

Research Paper

Halal Food Certification and Sustainability Performance: A Conceptual Paper

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This paper hypothesizes that Halal Food Certification increases and enhances sustainability performance through a conceptual framework highlighting their connectivity. Many studies focus on Halal Food Certification with the business performance from various perspectives, but more research is required that explicitly studies certification and sustainability. Regarding the methodology, secondary sources related to topics and keywords have been implemented. This research refers to the guidelines for implementing halal certification based on quality management as a basis to be discussed in the Halal Industry. According to a literature review, Halal Food Certification could increase sustainability in three aspects: economic, social, and environmental. This study's theoretical foundations can facilitate further in-depth investigation into both elements. Given their conceptual nature, the framework should undergo empirical testing.

Keywords: Halal Food Certification, sustainability performance, conceptual frameworkCorresponding Author: Puji Handayati; email: puji.handayati.fe@um.ac.id**Published** 24 January 2024

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1. Introduction

The halal sector in the global industry is one of the most recent global trends. With the Muslim population approaching about 3 billion people, the sector of the Halal industry has emerged as one of the fastest-growing markets in the world. Food, service, finance, transportation, and tourism are covered. Given that Islam is the religion with the fastest rate of growth in the world, the market potential for Halal cuisine is quite promising [1]. The Halal concept has expanded beyond food, elevating the global economy's halal industry to a new potential growth sector [2]. According to [3], halal-certified products indicate the materials, manufacturing, packaging, and distribution occurred in a sanitary and clean environment. Based on [4], The concept of Halal is a concept that applies globally and that associated with the values of animal rights protection, environmental

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protection, and social justice. Indeed, halal excellence can be attained when halal is both internally and externally consistent.

In this study, the definition of Halal is broadened to encompass more than only food restrictions and consider other facets of life, like diet, behaviour, clothing, relationships, and earning modes. [5]. “Toyyib” is a well-known Halal phrase which refers to the declaration of Halal as healthy, such as nutritious, safe, non-hazardous to health, or non-intoxicating [6]. Toyyib aspects mandate that Halal Food industry stakeholders engage in the values of ethical business practices, humane animal husbandry, fair trade, corporate social responsibility, and sustainability. Significantly, halal items adhere to greater quality criteria than rival goods in the same category. One of the important pillars of the halal industry is food certification, on which several studies have been conducted. For example, [7] analyzed the criteria for halal certification systems in India and argued that the proliferation of halal standards poses a danger to the validity of halal certificates. [8] examined the interrelationship between the barriers to Halal certification adoption and proposed that effective Halal certification adoption can increase customer satisfaction.

There is much interesting research that examines halal food certification, among others linking halal food certificates have a positive relationship with financial and operational performance than positively influences business performance [9]; [10], [11], [12], a positive relationship with business excellence [13], increases the likelihood of gaining larger market shares [10], [14], and influences logistics performance in both real and intangible ways [3]. Studies on the Halal supply chain have been carried out by [6], but only a little research linked halal certification with sustainability [15]. Halal certification systems, which investigate everything from animal husbandry, shipping, processing, and handling to the seeds used to grow crops for human consumption or animal feed, require halal trading companies to follow specific sustainable practices [11]. The integration of sustainability principles with the Halal food industry because Halal criteria require that the product be safe and sanitary and that the related steps adhere to fair trade, equality, and animal welfare from harvest to consumption [13].

Many businesses have come to understand that implementing a sustainable strategy has numerous advantages for the corporation, including improved reputation, increased competitiveness, employer branding, and decreased cost and business’ risks [16]. Consequently, a consensus is growing that for businesses to attain sustainable effectiveness, sustainability must be included in their strategies and daily operations, necessitating the adoption of novel organizational and management techniques. An organization requires planning, development, and time to maintain. Because of this,

top management must plan for the future and manage daily operations cooperatively, even if they are related to halal food certification. Much of the literature still needs to be solved, despite the increased interest of academics and professionals in business sustainability. This essay seeks to synthesize the literature by examining the models' points of view concerning sustainability.

Halal and its many facets remain a popular research topic, as evidenced by the expanding body of literature. The research thus supports the idea that Halal food certification might enhance organizational performance and success. On the other side, this questions whether the sustainability performance can be improved by Halal food certification. However, the literature analysis also demonstrates that there needs to be more research combining these two ideas. Thus, the current study's objective is to determine whether there is any connection between sustainability and Halal food certification. The following are the paper's primary goals:

- a. To determine whether the sustainability performance can be improved by Halal food certification.
- b. To provide the theoretical framework for demonstrating how Halal food certification can favourably influence sustainability performance.

