

Bibliometric Mapping of Halal Marketing Research: Global Insights and Future Agenda

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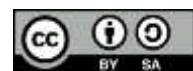
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ABSTRACT

This study performs a thorough bibliometric analysis of halal marketing research to delineate its conceptual framework, thematic progression, and collaborative dynamics. The study utilizes data obtained from Scopus, examined by VOSviewer and Bibliometrix, to identify predominant research clusters, influential authors, leading institutions, and significant contributing countries. The findings indicate that halal marketing scholarship focuses on themes such as halal food, Islamic marketing, consumer behavior, and halal tourism, whereas developing research areas encompass halal logistics, supply chain integrity, halal cosmetics, and halal awareness. Co-authorship and institutional networks demonstrate significant geographical concentration in Southeast Asia, with Malaysia and Indonesia acting as principal research centers. The patterns of collaboration across countries underscore the escalating participation of non-Muslim nations, indicating a rising worldwide interest in halal markets. This study enhances comprehension of halal marketing as a complex and dynamic domain, providing a basis for future research, especially in cross-regional governance, digital change, and non-Muslim customer viewpoints.

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1. INTRODUCTION

In the last twenty years, the world wide halal industry has experienced significant growth, becoming one of the most rapidly increasing sectors in the global economy. The halal sector, traditionally focused solely on food and beverage, has recently expanded to include medicines, cosmetics, fashion, tourism, logistics, and digital platforms [1], [2]. The expansion is driven by the growing worldwide Muslim population, increased consumer awareness of ethical consumerism, and the incorporation of halal principles into mainstream global supply chains [3]. As multicultural

marketplaces in Europe, North America, and East Asia integrate halal products and services, halal marketing has emerged as a strategic approach prioritizing trust, transparency, certification uniformity, and adherence to Shariah principles [4].

The increasing importance of halal-related enterprises has led to heightened academic interest in consumer behavior, branding, certification, and the relationship between religiosity and purchasing choices. Initial research highlighted halal assurance, perceived authenticity, and certification credibility as factors influencing purchasing intention [5], [6]. With the

maturation of the sector, research diversified into other issues, including halal lifestyle branding, cross-cultural assessments of halal brands, digital halal marketplaces, halal tourism competitiveness, and global halal governance [7], [8]. These changes highlight that halal marketing has developed into a multidisciplinary research field that intersects consumer psychology, marketing strategy, Islamic studies, global business, and sustainability.

Technological improvements have concurrently transformed the production, verification, and promotion of halal products. Advancements in digital traceability, blockchain-based halal supply chains, artificial intelligence, and social commerce have created new avenues for companies to enhance consumer confidence [9]. Simultaneously, global competitiveness and increasing consumer literacy have altered expectations regarding openness, effective certification governance, and genuine marketing communication [10]. This trend has broadened academic research to encompass how corporations reconcile innovation with religious adherence. The intellectual framework of halal marketing demonstrates a synthesis of traditional religious mandates with sophisticated marketing tools and modern business paradigms.

Due to the expanding breadth and multidimensionality of halal marketing literature, bibliometric methods are crucial for delineating its intellectual framework, topic development, and knowledge advancement. Bibliometric analysis offers a systematic and quantitative approach for assessing scientific output and recognizing prominent authors, journals, institutions, and publishing patterns [11]. In nascent or fragmented research domains like halal marketing—encompassing consumer behavior, Islamic economics, marketing management, supply chain, and tourism—a bibliometric mapping methodology elucidates research clusters, conceptual connections, and thematic developments [12]. This approach enables scholars to discern the evolution of halal marketing themes, the degree of multidisciplinary collaboration,

and developing research frontiers that indicate new academic trajectories.

Despite the existence of several narrative reviews on topics like halal consumer behavior, halal tourism, and halal certification, a thorough bibliometric analysis of the wider halal marketing domain is still lacking. Most current assessments offer thematic interpretations lacking systematic visualization or quantitative assessment of academic networks [13]. Software tools like VOSviewer, Bibliometrix, and CiteSpace provide advanced network analysis that uncover intellectual frameworks and thematic convergence or divergence [14]. A comprehensive bibliometric analysis of halal marketing research is essential to unify disparate knowledge, emphasize prevailing study areas, pinpoint conceptual deficiencies, and suggest future academic directions. This study fills the gap by performing a thorough bibliometric analysis using esteemed worldwide databases, offering a comprehensive, data-driven insight into the halal marketing research domain.

