analyze the distinct phases of the halal value chain and review the relevant academic research on these phases. A primary objective is to identify shared strategies within research and educate individuals in the halal market

on optimal practices. This study will analyze the effects of these strategies on the halal enterprise from operational, social, and economic viewpoints. The result will demonstrate how these strategies have contributed to the industry's growth and efficiency. The findings will provide valuable insights for future studies and applications related to the halal value chain. Bibliometric analysis provides a systematic, objective, and replicable framework for evaluating substantial academic output, uncovering insights that conventional qualitative evaluations may overlook (Aria & Cuccurullo, 2017).

Bibliometric analysis is a research method that utilizes statistics to examine trends and effects within a specific field of study. This text examines information from books, journal papers, and conference proceedings. Researchers gain a deeper understanding of their subject with this method. Indarti et al. (2020) argue that bibliometrics is important for highlighting key themes in a subject. It enables scholars and policymakers to track the evolution of the field. Bibliometric analysis helps identify important individuals, such as well-known authors and influential papers. This approach shows how academic focus and creativity change by highlighting new research topics and areas of interest. Van Eck and Waltman (2011) assert that bibliometrics facilitates monitoring developments and advancements within a discipline, aiding researchers in their decision-making processes.

Figure 1 illustrates the procedures for identifying bibliometric research documents, including eligibility criteria, screening, and inclusion criteria. Researchers can identify patterns, trends, and connections within an area or topic by applying statistical and mathematical techniques to bibliographic data (Pereira et al., 2023). This research adhered to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). This approach enhances the selection of papers for systematic literature reviews. The procedure comprises three primary steps: (1) locating articles, (2) evaluating them, and (3) determining which to incorporate. RStudio and the Biblioshiny package were used to evaluate the chosen papers. Biblioshiny is an advanced open-source toolset for bibliometric and scientometric analysis in the R programming environment (Aria & Cuccurullo, 2017). The results of this study depend on the statistical and visual outputs generated by these technologies, including co-authorship networks, keyword co-occurrence maps, and citation analyses.

Data Identification

This research investigates recent advancements in the halal value chain utilizing a bibliometric approach. The analysis is based on information from Scopus, a well-known academic database. The search strategy utilized terms associated with "halal value chain" and "halal supply chain." These keywords were carefully incorporated into the titles, abstracts, and keywords of the articles identified. The following sections provide more detailed information on the exact keywords and search criteria. The search yielded 233 Scopus-indexed documents and 116 Web of Science-indexed documents.

Table 1
Identification Process

Scopus Database	Description
Time Frame	Open, that is, without a limited time restriction
Search Field	Title, Keywords, and Abstract
Document Type	Article
Publication Stage	Final
Language	English
Search Formula (Keywords)	"Halal Value* Chain" OR "Ethical* Halal Supply Chain" OR "Halal Integrity*" OR "Halal Consumer* Perception*" OR "Halal Ethical*" OR "Halal Supply Chain"

Data Screening

In this bibliometric study, the screening process was designed to ensure the relevance, accuracy, and completeness of the publication dataset. The authors narrowed the search by identifying relevant search terms and using synonyms, focusing only on English-language articles to maintain linguistic coherence. These selection criteria yielded 190 articles, all of which are deemed suitable for comprehensive bibliometric assessment. For analysis, we used R-studio software version 2023.12.1 to simplify data analysis. A comprehensive overview of the researcher's data collection and screening process is presented in Figure 1.

Data Eligibility

This stage involved a thorough examination of the downloaded literature, during which manual data screening was conducted to understand the content of the abstracts. This stage consisted of two steps: first, reviewing the title, abstract, and keywords, followed by a comprehensive assessment of the entire article to ensure alignment with the analysis criteria. Any literature deemed irrelevant to the halal value chain was removed. From the initial 349 documents, 190 articles met the inclusion criteria in this study.