A literature review is used to investigate these issues [15]. The article evaluates the studies relating halal food certification with sustainability performance, characterized by performance for economic, social, and environmental sustainability, then for establishing the agenda for the next research.

2. Literature Review

2.1. Islam and The Halal -- Haraam Concept

Islam dictates that its adherents only use and eat items that comply with Haraam. In contrast to Haraam, which is understood to be forbidding, incorrect, and unlawful, Halal is typically interpreted as allowed, good, and lawful. [17]. One of human nature's most fundamental components is the search for nourishment. As a result, Muslims are very careful about the foods and drinks they consume not to break the rules. To maintain their spiritual wellness and morality, Muslims are encouraged to eat and drink only foods and beverages permitted by Shari'ah (Islamic Law). Muslims who follow Islamic teachings enjoy peace, tranquillity, and moral composure; as a result, when they eat non-Halal food, their hearts suffer. As a result, (Bergeaud-Blackler et al., 2016) maintained that

the halal concept (particularly for foods) requires nourishing foods made properly and hygienically from legal sources.

2.2. Halal Food Certification in the Global Halal Industry

As the number of Muslims worldwide approaches 3 billion, the halal market is one of the ones with the quickest rate of expansion [1]. Therefore [2] highlighted in their research findings that the Halal industry now encompasses shipping, packaging, banking, and pharmaceutical and personal care items. The primary segments of the Islamic economy in 2018 comprised a \$2.2 trillion aggregate consumer spending opportunity, which is anticipated to expand to \$3.2 trillion by 2024 [19].

Furthermore, based on the State of the Islamic Economy Report 2020–2021, the following are the principal economic forces in the Islamic world: 1) A sizable and rapidly expanding Muslim youth, 2) Islamic principles guiding lifestyle choices, 3) The digital technology's connectivity, and 4) An increasing of ethical consumer behaviour; 2) The regulations of Government, 2) Growth in Intra-Organization of Islamic Cooperation (OIC) Trade, 3) The World's Top Brands Participations, and 4) The National Islamic Economy's Strategies. (Yap & Ng, 2018) They also stressed the Muslim world's ongoing growth, which they described as a wealthy, booming market with 2 billion customers across 112 nations. By taking advantage of this rapidly developing global market, international companies can test novel competitive strategies and prepare for greater integration with the Halal sector.

The Covid-19 pandemic unquestionably has significantly disrupted all industries globally. Nonetheless, the halal food sector has a bright and promising future. Indeed, as [20] argue, Halal food is gaining popularity among non-Muslims because it embodies values such as organic food, animal welfare, and sustainability. Similarly, as sustainable alternatives to conventional finance increase, there has been some expansion in Shariah-compliant trade finance due to the economic downturn and widespread sanitary disaster. Similarly, [21] identified the world's steadily growing Muslim population as the main motivator for companies to adopt export-oriented strategies to establish themselves in important Halal industries. The halal market has developed.

Halal food certification indicates to consumers that a food product has been sourced, produced, and distributed following strict Islamic criteria. It might be a logo, license, stamp, or seal. The term "Halal food certification" is used to describe [12] that it is definition of "a certificate issued by an Islamic body stating that the products listed on it adhere to Islamic dietary requirements as determined by [a certain] certifying body."

Since food makers must go through rigorous and thorough orientations, checks, and remedial actions before certification is granted, it is predicted that there will be a relationship between the Halal food certification and the quality and safety of the food. According to prior studies, halal food certification complies with recognized standards like Good Manufacturing Practices (GMP), Hazard Analysis Critical Control Point (HACCP), or International Standardization Organization (ISO) 22000 and is a type of certification for food safety. [9]; [3]; [22]; [4].

However, [3] stated that the entire production process, as well as the inbound and outgoing logistics activities, must be halal compliant in order to compete in the halal market and must adhere to the criteria of the Halal certifying authorities. A Halal Certificate is a certification provided by a recognized Islamic organization attesting that this crucial requirement is ensured by the fact that the goods comply with Islamic law and are appropriate for Muslim usage. [23]. Additionally, it confirms that the goods were created, kept, packaged, and sent following halal supply chain norms. However, [3] stated that adhering to the guidelines established by Halal certifying authorities is necessary for functioning in the halal market. It covers the complete production process as well as the logistics for both incoming and departing traffic. A Halal Certificate guarantees this essential requirement, a document provided by an accredited Islamic organization attesting that the goods comply with Islamic law and are fit for consumption by Muslims (Bergeaud-Blackler et al., 2016). Additionally, it confirms that the goods were created, kept, packaged, and sent following halal supply chain norms. In fact, [21] and [24] recognized halal food certification as a potent marketing tool for establishing distinction and originality among rivals.