Despite the substantial advancement of halal marketing study, the existing literature is fragmented, dispersed among subdomains, and deficient in comprehensive intellectual integration. Researchers contribute from several perspectives—religiosity and consumer trust, halal logistics, branding and lifestyle, digital halal ecosystems, and tourism—yet these research are never systematically integrated to uncover structural coherence or developmental trends [9]. The lack of a comprehensive bibliometric study prevents the recognition of prevailing themes, key contributors, theoretical deficiencies, and nascent trends. In the absence of a cohesive mapping of the subject, halal marketing research is prone to developing in isolated trajectories, resulting in redundancy and the loss of chances for theoretical progress and interdisciplinary integration.

This study aims to deliver an extensive bibliometric analysis of global halal marketing research to enhance theoretical frameworks and inform future academic progress. This study specifically aims to: (1)

analyze publication trends, citation performance, and scientific advancement in halal marketing scholarship; (2) identify the most influential authors, journals, countries, and institutions contributing to the field; (3) map intellectual connections through co-authorship, co-citation, and keyword co-occurrence analyses utilizing VOSviewer and Bibliometrix; (4) reveal significant thematic clusters and conceptual frameworks influencing the field's development; and (5) propose a prospective research agenda that highlights conceptual deficiencies, opportunities for interdisciplinary integration, and emerging areas necessitating further investigation. This systematic mapping aims to enhance the understanding of halal marketing within the context of global marketing science.

2. METHOD

This study utilizes a bibliometric research design to thoroughly delineate the intellectual framework, publication trends, and topic progression of halal marketing research. Bibliometric analysis is acknowledged as a quantitative approach for assessing scientific literature and revealing connections among publications, authors, institutions, and conceptual topics [11], [12]. This study uses bibliometric methodologies to identify significant scholarly contributions, primary research clusters, and developmental patterns within the global halal marketing literature. This quantitative methodology was selected due to its capacity for impartial, replicable evaluation of extensive academic publications, rendering it especially appropriate for nascent and interdisciplinary study domains like halal marketing.

The data for this study were obtained from Scopus, a prominent and esteemed academic database utilized in business,

management, and social science research. Scopus was chosen for its extensive coverage of peer-reviewed journals and its capacity to facilitate citation-based analytical methods crucial for bibliometric mapping. The search approach employed terms including "halal marketing," "halal consumer behavior," "halal branding," "Islamic marketing," "halal tourism marketing," and "halal certification marketing." These keywords were examined in article titles, abstracts, and author keywords to guarantee thorough retrieval of pertinent publications. The inclusion criteria encompassed peer-reviewed journal articles, conference papers, and review articles published in English. Editorials, book chapters, and non-academic papers were omitted. Following the elimination of duplicates and extraneous records, the final dataset was exported in RIS and CSV formats for subsequent analysis.

A bibliometric study was performed utilizing VOSviewer 1.6.x and the Bibliometrix package in R, facilitating sophisticated visualization and quantitative mapping of academic networks [14], [15]. VOSviewer was employed to create co-authorship networks, co-citation maps, and keyword co-occurrence visualizations that elucidate the relationships among authors, journals, and topic clusters. Bibliometrix facilitated a descriptive performance study encompassing annual publication patterns, prominent authors, leading journals, national productivity, and citation measures. Collectively, these technologies facilitated the development of a comprehensive and data-informed comprehension of the halal marketing research domain. The integration of network analysis and performance metrics yields both macro- and micro-level insights, guaranteeing that the resultant bibliometric mapping is thorough, precise, and adheres to established best practices in the discipline.