Bibliometric and Content Analysis

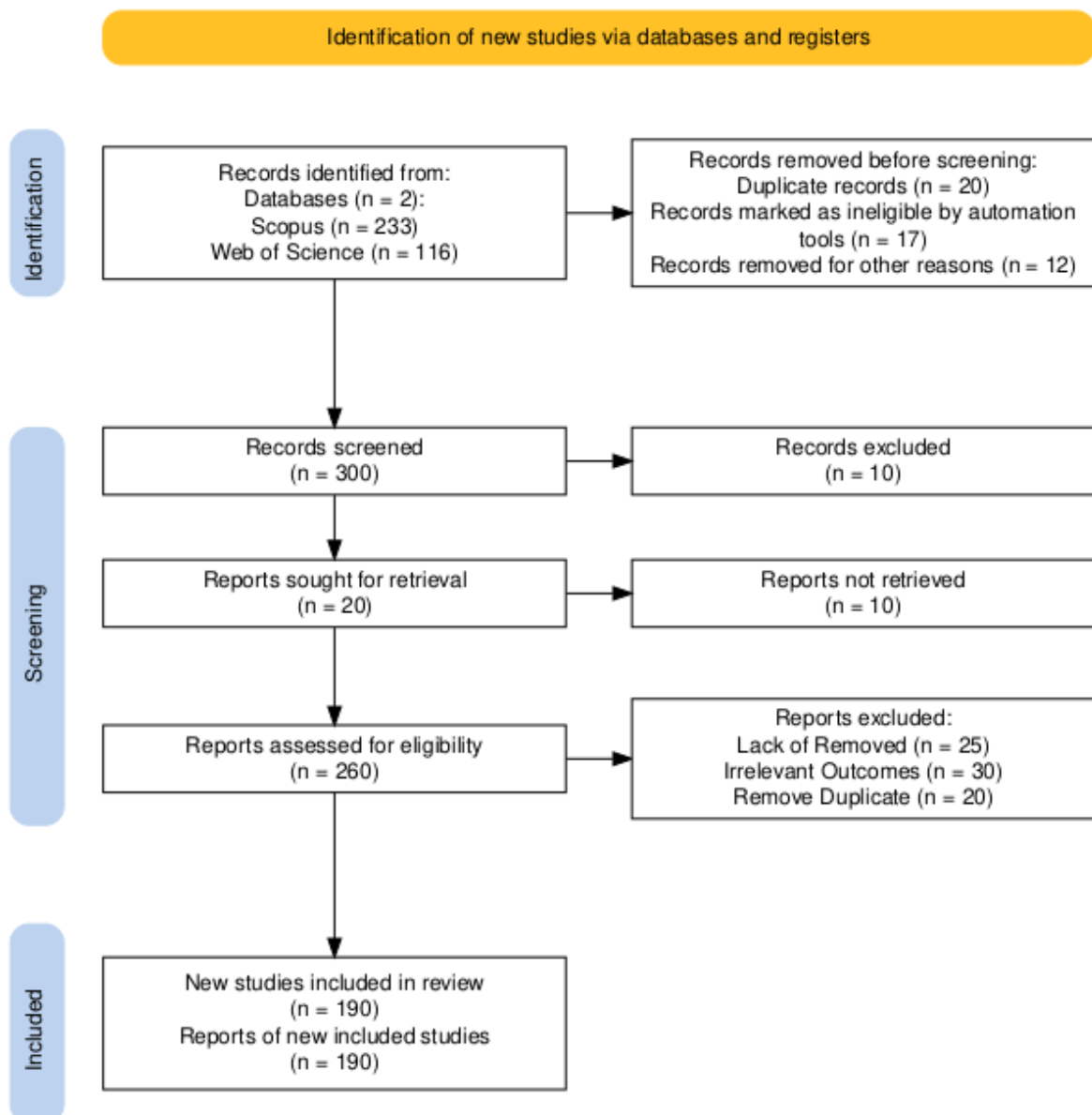


Figure 1. PRISMA Flowchart

RESULT AND ANALYSIS

Frequently explored topics in halal value chain research

Based on the data from the analysis conducted using RStudio and Biblioshiny software, researchers concluded that significant information documents, comprising 190 documents spanning from 2011 to 2024, have been examined. Table 1 describes the documents used in this study, which include the keyword “halal value chain.” The number of documents analyzed is 190, which have been divided into four types: journal articles (151 documents), book volumes/chapters (11 documents), conference papers (20 documents), and literature reviews (8 documents). In particular, most documents showed multiple authorship, with an average of 3.55 authors per document. The observed annual growth rate of 7.84% indicates a continuous increase

in scientific output over time, reflecting ongoing research activity in this area. Although there are no references in the documents, the average number of citations per document has reached 51.53, indicating the impact and recognition of this research within the scientific community.

Text analysis was conducted using RStudio and Biblioshiny software developed by Massimo Aria and Corrado Cuccurullo from the University of Naples and Luigi Vanvitelli from the University of Campania (Italy). The analyzed text is then further examined in searches related to words that frequently appear in the halal value chain theme. The process aims to incorporate references from global studies on the development of the halal value chain. This section presents a visual mapping chart of 190 documents related to the halal value chain, exploring the results of a meta-analysis. The results of the keyword mapping analysis serve as the basis for identifying important or unique terms contained in these documents. Mapping is a process that allows one to recognize essential and unique terms.

Table 2
Main Information

Description	Results
Timespan	2011-2024
Sources	98
Document	190
Average years from publication	4.46
Average citation per document	15.68
Annual growth rate	7,84%
Authors	444
Author of single-authored docs	8
Co-authors per docs	3.55
International Co-Authorship	4.737%
Authors Keywords	491

Source: Data Processed by R-Biblioshiny (2024)

Core Journals and Source Impact

Table 3
Most Relevant Sources

Sources	Articles
Journal of Islamic Marketing	34
International Journal of Supply Chain Management	19
Halal Supply Chain Integrity: Concept, Constituents, and Consequences	11
Halal Logistics and Supply Chain Management: Recent Trends and Issues	9
AIP Conference Proceedings	8
Technologies and Trends in The Halal Industry	7
British Food Journal	6
Advanced Science Letters	5
Innovation of Food Products in Halal Supply Chain Worldwide	5
ACM International Conference Proceeding Series	4

Source: Data Processed by R-Biblioshiny

The data obtained from Biblioshiny software highlights the most relevant sources in the field of halal value chain research. Table 3 presents the number of research articles published by each journal, categorized by their level of relevance to the halal value chain theme. The data displays a list of the most frequently published journal names, along with the interval of the number of articles published, accompanied by a corresponding bar chart. The darker the color, the higher the quantity and relevance of the research theme, as well as the number of articles published by the journal. Journal of Islamic Marketing is the top journal, with 34 articles published. The result is that the journal is relevant to the themes discussed and is an essential platform for disseminating scientific research and advancing knowledge in this field. The second place is the International Journal of Supply Chain Management.

Journal calculations are not only based on the quantity produced or its relevance. This study also examines the impact of journals that publish papers on the theme of the halal value chain, as indicated by the journal's h-index, which is visualized in a bar graph. In addition to showing the h-index value obtained, the diagram above illustrates the impact generated by the journal through the color displayed. The darker the color on the chart, the more significant the impact generated by the journal. The h-index interval of the journals in this study ranges from 0.0 to 20.0.