2.3. Sustainability Performance

The foundation of sustainability is built on three key aspects of long-term development: environmental preservation, economic growth, and social equity. [16]. It focuses on a theory that describes how commercial entities must prioritize social and environmental improvement in addition to their common goal of profit maximization to increase the long-term viability of their operations. Community improvement and environmental preservation were once thought of as purely charitable endeavours. These operations are currently essential to the business's survival. When the economy is weak, sustainable business practices established in the core business strategy hold up better and are less vulnerable to cost-cutting measures. Through cost leadership, they also help the business take a strategic strategy [25]; [26].

Based on the Corporate Sustainability Performance Measurement (CSPM) developed by [27], the study contrasts the most popular CSPM tools to show their similarities and variations and to further the development of a more uniform list of accounting-relevant sub-dimensions for the dimensions of Corporate Sustainability-based from 9 different stakeholders instruments (DJSI, KLD, GRI, ISO 26000, UNGC, B-Corp, [28]; [29], [30]) for the economic, social, and environmental sustainability performance.

2.3.1. Economic Sustainability Performance

The economic corporate sustainability dimension that is often defined shows a strong connection between corporate sustainability's social components. Based on (Antolin-Lopez & Delgado-Ceballos, 2016), economic prosperity is the creation and provision of goods and services that increase living standards worldwide. Some academics theorize a connection between the two aspects of socioeconomic sustainability. [30]. The several sub-dimensions that are a part of the economic or social dimension share a great deal of common ground.

Even if only a few instruments mention them, a comparison of the tools reveals that the economic factor of business sustainability has been given additional sub-dimensions to take into account: innovation ([28]; [29]; KLD and DJSI), risk management (KLD, ISO 26000, DJSI), profit generation ([29], GRI, DJSI), and efficiency ([28]; [29]). The aspect related to the acquisition of profits, which is the core of the economic dimension, was mentioned only on three instruments. This variation shows that many parties involved have differing views on what is covered by the economic dimension of business sustainability. Considering research study findings [27], the subdimensions of corporate sustainability economics consist of profit generation, efficiency resources, supplier relations, Marketing practices, Employee compensation, and Government relations.

2.3.2. Social Sustainability Performance

Generally, social sustainability performance instruments address sustainable consumption, product responsibility, and quality management [28]; (Dyllick & Hockerts, 2002); GRI, ISO 26000. The base of the pyramid (BoP) consists of economic inequality and poverty alleviation as three major themes in the literature on social sustainability literature [29]. According to research findings [27], the following subdimensions of social corporate sustainability exist philanthropy, human rights, occupational health and safety, product responsibility, quality management, and consumer relations.

2.3.3. Environmental Sustainability Performance

The dimension of Environmental Sustainability Performance is about dealing with the environment. It is an organization's dedication to pursuing environmentalism and green business practices [31]. The indicators offered by several tools to measure the same issue differ in some ways. The first distinction is the use of relative indicators by some instruments to account for the same object, while others utilize absolute indicators. For instance, GRI assesses the number of recycled materials utilized as a percentage, whereas B-Corp measures it in tons of recycled materials. In terms of water use, GRI uses "total water use," whereas (Klewitz & Hansen 2014) uses "the proportion of recycled and reused water in total." Because of the disparity in measurements, the indicators are incomparable; however, to track a company's sustainability advancement, it appears critical to determine the measure of environmental corporate sustainability performance compared to prior years. For product stewardship items, for example, [28] proposes the quantity of "mined/manufactured products with a less harmful impact on the environment than in previous years or than their competitors" and the number of "products mined/manufactured with less environmentally damaging inputs than in previous years or competitors." According to research findings, the following subdimensions of corporate environmental sustainability exist [27]: energy conservation, waste management, environmental management systems, and environmental compliance.

3. Methods

This research attempts to forward a discourse about theory in which it is suggested that halal food certification can positively and advantageously impact sustainability performance. Current research, which is an exploratory study, largely relies on gathering secondary data from online scientific archives, some published academic works, and focus groups with subject-matter experts. An observational approach was used to achieve the goal of this paper, and the data on topics such as the global halal market, halal certification, halal supply chains, Islamic business ethics, and sustainability performance were gathered. Thus, this study's arguments and conceptual depiction are built on a synthesis of earlier and more contemporary literature.