3. RESULT AND DISCUSSIONS

3.1 Overlay Visualization

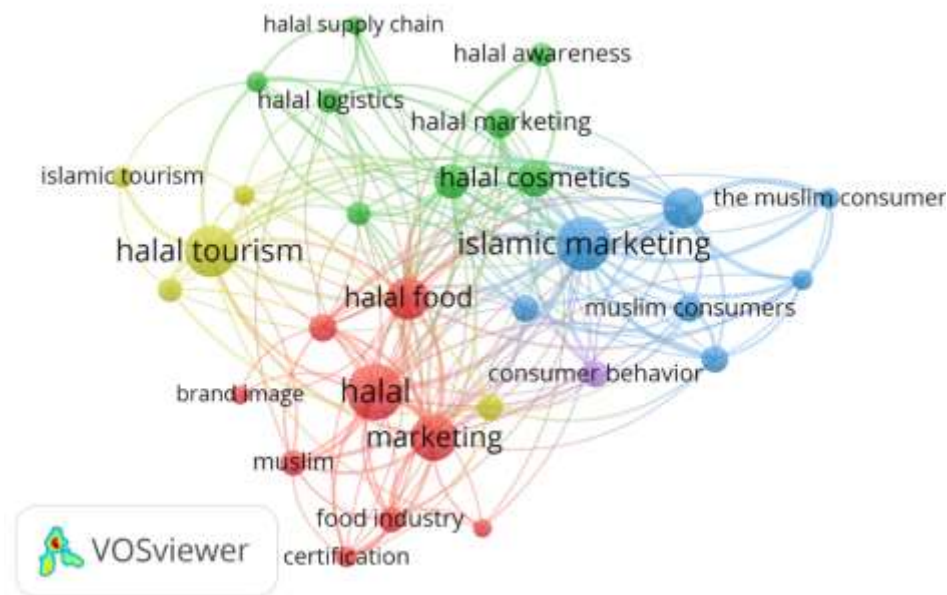


Figure 1. Network Visualization
Source: Data Analysis Result, 2025

The VOSviewer visualization illustrates a highly interconnected and multidisciplinary framework within halal marketing research, highlighting the convergence of various thematic areas around central concepts such as halal marketing, halal food, and Islamic marketing. The density of connections and clustering patterns indicate that researchers perceive halal marketing as a cohesive ecosystem encompassing branding, consumer psychology, religious identity, certification frameworks, and industry-specific contexts like tourism and cosmetics. The important placement of terminology such as “halal marketing,” “halal food,” and “Islamic marketing” underlines their fundamental importance in constructing the comprehensive knowledge framework of the discipline.

The red cluster, characterized by terms such as halal marketing, halal food, brand image, certification, and Muslim, signifies the fundamental domain of halal food marketing and branding. This cluster emphasizes the significance of food products in halal research and demonstrates how trust, certification, brand image, and perceived religious

adherence influence consumer intentions. The significant connections regarding certification highlight its function as a credibility instrument in halal consumption. The cluster's intricate interconnection illustrates that food serves as both the historical foundation of halal markets and the most thoroughly examined aspect in halal marketing research.

The blue cluster, centered on Islamic marketing, Muslim consumers, consumer behavior, and the Muslim consumer, encapsulates the behavioral and religio-psychological aspects of halal consumption. This cluster of studies examines the influence of religiosity, identity, attitudes, perceived value, and ethical considerations on consumer decision-making. The network reveals significant connections between Islamic marketing and general consumer behavior theories, indicating that halal marketing research is progressively rooted in conventional marketing frameworks while integrating faith-based principles. The cluster's dimensions and density indicate the advancement of Islamic marketing as a theoretical and

empirical basis for comprehending halal consumer segments.

The yellow cluster emphasizes halal tourism, Islamic tourism, and associated hospitality themes, illustrating the swift proliferation of halal principles within the global travel and hospitality sectors. The prominence of "halal tourism" signifies its emergence as a critical research frontier, propelled by the increasing Muslim travel preferences, the demand for Shariah-compliant services, and national efforts to promote halal destinations. The cluster's interrelations with consumer behavior and marketing concepts demonstrate how tourism researchers progressively conceptualize halal tourism through marketing perspectives, including destination branding, service quality, and visitor experience.

The green cluster, encompassing keywords like halal logistics, halal supply chain, halal awareness, and halal cosmetics, signifies the institutional, operational, and emerging product categories within halal markets. This cluster emphasizes research on maintaining halal integrity throughout the supply chain, the significance of logistics in ensuring compliance, and the increasing consumer awareness of halal products beyond the food sector. The emergence of halal cosmetics signifies a changing research emphasis on lifestyle sectors, illustrating the diversification of halal product categories. The cluster's robust connections to Islamic and halal marketing illustrate that as halal sectors grow, operational integrity and consumer awareness become increasingly pivotal in influencing market dynamics.