Table 4
Source Impact

Element	h_index	g_index	m_index	TC	NP	PY_start
Journal of Islamic Marketing	17	34	1,214	1275	34	2011
International Journal of Supply Chain Management	7	9	0,875	112	19	2017
British Food Journal	5	6	0,417	255	6	2013
IOP Conference Series: Materials Science and Engineering	3	3	0,333	38	3	2016
ACM International Conference Proceeding Series	2	2	0,286	7	4	2018
Advanced Science Letters	2	3	0,222	12	5	2016
Arab Gulf Journal of Scientific Research	2	2	1	7	3	2023
Encyclopedia of Organizational, Knowledge, Administration, and Technology	2	2	0,4	10	2	2020
Fifth International Conference on Marketing and Retailing (5th Incomar 2015)	2	2	0,2	25	2	2015
Food Research	2	2	0,4	6	3	2020

Source: Data Processed by R-Biblioshiny (2024)

Table 4 shows that the Journal of Islamic Marketing holds the top position, with an h-index of 17.0, marked in dark color. Additionally, it can be observed that the International Journal of Supply Chain Management ranks second, with an h-index of 7.0. As for journals with an h-index of 1.0, five journals are marked with lighter colors in the diagram, indicating a lower impact of the journal.

The journal with the highest impact is the Journal of Islamic Marketing (JIMA). JIMA stands as a beacon of knowledge in Halal marketing and related disciplines. However, what sets this journal apart is its focus on aspects of marketing related to Islamic values and principles. Moreover, due to the specialized nature of the subject, its reach extends further across disciplines. JIMA publishes articles ranging from quantitative or qualitative, conceptual, and theory-based empirical work to literature reviews, case studies, book reviews, executive interviews, and non-preferential papers. This scope reflects the diversity of approaches accepted to support a better understanding of marketing in an Islamic context.

The Journal of Islamic Marketing's bibliometric analysis reveals that halal logistics is a significant area of importance. This analysis underscores the journal's role in improving our understanding of halal supply chains. The high number of citations

from experts in the halal supply chain shows that researchers value the work published in the journal. The recognition of the most cited authors and strong connections within the research community demonstrate that this journal is a key resource in the field (Hassan et al., 2021).

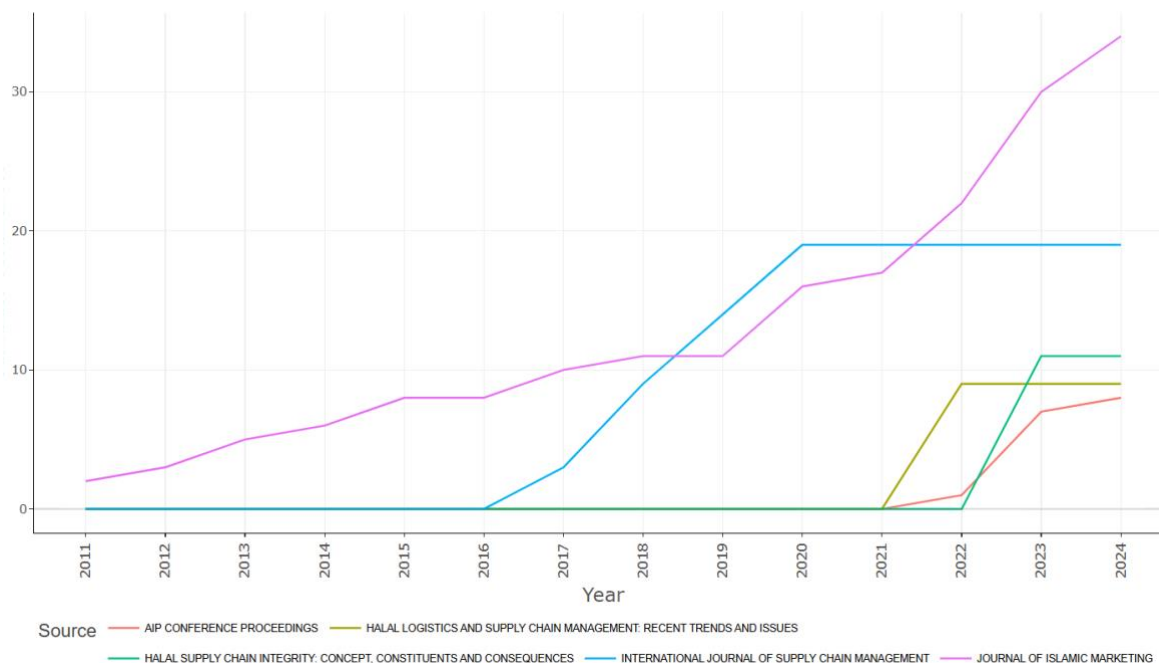


Figure 2. Sources Growth

This study also discusses the development of journals that serve as a source of research related to the halal value chain. The curve in Figure 2 illustrates the annual appearance of each journal from 2011 to 2024, allowing for an assessment of whether journal publications on the halal value chain have increased or decreased over the study period, as indicated by the curve line. The curve illustrates that research with the theme of the halal value chain tends to experience fluctuating growth in its publication.

2017 was a year when research on the halal value chain experienced an increase in publications in various journals. Overall, analyzing source production trends provides valuable insights into the evolving halal value chain research landscape, highlights the dynamics of scholarly activity in various academic journals, and offers opportunities for further investigation into emerging research topics and directions.

Key Contributors and Author Networks

Top authors such as Haleem A., Tieman M., and Khan M. have published extensively on halal supply chains and value chain integrity. Tieman's foundational work on halal logistics and certification (2011, 2012) remains highly cited. Collaboration networks reveal 11 distinct clusters, suggesting dispersed yet interconnected scholarly communities, primarily concentrated in Southeast Asia.