4. Linking Halal Food Certification and Sustainability Performance (SP): The Enablers.

4.1. Halal Food Certification and Economic Sustainability Performance

According to the results [9], the empirical evidence of this study suggests that implementing Halal food certificates can improve business performance. Furthermore, [9] empirically demonstrated that Halal food certification is related to and significantly affects financial and operational performance. They can reach internal production processes, resulting in effective and efficient improvement in logistics performance, which is demonstrated by a rise in market share, improved business innovation, excellent financial returns, and contented customers. Aspects of economic sustainability performance can be related to Halal Food Certification, including profit generation, efficiency resources, supplier relations, marketing practices, employee compensation, and government relations.

a. *Profit generation.*

There is much research linking halal food certification with economic/financial performance. Based on the result [32], [33], [34], [25], [9], [35], [30], [36], [37], [29], [38], [13], [10] empirically examined the relationship between Halal food certification variables and the profitability of Halal food manufacturers. They contend that the most accurate indicator of business performance is the perception of advantages in the context of profit.

b. *Efficiency resource.*

Halal consumption is increasing globally, as is demand from also non-Muslim countries. The Halal industry is now across all international boundaries and encompasses a broad range of products and services, and is no longer restricted to specific nations with a majority of Muslims or a specific basket of items. As a result, the integrity of Halal products must not be compromised. It must remain secure until they are in the hands of the end customer in order for global Halal trade, which is spread across several nations, to continue [39]. The Halal industry ecosystem approach is based on theory and practice. It demonstrates that partner and inter- and intra-company collaboration are enhanced due to the industry's joint commitment to upholding Halal integrity and fostering customer confidence in halal certificates. According to (Haleem et al., 2021), the primary goal of managing Halal supply chains is to deliver customer objectives while preserving the reliability of the available tools, personnel, systems, and data. Halal Food Certification is a common quality assurance method that integrates animal welfare and fair trade. According to research findings [39], [34], halal food certification management effectively improves the process's quality, including resource efficiency.

c. *Supplier relations.*

Halal-certified companies, without a doubt, bear a significant responsibility in protecting the interests of quality food processing, including maintaining good relationships with trusted suppliers because the requirements include relationships with trusted relationships that can provide a guaranteed source of halal ingredients, Halal-certified companies particularly. In the food industry, draw attention to the dual nature of Halallan Toyyiban (pure, clean and healthy). The research findings related to the relationship with relationships in the implementation of halal food certification [14], [4].

d. *Marketing practices.*

Many research findings are related to marketing aspects in order to organize quality halal food certification [40], [41], [42], [11]. One of the goals is for internal and external stakeholders to meet the principles of Halallan Toyyiban (healthy, pure, and clean) (Tahir, 2013), [32], [4], [44]; as well as benefit from good management [45], [13], [46]. It was also found that the results of studies by (Bidin et al., 2021), [22] showed that having a Halal certification affects how well-innovated and prosperous Halal-certified food businesses perform in the Philippines. It was also noted that there are substantial distinctions between Halal-certified and non-Halal food businesses regarding market performance.

e. *Employee compensation.*

Halal certificates are given based on several organizational requirements and criteria, particularly for employees. These include maintaining good personal hygiene, always dressing appropriately, ensuring that employees are in excellent health, limiting smoking in production locations, and giving proper halal food manufacturing training. [3]. Halal-certified businesses, particularly those in the food industry, emphasize the two components of Halallan Toyyiban (wholesomeness, purity, and cleanliness) because these standards apply to both the production environment and Halal sourcing. Halal-certified companies, particularly in the food industry, place a strong emphasis on the dual aspects of Halallan Toyyiban because the requirement is not only on Halal sourcing but also the production area should not smell bad, be disgusting, or prevent the maintenance of appropriate hygienic and sanitary conditions (wholesomeness, pure, and clean). A safe, healthy, and enjoyable working environment is undoubtedly essential for job satisfaction and engagement. Individuals of greater quality will accomplish higher results because they are drawn to corporate cultures that encourage innovation and development to promote professional and personal development [11]. Indeed, research by (Bidin et al., 2021), [22] has proven that halal certification enhances halal's performance in innovation. A study by (Bidin et al., 2021), [22] discovered that Halal-certified food companies do significantly better than non-Halal-certified food enterprises in terms

of innovation and market success. Halal certification positively impacts the inventive performance of Halal-certified food businesses in the Philippines. Halal certification also offers undeniable potential for worldwide marketing and product base expansion, generating new chances for cultural exploration and career progress for Halal practitioners and operators. This optimism is underpinned by [2], who suggested that halal food businesses may expand into a multi-billion dollar through trade financing, working capital, and capital development, publicly traded businesses that also affect their employee compensation.