3.2 Overlay Visualization

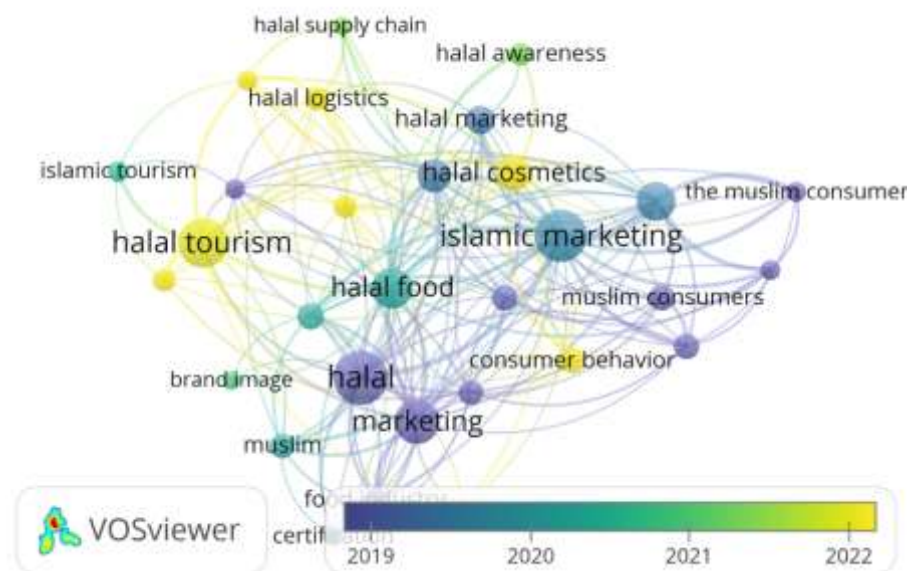


Figure 2. Overlay Visualization
Source: Data Analysis Result, 2025

The overlay image depicts the temporal progression of halal marketing research from 2019 to 2022, indicating a distinct transition in academic focus from fundamental issues to increasingly varied and emergent domains. Previous research (depicted in heavier blue-green hues, representing 2019–2020) mostly concentrated on the themes of halal marketing, halal food, Islamic marketing, Muslim

consumers, certification, and consumer behavior. This concentration illustrates the initial academic emphasis on fundamental theoretical constructs including religiosity, purchase intention, halal assurance, consumer trust, and certification credibility—subjects that constituted the foundational basis of halal marketing literature in the early stages of scholarly development.

Conversely, keywords emphasized in brighter green to yellow hues—signifying more recent publications from 2021 to 2022—indicate the rise of sector-specific and operational features within halal research. The terms halal tourism, halal logistics, halal supply chain, halal awareness, and halal cosmetics are prominently highlighted, indicating their growing significance in recent years. This trend illustrates an increasing academic focus on extending halal principles beyond food goods to encompass wider global sectors, including tourism, cosmetics, pharmaceuticals, and supply chain management. The significance of halal tourism specifically indicates increased research motivated by the global surge in Muslim-friendly travel and destination branding efforts.

The overlay network demonstrates a domain experiencing thematic growth and intellectual diversification. Although fundamental concepts of consumer behavior and Islamic marketing are pivotal, contemporary studies increasingly highlight operational integrity, supply chain transparency, lifestyle-focused halal products, and cross-industry applications. This temporal pattern indicates that halal marketing studies is evolving from a focus on consumer psychology and certification to a more comprehensive

ecosystem perspective, encompassing logistics, global tourism, product innovation, and awareness initiatives. The visualization distinctly demonstrates that halal marketing research is dynamic, continually adapting to market developments, technological advancements, and changing global consumer expectations.

3.3 Citation Analysis

The preeminent papers in halal marketing constitute the intellectual foundation that informs current theoretical and empirical advancements. High-impact studies not only direct academic dialogue but also underscore the prevailing themes, conceptual frameworks, and methodological approaches that have shaped the development of this discipline over the last twenty years. The subsequent table delineates the most-cited works in halal marketing and Islamic consumer behavior, highlighting seminal contributions that have profoundly impacted research directions in domains such as halal branding, halal tourism, purchase intention, religiosity, consumer trust, and product awareness. These studies constitute the foundational knowledge from which further study has proliferated into domains such as cosmetics, tourism, logistics, and global supply chains.