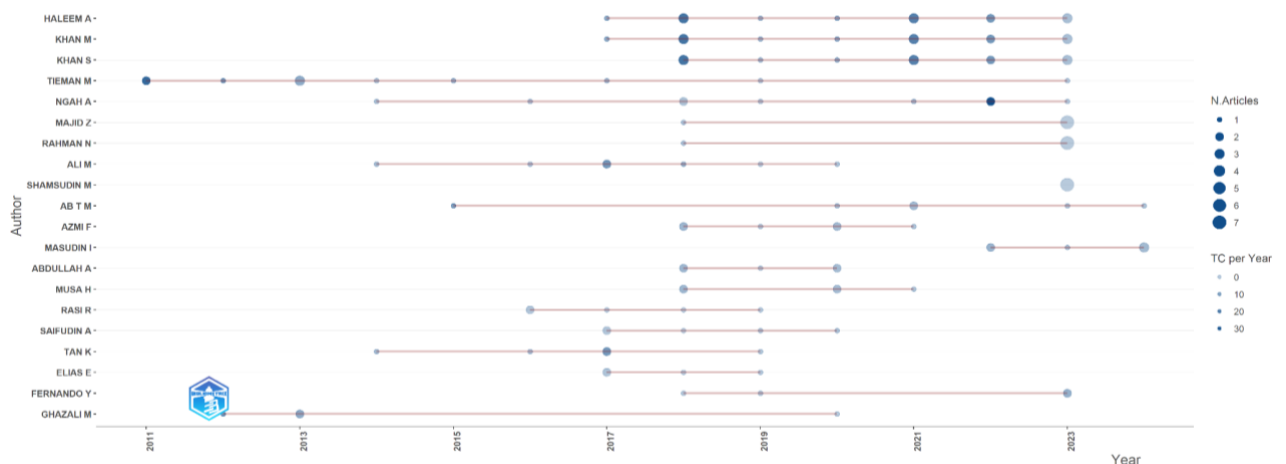
Table 5
Most Relevant Authors

Authors	Articles	Articles Fractionalized
HALEEM A	20	6,78
RAHMAN N	13	4,28
KHAN M	13	4,28
KHAN S	13	3,93
TIEMAN M	13	7,00
MAJID Z	12	3,87
SHAMSUDIN M	11	3,67
NGAH A	8	2,42
JAAFAR H	7	2,12
AB T M	6	2,83

Source: Data Processed by R-Biblioshiny (2024)

Table 5 shows the number of research publications of each author relevant to the theme of the halal value chain. The data displays a list of the names of the most published authors, along with the interval of the number of articles published, using a bar chart. The darker the color, the greater the quantity and relevance of the research theme. The number of articles published by all journals ranges from 0 to 14.0.

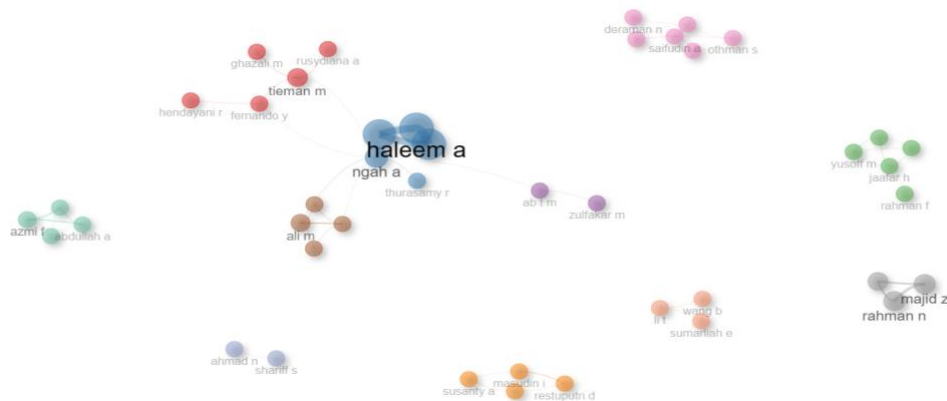
Haleem A is identified as the most prolific author in the halal value chain research, having contributed 13 publications. The result is illustrated by a dark-colored bar in the visual representation, indicating high relevance and frequency. In contrast, authors with fewer contributions, such as those with only four publications, are represented by lighter bars, reflecting their lower visibility in this specific domain.



Source: Data Processed by R-Biblioshiny (2024)

Figure 3. Top Author's Production Over the Time

Productivity can be measured not only in terms of journals but also specifically in terms of authors. Figure 3 shows the productivity of some of the top authors over the study period from 2011 to 2023. The red line shows this productivity, as the authors published their research last year. In addition, the circles on the red line indicate the number of articles published according to the applicable year. Figure 3 presents an overview of the authors who have written research on the halal value chain theme over the past few years. Authors who have long published and have a long track record in research related to the halal value chain, namely, Tieman M, from 2011 to 2023.



Source: Data Processed by R-Biblioshiny (2024)

Figure 4. Collaboration Network

Furthermore, collaboration dynamics are visualized in Figure 4, which illustrates the network of scholarly partnerships among authors. As shown, Haleem A. emerges as a central figure within the densest cluster, actively collaborating with other prominent scholars such as Ngah A., Thurasamy R., and Ali M. In total, the visualization reveals the presence of 11 distinct author clusters, each denoted by a different color. Some clusters—such as those led by Majid Z., Yusoff M., or Deraman N.—appear isolated, indicating limited collaboration across groups. This pattern not only suggests a fragmented research community but also highlights the concentration of intellectual activity in particular institutional and regional settings.

These collaborative patterns mirror broader trends in the literature's thematic and geographic concentration. Specifically, research on the halal value chain is heavily skewed toward the halal food sector, with limited but growing interest in halal tourism, cosmetics, and pharmaceuticals. This sectoral imbalance reflects the relatively mature infrastructure, regulatory frameworks, and consumer awareness within the food domain. Meanwhile, non-food sectors remain underrepresented despite their relevance to the expanding halal economy.

Geographically, the scholarly output is predominantly concentrated in Malaysia and Indonesia, where institutional support and established halal certification bodies (e.g., JAKIM and MUI) facilitate research and implementation. This explanation is

evident not only in publication affiliations but also in the collaboration clusters shown in Figure 4, many of which are formed around Southeast Asian institutions. While this regional dominance has contributed to significant advancements in halal studies, it also limits the generalizability of research outcomes to broader global contexts, particularly in Muslim-minority or less-regulated markets.