f. *Government Relations.*

The halal market has become one of the most important global, local, and transnational markets. Because of this, businesses with Halal certification must adopt an inclusive, holistic, and long-term perspective in their operational and strategic planning (Bergeaud-Blackler et al., 2016), [47]. Large corporations that operate in the Halal market, particularly in Muslim-majority countries, can face severe penalties if they fail to uphold fundamental principles as Halal-certified organizations [1]. As a result, operators in the Halal industry must carefully consider the advantages, demands, and expectations of diverse stakeholders to maintain the health of the Halal ecosystem [2], [48]. In addition [49] argue that halal has a direct relationship with issues such as fair trade, organizational health, environmental stewardship, and ecological economics, as well as the continuation of traditional and corporate sustainability values that are consistent with halal principles and the absence of political influence. As a result, the opportunity provided by Halal certification necessitates the participation of multiple stakeholders in the halal industry, including the Government, as well as strategic planning and implementation in order to become longer, systemic, and holistic [50], [51], [5]. [31] argues that the government and private sectors must work together to achieve economic goals to realize that halal food certification can create social welfare and sustainability.

Proposition 1: Halal Food Certification positively influences Economic Sustainability Performance.

4.2. Halal Food Certification and Social Sustainability Performance

Based on the result [3], halal food certification can be related to social sustainability. Aspects of social sustainability performance related to Halal Food Certification include philanthropy, occupational health and safety, human rights, product responsibility, quality management, and consumer relations.

a. *Philanthropy.*

Businesses with Halal Food Certification must take precautions to ensure that they continue to thrive in all areas due to the importance of ethics and business standards. Further, among non-Muslims who buy Halal food, there has been a shift in attitudes and beliefs about ethics and integrity, as reported by [52] and [13] in a study titled “Because halal is a sensitive issue for some non-Muslims, and they are experiencing weight loss.” For example [13], halal-certified businesses benefit from increased ethics and trust, allowing them to focus on their core competencies rather than risk a loss of trust and revenue in the Halal market. After that, the company’s focus is on ethics and growth [43]. However, this occurs in the Halal market, where the consequences are minimal if Halal regulations are followed. However, this occurs in the Halal market, where the effects are not adverse because consumers have high moral and ethical standards and halal certification. To begin with, [21] state in their paper “Halal Labels and Business Ethics: An Analytical View from Manufacturers” that a large number of manufacturers and Halal product manufacturers engage in ethical business practices, particularly in the context of Islamic economics.

b. *Occupational health & safety.*

Halal business owners and operators must adopt a holistic definition of halal. [13] Moreover, adopted similar attitudes as demonstrated that it has embraced the principles of openness, well-being, health, and justice [7], along with successfully implementing a strategy roadmap to securing the worldwide Halal market and acting as a leading global Halal brand in that regard. Halal certificates are given based on several organizational requirements and criteria, particularly for employees. These requirements include maintaining good personal hygiene, always dressing appropriately, requiring staff to be in good health, forbidding smoking in production areas, and providing adequate training in halal food production that also considers occupational health & safety. [3]. Because the requirement is not only for Halal sourcing but also for the production environment, based on [11], Businesses that are Halal certified, especially those in the food industry, place much stress on the two sides of Halallan Toyyiban (wholesomeness, purity, and cleanliness). Halal-certified businesses, particularly in the food industry, place a strong emphasis on the dual aspects of Halallan Toyyiban because the requirement is not only for Halal sourcing but also for the production environment to be foul-smelling, revolting, and unsuitable for good sanitary and hygienic conditions (wholesomeness, pure, and clean) [6]. As a result, halal operators and businesses must embrace the holistic definition of halal [53] [10], [11], adopt a mindset similar to that with which it has accepted the ideals of justice, openness, health, and fitness in addition to successfully

implementing a strategy roadmap to capture the global Halal market while growing into a global Halal brand leader in that regard. [3], [11], [1], [6].

c. Human Rights.