Table 1. Top Cited Research

Citations	Authors and year	Title
449	[16]	Shaping the Halal into a brand?
415	[2]	The challenges of Islamic branding: Navigating emotions and halal
406	[17]	Predicting intention to choose halal products using theory of reasoned action
394	[18]	Halal tourism: Concepts, practises, challenges and future
332	[19]	Intention to choose Halal products: The role of religiosity
319	[20]	The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach
232	[21]	Consumers and halal cosmetic products: Knowledge, religiosity, attitude and intention
218	[22]	The impact of destination attributes on Muslim tourist's choice
188	[13]	Factors affecting Halal purchase intention – evidence from Pakistan's Halal food sector

The density graphic illustrates the areas of greatest scholarly focus within halal marketing research. The most prominent yellow hotspots are concentrated around the phrases “halal marketing,” “Islamic marketing,” “halal tourism,” and “halal food,” signifying that these subjects constitute the fundamental intellectual cores of the domain. These domains encompass prevalent discussions regarding the positioning of halal principles as marketing value propositions, the framing of consumer segments and branding strategies within Islamic marketing, and the implementation of halal standards in food items and tourism services. The adjacent green zones encompassing “brand image,” “food industry,” “certification,” and “Muslim” indicate that concerns regarding trust, certification legitimacy, and religious

identity are deeply ingrained in these core debates. The image indicates a moderate although increasing density in themes such as “halal cosmetics,” “halal logistics,” “halal supply chain,” “halal awareness,” “Muslim consumers,” and “consumer behavior” as one moves outward from the center hotspots. This pattern indicates that although these themes may have surfaced more recently or with comparatively fewer publications, they are progressively acknowledged as significant extensions of halal marketing studies. The density map illustrates a domain solidly rooted in food, tourism, and Islamic marketing, while rapidly extending into lifestyle items, supply-chain integrity, and sophisticated analysis of Muslim consumer behavior and awareness.

3.5 Co-Authorship Network

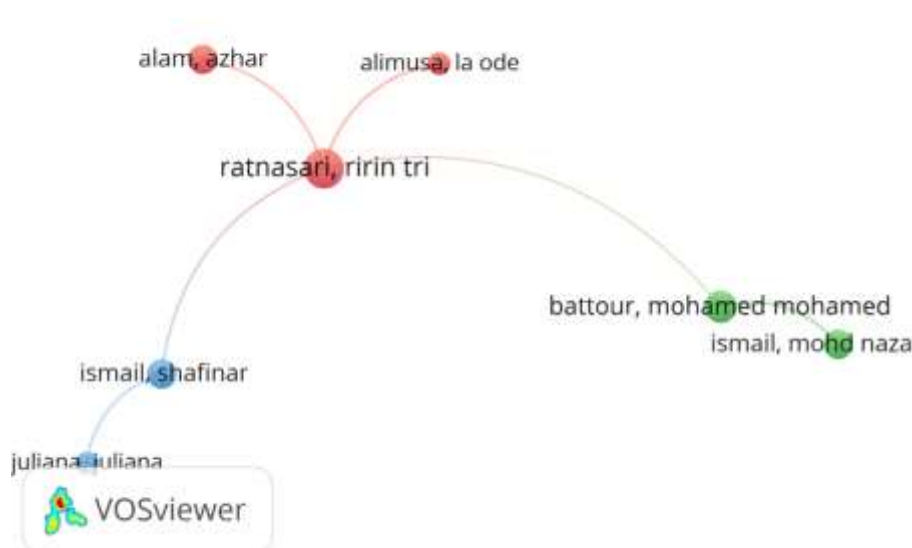


Figure 4. Author Visualization
Source: Data Analysis Result, 2025

The co-authorship network visualization illustrates a disjointed yet developing collaboration framework within halal marketing scholarship. The most prominent node—Ratnasari, Ririn Tri—functions as a pivotal connector collaborating with several authors, including Alam, Azhar, Alimusa, and La Ode, signifying a compact yet dynamic research team engaged in halal-related

studies. A distinct cluster emerges around Ismail, Shafinar, and Juliana, indicating a separate collaborating faction in the field. The collaboration of Battour, Mohamed Mohamed and Ismail, Mohd Nazar exemplifies their established partnership in foundational halal tourism research. The spatial separation of clusters signifies restricted inter-team collaboration, implying that halal

marketing research remains defined by fragmented author groups rather than a cohesive research community. This pattern underscores the potential for enhanced interdisciplinary and cross-

institutional collaborations to fortify knowledge integration and amplify the worldwide influence of halal marketing research.