Hence, Figures 3 and 4 jointly underscore a critical insight: while the halal value chain literature continues to expand, it remains constrained by sectoral and geographical boundaries. There is an urgent need for future studies to explore underrepresented regions and sectors, foster transnational research collaborations, and examine how halal value chain strategies can be adapted across diverse sociocultural and institutional environments.

The Outcomes of Halal Value Chain Implementation

The halal value chain (HVC) currently focuses on three key areas: economic considerations (such as generating revenue), operational challenges (including developing new products and ensuring timely delivery to customers), and social aspects (including establishing trust with customers and promoting ethical branding). These are the basic building blocks of a halal environment that is both long-lasting and strategic. Research indicates that it is crucial to categorize outcomes to comprehend how various fields apply HVC.

Adopting HVC often leads to higher profits, business growth, and lower costs. This impact occurs because it fosters customer trust and helps establish a distinct business identity. Several studies, such as those by [Azmi et al. \(2021\)](#) and [Oladokun et al. \(2015\)](#), suggest that small and medium-sized enterprises (SMEs) that acquire halal certification and implement halal branding can achieve substantial financial benefits. The benefits stem from adhering to religious principles and being able to sell goods and services to a global market that values fair and transparent business practices.

The halal value chain literature discusses how to enhance operational efficiency by making the supply chain more resilient, improving product traceability, and optimizing logistics. [Ali et al. \(2017\)](#) proposed a paradigm for supply chain integrity that integrates Shariah principles with technical standards, including detailed documentation, hygienic handling, and separation. Researchers have steps to ensure quality control and certify our products as halal throughout the supply chain. These changes enable us to manage our inventory more effectively, minimize contamination concerns, and quickly adapt to market fluctuations.

The third important issue that people often overlook in statistics is the moral and social implications of using high-value components (HVCs). Halal procedures enhance customer trust, particularly in ethnic or interfaith markets, where product integrity demonstrates a company's commitment to good business ethics. [Rusydiana et al. \(2022\)](#) contend that the HVC is essential for advancing the Sustainable Development Goals (SDGs). It is important to prioritize goals that protect the environment, ensure food security, and encourage ethical consumption. Combining

ethical branding with halal standards enhances a business's reputation and increases its trustworthiness. These things are necessary to keep customers coming back.

The economic and operational benefits of the halal value chain (HVC) are well established; however, further evidence is needed to support the social benefits, such as enhancing the influence of Muslim communities, promoting fair trade, and facilitating business interaction between people of different faiths. These elements are crucial in determining the effectiveness of the halal value chain. By utilizing halal value chain techniques, companies can adhere to the rules and have a positive impact on a global market that is both competitive and mindful of ethics.

Strategic and Outcome Dimensions in Halal Value Chain Research

Research on the halal value chain reveals numerous techniques for enhancing this industry. These management practices aim to enhance traceability through the use of technologies such as blockchain. They also aim to strengthen halal logistics infrastructure, create halal certification specifically for small and medium-sized enterprises (SMEs), and raise awareness of halal issues among all parties in the supply chain. The primary goal of these strategic suggestions is to maintain the essential integrity of halal principles while ensuring competitiveness in the market.

Analyzing the identified outcomes in the literature reveals that bibliometric mapping highlights three main impact dimensions. Economic results are often emphasized, such as opportunities for cost efficiency, the capacity to enter and grow in various markets, and improved profitability, which are typically linked to heightened consumer loyalty based on trust. Next, research indicates operational results, including improvements in overall product quality, enhanced logistics performance throughout the supply chain, and a closer alignment of suppliers with rigorous halal standards. Lastly, the literature also highlights significant social and behavioral outcomes, including increased consumer trust in halal products and processes, a more robust and ethical brand reputation, and a higher degree of adherence to religious and broader ethical standards.

However, despite the increasing attention to these strategies and their potential outcomes, a significant portion of the existing publications remains largely conceptual and somewhat fragmented. This critical observation underscores a clear and pressing need for more robust empirical studies. Such research is essential to rigorously evaluate the actual effectiveness of these proposed strategies and quantify their tangible outcomes across the diverse landscape of halal sectors, extending beyond the well-researched food industry to encompass areas such as cosmetics, pharmaceuticals, and the burgeoning halal tourism sector.

This study, aiming to elucidate the contribution of the halal value chain to both strategic directions and measurable industrial development outcomes, corroborates these trends. The bibliometric analysis conducted herein identifies three overarching categories of research strategies prevalent in the literature: governance and

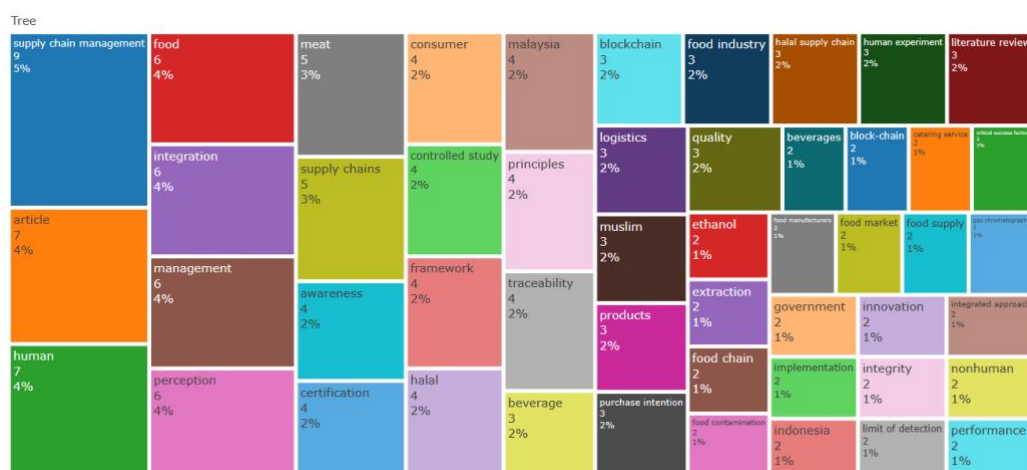
certification strategies, focusing on halal integrity, regulatory frameworks, and standardization efforts; technological and operational strategies, emphasizing traceability systems and logistics integration; and market-oriented strategies, centered on branding initiatives, building consumer trust, and implementing effective awareness campaigns. The goal of these multifaceted strategies is to fortify halal assurance mechanisms and enhance the overall competitiveness of the halal sector in both local and global markets.