The development of the product base and global marketing potential made possible by halal certification is currently undeniable, providing more chances for cultural exploration and career advancement for those working in the halal industry [46], [17], [11], [54], [55]. This optimism is shared by [44], [2], who asserts that Halal Food Businesses can grow to be the multi-billion dollar and publicly traded companies through trade financing, working capital, and capital development. [31] argues that halal food certification accommodates the perspective of *maslahah* (welfare) from an Islamic economic perspective which is very important for humans, and this is a human right for humans. In the halal industry, production activities and halal food certification are part of realizing the purpose of *Shari'a* to create welfare and benefit explored in *Maqashid Al-Shari'ah*. These components are crucial for the sector's growth and for achieving its objectives [6]. These efforts to consume halal goods and services mean that people use the human right of welfare as the basis for fulfilling unlimited desires [17].

d. Product responsibility.

Businesses in the Halal industry are meant to be as adaptable and agile as possible to the delivery of goods and services to uphold the integrity of halal against the occurrence of cross-contamination with *Haram* goods [45], where the "halalness" of a product is a sensitive issue that cannot be compromised, so corrective action must be taken if necessary in order to maintain and ensure the product's halal integrity (Ali et al., 2022). In supporting the process of being responsible for the product, it is necessary to use a tracking and traceability system that allows food and foodstuffs to be tracked forward along the production chain [56] [57], [58], for greater exposure in the event of a case of contamination. According to [59], tracking and tracking technology is a useful tool for generating real-time information when a product crosses a transportation chain to achieve halal food certification. The efficiency and robustness of operations, product delivery, and service delivery are all greatly enhanced by real-time data access and rapid information exchange across Halal logistics service providers throughout the halal supply chain [60], [59]. Findings study by [9] saw that halal certificates are considered when evaluating logistical performance. They suggest enhancing product quality by utilizing halal-specific equipment and transportation networks. Based on (Kamarulzaman et al., 2022), timely distribution without compromising halal integrity [5] promises greater financial returns than greater costs and flexibility as a result of the market growth provided by Halal certificates [19], [61].

e. *Quality Management.*

All excellence approaches in the halal sector focus on developing processes for quality management to meet customer needs [42], utilizing client input to inform the methodical and fact-based implementation of quality process management [58]. In order to provide reliable and timely delivery of goods and services in the Halal industry, quality process management will work effectively and efficiently in the area of good halal supply chains and logistics, in addition to tracking, traceability, and information sharing [6], [52], [58]. Furthermore, [49] claimed that customer satisfaction might be increased by using quality management techniques like halal certification. According to [9], establishing Halal Food Safety Certificates provides external benefits, one of which is improved customer service. Additionally, consumers' trust and confidence will result in more subsequent purchases., which was highlighted in the same context [52]. Halal Food Certification symbolizes the principles of fidelity, integrity, and trust that owners must foster within their business at the same time. [3], [58], resulting in favourable working conditions for employees managed by quality management [6]. The ability to take in information from one's environment while keeping an open mind is one of the qualities of high-quality management, not self-contained processes like strategic thinking and planning [6].

f. *Consumer relations.*

According to [42], a halal certificate on a "place to eat" indicates that the food was cooked following Islamic dietary guidelines. As a result, it gains credibility, enabling Muslims and other Halal consumers to make purchases comfortably. Businesses can increase earnings while being socially responsible to customers thanks to the rich markets given by the halal sector [11], [5]. It is evident in the Halal market, where consumers uphold high moral and ethical standards and observance, and reactions are unaffected if Halal regulations are suspended [5]. [9] establishment of Halal Food Safety Certificates has numerous external advantages, one of which is improved customer service. Additionally, the trust and confidence of consumers will result in more subsequent purchases, which is highlighted in the same context [52]. In addition, Halal Food Certification reflects the idea of loyalty, ethics, and trust that business owners must foster inside their company to sustain consumer relationships [3], [58].

Proposition 2: Halal Food Certification positively influences Social Sustainability Performance

4.3. Halal Food Certification and Environment Sustainability Performance

Based on the result [3], halal food certification can be related to environmental sustainability. Aspects of environment sustainability performance that can be related to Halal Food Certification, including Energy conservation relations. Waste management, Environmental management systems, and Environmental compliance.

a. *Energy conservation.*

Based on [31] discovered that halal premises use sustainable production methods such as energy and material conservation, as well as the removal of substances that could be harmful to both the environment and human health. Furthermore, the authors claimed that halal practices align with the sustainable practices promoted by [62] for reducing toxic, harmful, and hazardous materials.

b. *Waste management.*

The Halal production system has access to adequate/appropriate sanitation, hygiene, and waste minimization. [13] recommended that they promote the most popular methods of sustainable food waste management to suggest sustainable food waste management. Further, [46], based on the understanding of halal business provided in the Quran, have designed a strategic plan for a halal business to maintain operations [19] recognized the green techniques used to manage the Halal food supply chain. It assessed the sustainable results of green practices [15].