Figure 5. Affiliation Visualization

Source: Data Analysis Result, 2025

The institutional collaboration network has a loosely connected structure, signifying that research on halal marketing is disseminated throughout several universities and business schools with somewhat restricted cross-institutional connections. On the left side of the map, institutions including the UBD School of Business and Economics, the Faculty of Business and Accounting, and the Faculty of Commerce in Tanta (Egypt) constitute a compact yet cohesive cluster, indicating active regional collaboration, presumably within Southeast Asia and portions of the Middle East. These institutions seem to have aligned research interests in halal consumer behavior, Islamic economics, and marketing-related topics. On the right side, the cluster surrounding the Faculty of Business and Management signifies

another dynamic group of institutions, likely indicative of Malaysian or Indonesian universities where halal studies have undergone significant expansion. The robust internal connections within this cluster signify continuous collaboration, joint publications, or co-authorship networks. The scant connections between the left and right clusters indicate that halal marketing research is still divided by regional or institutional barriers, exhibiting weak global integration. This indicates chances for enhancing international collaboration—especially among Middle Eastern, Southeast Asian, and African institutions—to fortify the global knowledge ecosystem and promote varied, cross-regional viewpoints in halal marketing study.

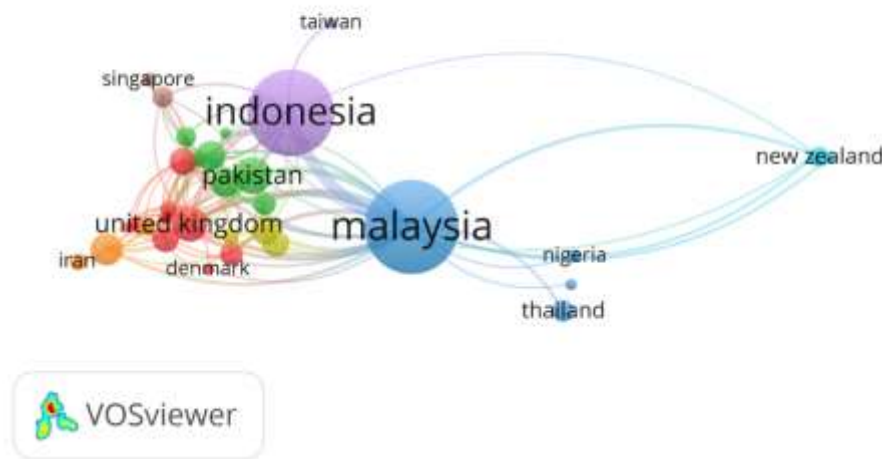


Figure 6. Country Visualization

Source: Data Analysis Result, 2025

The country collaboration network indicates that Malaysia and Indonesia are the principal centers in worldwide halal marketing research, as evidenced by the largest node sizes and the most robust link connections. Malaysia's significance underscores its longstanding leadership in halal governance, certification systems, and scholarly contributions, whereas Indonesia's rising relevance aligns with its status as the world's largest Muslim-majority nation and a burgeoning hub for halal sector advancement. Both nations exhibit extensive engagement with regional partners like Pakistan, Singapore, Iran, and the United Kingdom, establishing a strong multi-national research environment. Notably, nations within the Muslim-majority sphere—such as Denmark, the United Kingdom, and New Zealand—are also represented in the network, indicating an increasing global academic focus on halal markets, tourism, and consumer behavior from Western institutions. A second significant pattern is the unique cross-regional collaborative link between Southeast Asia and unconventional halal research contributors such as New Zealand and Taiwan. The robust relationship between Malaysia and New Zealand indicates collaborative research

endeavors targeting halal food supply chains, certification standards, and Muslim-friendly tourism—domains in which New Zealand possesses strategic export interests. Simultaneously, smaller yet emerging contributors like Nigeria and Thailand illustrate the expansion of halal marketing research throughout Africa and wider Asia, albeit with lesser connection strengths relative to the primary hubs. The network reveals that halal marketing scholarship is geographically varied but unevenly distributed, with Southeast Asia serving as the global focal point, while Western and non-Muslim nations progressively engage in the study domain via collaborative avenues.