In terms of outcomes, this research aligns with the broader literature in identifying key areas of impact: economic outcomes, including market expansion, enhanced profitability, and improved cost efficiency; operational outcomes, such as increased supply chain resilience, fostering innovation within the sector, and elevating product quality standards; and crucial social outcomes, encompassing heightened consumer trust, the development of ethical branding practices, and improved adherence to religious principles. These findings resonate with the conclusions of prior scholarly work (Ali et al., 2017; Tieman, 2014; Rusydiana et al., 2022), which collectively underscore the holistic benefits derived from a well-integrated halal value chain that extends across a multitude of industries, not limited to food but also encompassing pharmaceuticals, cosmetics, tourism, and the increasingly significant domain of Islamic finance.

Research trends within the halal value chain

Emerging Topics and Keyword Dynamics

Keyword analyses (Figures 5 and 6) indicate a growing emphasis on "supply chain management," "blockchain," and "consumer perception." The surge in blockchain-related terms from 2021 onward reflects the growing interest in digital traceability systems, although actual implementation remains sparse (Nghah et al., 2021).



Source: Data Processed by R-Biblioshiny (2024)

Figure 5. Word TreeMap

Furthermore, relevant words in the research related to the halal value chain are displayed in Figure 5 in the abstract document using the word treemap. The Word

TreeMap displays frequently occurring words in boxes similar to map regions, where the size of the box indicates the frequency of the word’s occurrence; the larger the box, the more frequently the word appears.



Source: Data Processed by R-Biblioshiny (2024)
Figure 6. Word Cloud

Relevant words in research related to the halal value chain are displayed in Figure 6 as a word cloud. A word cloud illustrates the words that often appear in the dataset of papers studied, with keywords related to the title-themed halal value chain. Word cloud displays images of these words in various sizes according to the number of times they appear. In terms of placement, word clouds tend to be random; however, the dominant word is placed in the center to make it more visible and larger.

Table 6
Trends Topic

Item	Freq	Year_q1	Year_med	Year_q3
human	7	2016	2017	2021
halal	9	2017	2018	2022
perception	5	2017	2018	2021
supply chains	25	2018	2020	2021
food supply	9	2017	2020	2021
halal products	6	2020	2020	2021
supply chain management	16	2018	2021	2021
blockchain	6	2021	2022	2022

Source: Data Processed by R-Biblioshiny (2024)

Topic trends are also a crucial aspect of this research. This study examines the trend of article titles in research related to the halal value chain. Table 6 provides an overview

of the development of topics related to the halal value chain over time, organized by year, allowing for the identification of both long-standing and newly introduced topics. This topic trend also considers the frequency value of each word shown by the log axis.

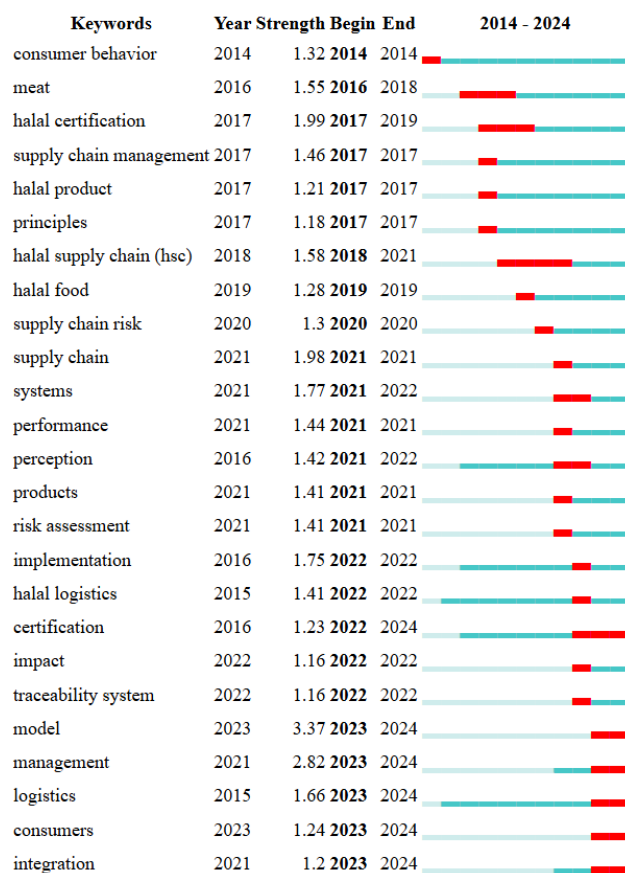
In addition to examining annual trends, the topic occurrence is also adjusted to reflect the frequency of word occurrence in research themes related to the halal value chain. The higher it appears, the more frequently the word is used, and the further to the right, the more recently it is used. The development of the halal supply chain theme experienced a significant increase in 2016. Based on the data above, the newest and most used topic related to the halal supply chain theme is supply chain management. These emerging topics have the potential to be further developed in the future.

Citation Burst and Influence Mapping

CiteSpace burst analysis identifies Bonne, K., Suhaiza, Z., and Tieman, M. as influential scholars in recent years. Journals such as the Journal of Food Technology and Agriculture, as well as Human Values, exhibit sustained citation bursts, indicating thematic resonance and long-term impact. Figure 7 illustrates the author's chronological development over a specific period. The second column shows the explosion's strength, which represents the intensity of the explosion, that is, how much the frequency of the word that triggered the explosion changed. Additionally, the last column includes blue and red lines, where the blue line represents the beginning and end of the keyword over the years, and the red line represents the keyword's peak period. This research uses CiteSpace to visualize the level of interest of researchers in various areas of halal value chain research and identify active research areas.