c. *Environmental management systems.*

A governance structure has been developed to punish noncompliance or mistakes made in the manufacture of halal products [43]. Instead of only generating economic value from the resources at hand, businesses must take responsibility for how their operations affect society and the environment. [4], [59]. The result creates the triple-bottom-line method of assessing organizational performance [15]. This strategy improved performance measuring systems by combining economic measures with environmental and social performance measurements [5]. Sustainability is the ability of an organization to maintain a balance between its economic, social, and environmental performance over the long term [43], [4], [59]. By embracing Islamic ideals like animal rights, ethical concerns, sustainability, equality, hygiene, environmental awareness, and fair trade from the farm to the customer's dining table, halal assurance systems assure that the food is safe and healthful [1], [5], [15].

d. *Environmental compliance.*

Halal food preparation typically involves some procedural requirements, including stringent manufacturing certification and standards procedures, the incorporation of Islamic religious values of sanitation and hygiene, and adherence to environmental and resource management principles, with the ultimate goal of maintaining consumer well-being and carrying out Allah's command [59]. It suggests that managing Halal Food Certification is a comprehensive strategy for providing high-quality food items with authorized nutritional ingredients. Najis (dirty), intoxicating, poisonous, and hazardous elements should not be present in food ingredients or products [31].

Proposition 3: Halal Food Certification positively influences Environment Sustainability Performance

5. Linking Halal Food Certification and Sustainability Performance (SP): The Model

Muslims must only eat halal meals following their Islamic beliefs. However, the idea of halal consumerism also appeals to non-Muslims who think halal items are superior in terms of flavour and health [47]. Furthermore, [42] claimed that consumer satisfaction might be increased by using quality management techniques like halal certification. In the same vein, [9] said that enhanced customer service is one of the external benefits of using the HFC (Halal Food Certificate), which will encourage more customers to make purchases in the long run. At the same time, HFC personifies the core values of fidelity, integrity, and trust that owners of firms must promote within their businesses to improve working conditions for staff members. Halal has consequences for food safety, animal welfare, the environment, and sustainability, in addition to how Muslims butcher their animals [9].

According to [15], Since halal products are founded on the ideals of purity, wholesomeness, safety, cleanliness, and safety from harm, they appeal to consumers who are concerned about the products' origins, fair trade, cleanliness, humane animal husbandry and sustainability. Halal Food Certification has been empirically shown to have a good and significant association with enhanced economic performance, such as generating profit [9], [32], [33], [34], [35], [30], [36], [37], [29], [38], [13], [10], efficiency resources, [39], (Haleem et al., 2021), supplier relations, [14], [4], marketing practices, [40], [41], [42], [11], employee compensation [11] and government relations [50], [51], [5]. Concurrently, [6], Researchers that looked at the effect of halal orientation strategy on the financial performance of halal food operations, concluded that the usage of Halal materials and adherence to proper Halal storage and transportation had a good impact on economic

sustainability performance. Additionally, recent studies have looked at the effects of Halal Food Certification on economic, social, and environmental sustainability—all of which are fundamental to the sustainability criterion.

Based on [9] explained that using a Halal certificate effectively and efficiently can enhance logistics performance in internal production processes and efficient resources. Furthermore, many researchers also stated the reflection of halal food certification in increasing product responsibility [56] [57], [58], [59]; philanthropy, [52], (n Mustun, 2021), [21], occupational health and safety, [7], [3], human right, [31], [6], [17], quality management, [6], [3], [58], consumer relations, [3], [58], enhanced business innovation, [46], [17], [11] and satisfied customers [9].

The proposed framework linking Halal Food Certification and Sustainability Performance is as follows:

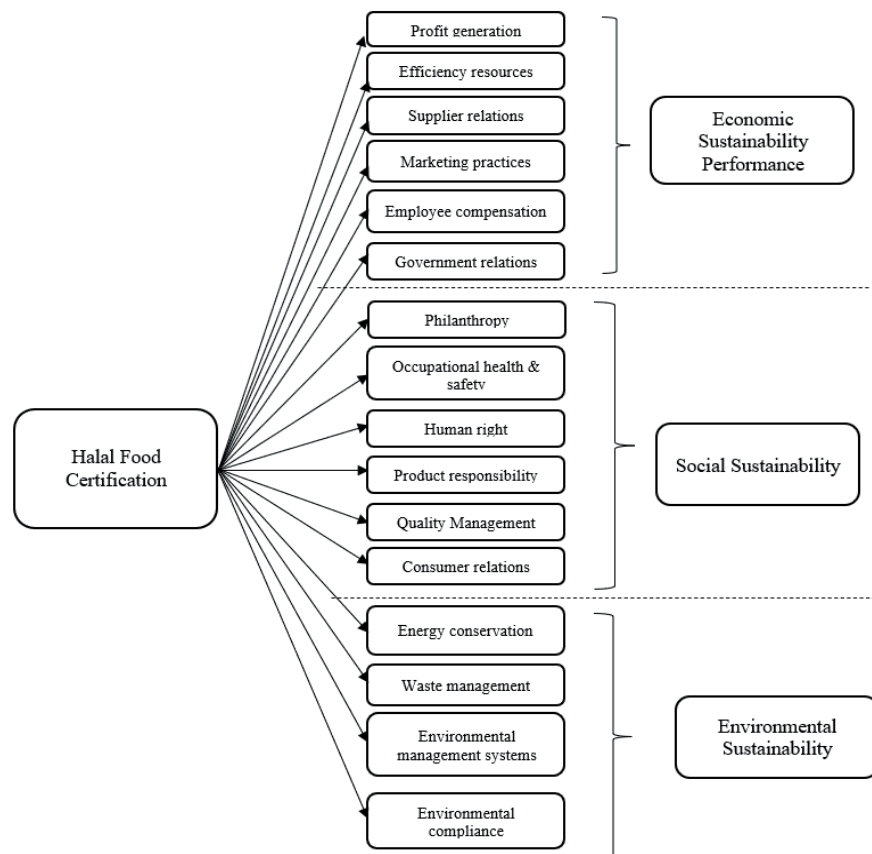


Figure 1: Proposed Framework.

As outlined, total customer, community, societal, and company outcomes will be expected to improve as Halal continues to gain popularity thanks to favourable consumer attitudes and businesses observing improvement and sustainability in economic, social, and environmental performance.

6. Major Research Contributions

Islam's conception of halal and tayyib as "healthy" places a premium on wholesome, pure, and secure consumption. It is a general idea that applies to all people and emphasizes the purity of substances and the consumption of goods closest to their original state. The designation of halal cuisine should not be viewed as nothing more than a marketing gimmick that "targets Muslims as wallets that must be drained." The same applies to [9] the essence. The fraudulent and questionable accreditation poses one of the major obstacles to the certification of Halal food, which in turn greatly upsets and distresses Halal consumers and other stakeholders. Therefore the principles of faith-based marketing regarding Islamic consumerism, such as trust, religiosity, purity, well-being, and transparency, should not be confused by greed, deception, and betrayal in order for HFCs to successfully promote an ethics-driven approach to leadership and management toward business excellence.

Based on analyses of the literature and focus groups with the experts, the study investigates the field of Halal food certification. This study suggests that an approach to halal food certification implementation extends the concept of halal integrity from farm to fork. The activation and management of halal food certification with Toyiyib qualities depend on a vital component we have uncovered. Furthermore, we model the relationship between halal food certification and sustainability performance. In order to bridge gaps in the literature, this study builds on existing research in the understudied area of Halal food certification and creates a broad-based Halal perspective. The findings of this study can assist various stakeholders involved in the distribution of Halal goods, such as managers, policymakers, and regulatory authorities. The results of this study can help different parties involved in distributing Halal products, such as managers, policymakers, and regulatory agencies, to comprehend the elements that are crucial in the management of Halal food certification and sustainability performance in three dimensions: economic, social, and environmental sustainability performance.

7. Conclusions

The topic of Halal and corporate sustainability in this study tries to close significant gaps in the scientific literature. While highlighting their tight relationship, the study deliberately looks into potential connections between corporate sustainability and Halal food certification. To the author, the corporate sustainability model has yet to be widely studied in conjunction with the Halal industry lens. Therefore, the theoretical contribution of this paper can serve as a starting point for more in-depth quantitative and qualitative research. Furthermore, given the qualitative and multifaceted nature of corporate sustainability and halal industries, practitioners in both fields are encouraged to further investigate these concepts through exploratory case studies. Furthermore, academics, experts, and practitioners should collaborate to create a specific corporate sustainability model for the Halal industry that will efficiently and effectively reflect Islamic ideals while adhering to the reality of Halal business. Additionally, because this study is entirely conceptual, it cannot be said with certainty that Halal food certification will have a favourable impact and affects corporate sustainability; thus, an empirical study covering these two subjects is still critical.

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