To enhance a comprehensive overview of the Halal Value Chain, burst analysis was further applied to analyze the most cited authors. Figure 8 illustrates the 25 most cited authors with the strongest citation bursts. Bonne K. appears at the top of the list, with a maximum burst strength of 5.27. In addition, Bonne K. and Suhaiza Z. recorded the most extended spike duration of 5 years. Susanty, Handayani, Rahman, Selim, and Vanany show the most recent spike in citations, starting from 2013, which may indicate that the work of these authors is likely to be a hot and prominent topic in the Halal Value Chain. Figure 9 presents the 15 most-cited journals with the most substantial citation spikes from 2014 to 2024.

The listed journals have received numerous citations in Halal Value Chain-related papers over time. The citation spike of the Journal of Food Technology was the strongest (4.49). Among the 15 most cited journals, the Journal of Food Technology and Agriculture and Human Values has the longest citation duration, spanning 5 years (2015-2020 and 2014-2019). This latter result suggests that Halal Value Chain-related publications are citing these journals early and explosively. Recently, the citation spike of Pertanika Journal of Social Sciences and Humanities is the closest to 2024, the date of this study, indicating that this journal still has a substantial influence in the field of Halal Value Chain and may therefore impact the direction of the future research.



Source: Data Processed by CiteSpace (2024)

Figure 7. Top 25 Keywords with the Strongest Citation Bursts

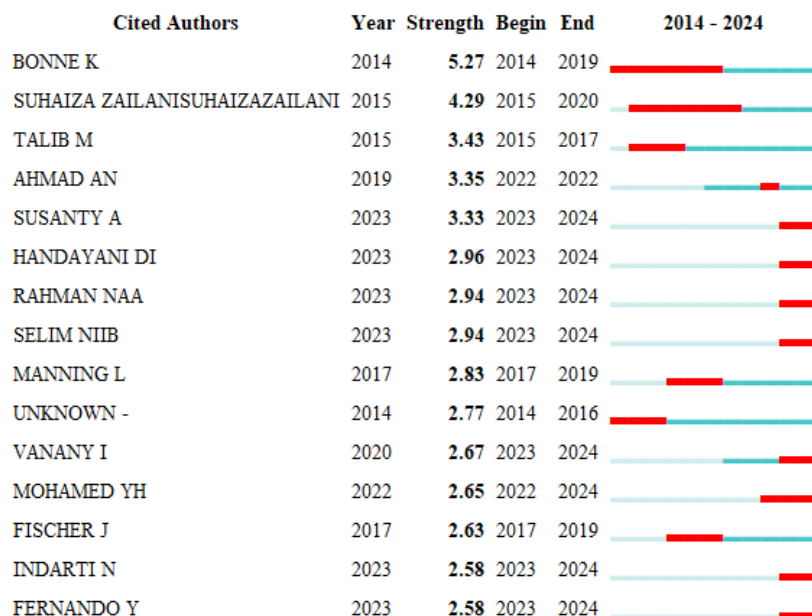


Figure 8. Top 25 Authors with the Strongest Citation Bursts.

Source: Data Processed by CiteSpace (2024). The last column contains blue and red lines, where the blue line depicts the beginning and end of the cited author's years, and the red line represents the cited author's explosive period.

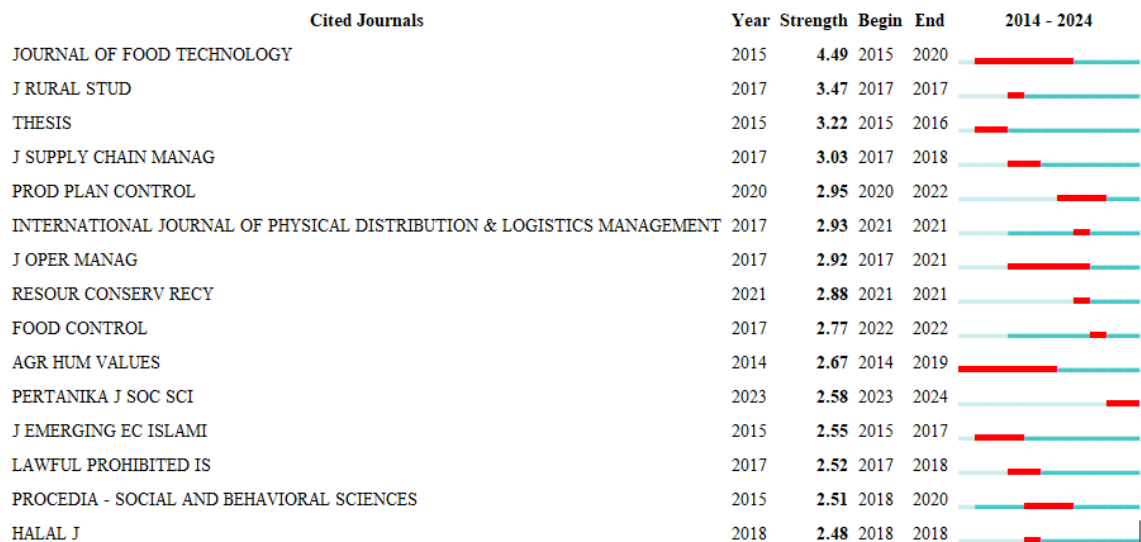


Figure 9. Top 15 Cited Journal with the Strongest Citation Bursts.

Source: Data Processed by CiteSpace (2024). The last column contains blue and red lines, where the blue line depicts the beginning and end of the cited author's years, and the red line represents the cited author's explosive period.

Theoretical Implications

From a theoretical standpoint, this study contributes to a more profound understanding of the interplay between the halal value chain and the crucial aspects of value creation and institutional legitimacy, both within Muslim-majority and minority market contexts. It expands upon the established halal supply chain theory Tieman, (2011) by incorporating essential ethical, religious, and performance-oriented dimensions. Notably, the concept of “halal integrity” arises from this analysis as a central theoretical construct that fundamentally underpins a significant portion of the analyzed literature. This research, employing bibliometric analysis, maps the trends within the scientific literature related to the halal value chain. In the context of production processes, the halal value chain serves as the primary guiding framework for ensuring the halal status of a product, aiming to maintain halal integrity throughout every stage of the broader halal supply chain.

The findings derived from the bibliometric research indicate that the halal food sector, halal logistics, and Islamic finance are prominent topics consistently discussed in relation to the halal value chain, aligning with existing theoretical frameworks. Furthermore, areas such as halal management practices, business ethics within the halal context, the sourcing and management of raw materials compliant with halal standards, and the processes of halal certification frequently emerge as central themes of discussion. While the analysis reveals existing research gaps within some of these areas, this study also highlights specific domains that warrant further development and in-depth investigation by future researchers, particularly to gain a more nuanced and

comprehensive understanding of the intricacies and multifaceted nature of the halal value chain itself.

Managerial Implications

The halal value chain (HVC) has become essential in various halal industries. HVC acts as a comprehensive framework to ensure that halal products comply with Sharia principles throughout the supply chain, starting from the procurement of raw materials to the final consumer (Rusydiana et al., 2022; Antonio et al., 2020; Islam et al., 2020; Khan et al., 2018; Ali et al., 2017; Tieman., 2014). However, a bibliometric of scientific literature, primarily published in journals, reveals that research on halal value chains still requires further development. This result is due to the fact that most research tends to focus on specific aspects of the halal supply chain. Applying design in the halal value chain management system is a complex challenge. What if, in the process, doing the wrong thing, the halal value chain system becomes the opposite boomerang? The system cannot effectively protect halal integrity (value chain) in the halal supply chain.

Oladokun et al., (2015) suggests that the halal value chain has significant potential to contribute to substantial business growth through mechanisms such as cost reduction, enhanced product quality, and improved responsiveness to market changes. It is crucial to recognize that the halal value chain transcends mere halal product certification; rather, it encompasses a comprehensive system designed to assure the quality, safety, and overall effectiveness of halal products, alongside maintaining financial integrity and strict adherence to Sharia principles across the entire supply chain. As articulated in the research (Tieman, 2014), each distinct stage within the HVC plays a pivotal role in upholding halal integrity and ultimately delivering products that consistently meet the highest standards of compliance.

Furthermore, research by Rusydiana et al. (2022) elucidates the significant potential of both the supply chain and the halal value chain in achieving sustainable development goals. This relevance raises significant questions about the extent to which nations have adopted business and consumer regulations that align with the sustainability agenda, particularly in relation to achieving Goal 13, which focuses on climate change. The key ideas in supply chain and halal value chain management show that we must protect the environment. This objective entails removing trash, using energy efficiently, and ensuring that everyone has access to sufficient food and water. These actions contribute to achieving Goal 13 of the Sustainable Development Goals (SDGs).

Business leaders and policymakers must develop integrated halal value chain strategies to ensure full halal assurance. The practice is more than merely following the rules for certification. Companies must work closely with suppliers, invest money in halal technologies, and discuss halal standards with customers. They should regard the halal value chain as a vital aspect of their business plan, which will help them stand out in the market and retain customers rather than merely as a requirement (Islam et

al., 2020; Oladokun et al., 2015). This analysis establishes a robust foundation for future research endeavors and improvements in industrial business processes. The results indicate a pressing need for further research to establish a direct connection between the halal value chain and tangible business benefits. It also highlights how these connections contribute to achieving the Sustainable Development Goals. Organizations can better understand how these practices contribute to their success and support broader social and environmental goals by examining the real, tangible benefits of incorporating halal principles into their operations.

Limited and Potential Research

This research examines particular academic databases throughout a defined timeframe. The study only utilizes information from documents indexed by Web of Science and Scopus and is limited to English-language documents. As a result, it may have missed important studies published in local languages or found in non-academic sources, like industry reports, media, and professional forums. These constraints suggest that research on the halal value chain (HVC) remains limited, particularly within specific industries and geographical areas.

Furthermore, the bibliometric analysis conducted in this study reveals that research on the halal value chain is still in its early stages of development and holds considerable potential for future growth. Future research can advance this field by employing network analysis to depict stakeholder relationships, investigate the interconnections among participants in the supply chain, and reveal collaboration trends in halal-related initiatives and involving consumer viewpoints, like how their buying habits, product choices change, and their reactions to halal trends, can give researchers and industry experts valuable insights. These insights will improve theoretical frameworks and connect them to real-world situations.

CONCLUSION

This study looks at research on the halal value chain (HVC) from 2011 to 2024. It highlights key themes, strategies, and measurable outcomes in this area. The findings show that interest among researchers is growing steadily. The topics include halal integrity, ethical branding, supply chain traceability, and operational innovation. Utilizing tools such as RStudio and Biblioshiny, this research charts the intellectual and thematic evolution of HVC, uncovering three strategic clusters: governance and certification, technological and operational integration, and market-focused strategies. These strategies are linked to economic outcomes for example such as profitability, market expansion, then operational outcomes such as logistics performance, product quality, also social outcomes such as consumer trust, ethical branding.

The findings offer practical implications for halal industry stakeholders by positioning the halal value chain as both a compliance mechanism and a strategic tool for sustainable growth. Practitioners are encouraged to invest in halal-compliant

technologies, capacity-building for suppliers, and transparent communication to enhance consumer loyalty and trust. The study is limited by its focus on bibliometric data, which may not capture real-time implementation challenges. Future research should empirically test HVC strategies across diverse sectors and regulatory environments, particularly in non-food domains such as cosmetics, tourism, and finance, to strengthen theoretical contributions and inform best practices across sectors.

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