3.6 Discussions

a. Practical Implications

The results of this bibliometric mapping provide significant implications for policymakers, industry professionals, and higher education institutions involved in halal marketing. The significant focus on halal cuisine, Islamic marketing, and halal tourism suggests that these areas possess a well-established evidence foundation that can be utilized for branding, certification communication, and

destination development guidelines. Regulators and certifying entities can utilize these data to formulate more explicit labeling rules, enhance consumer education initiatives, and establish benchmarks for best practices internationally. The emergence of themes such as halal logistics, halal supply chain, halal cosmetics, and halal awareness indicates that companies in these sectors ought to invest in transparent traceability systems, cross-border certification alignment, and integrated marketing strategies that connect operations with brand commitments. The patterns of collaboration among countries—predominantly led by Malaysia and Indonesia, while progressively incorporating non-Muslim nations—indicate prospects for international collaborations in research and development, training, and joint ventures, especially in tourism, food exports, and lifestyle products. Universities and business schools can address this by creating specific halal marketing curriculum, executive programs, and research centers that align local industry requirements with global market prospects.

b. Theoretical Contributions

This study theoretically enhances halal marketing scholarship in three principal ways. The study carefully maps co-occurrence patterns, co-authorship networks, and international partnerships, therefore integrating previously fragmented subfields—such as halal food marketing, Islamic branding, halal tourism, and logistics—into a cohesive conceptual framework. This synthesis elucidates that halal marketing is not a singular niche but a multifaceted research subject that crosses consumer behavior, branding, supply chain management, and religious studies. The discovery of theme clusters and their

chronological evolution provides a conceptual trajectory: transitioning from initial research focused on religion and purchase intention to more intricate models that include destination features, lifestyle branding, and operational integrity. This trend can support future theoretical development by expanding established frameworks (e.g., TRA, TPB, signaling theory, service-dominant logic) to explicitly incorporate Shariah compliance, spiritual value, and institutional trust. The study identifies underexplored emerging areas—such as halal cosmetics, non-Muslim consumer responses, and cross-country governance regimes—thereby proposing a future research agenda that promotes comparative, multi-level, and cross-cultural theorizing, advancing halal marketing from context-specific descriptions to more generalizable marketing theory.

c. Limitations and Directions for Future Research

This study, despite its merits, has numerous limitations that must be recognized. The research relies on publications indexed in a singular major database (e.g., Scopus), which, while extensive, may inadequately reflect regional journals, conference proceedings, or non-English publications that also contribute to the literature of halal marketing. Future research may integrate several databases or intentionally incorporate regional indexing services to encompass a wider range of knowledge output. Secondly, bibliometric methods are fundamentally quantitative and structural, emphasizing citation patterns and keyword networks above the substantive depth and quality of theoretical arguments in individual papers. Consequently, sophisticated conceptual discussions or methodological precision are

inadequately represented; these necessitate further systematic or integrative literature assessments. The selection of search keywords and inclusion criteria, however meticulously crafted, may introduce bias by favoring conventional terms and neglecting nascent notions that utilize alternative nomenclature. Future study may enhance and broaden the search strategy, do longitudinal comparisons over extended timeframes, or utilize topic modeling and text mining techniques to reveal underlying themes. Mitigating these restrictions will for a more comprehensive and inclusive comprehension of the developing halal marketing landscape.

4. CONCLUSIONS

This bibliometric mapping study offers a thorough analysis of the development, framework, and upcoming trends in halal marketing research. The study reveals a sector that has greatly increased in both scope and depth over the previous decade through the analysis of publication trends, keyword networks, institutional collaborations, and international links. The findings indicate that halal marketing is fundamentally based on core themes such as halal food consumption, Islamic marketing, consumer behavior, and halal tourism while increasingly expanding into new areas, including halal logistics, supply chain integrity, halal

cosmetics, and awareness-driven marketing. This signifies a transition from conventional, faith-based analysis to a more expansive understanding of halal as an ethical, lifestyle, and global market concept. The co-authorship and institutional maps indicate that research production is predominantly generated by Southeast Asian institutions, especially Malaysia and Indonesia, but cooperation with regions such as Europe, the Middle East, and Oceania are progressively rising. Country-level maps illustrate Malaysia and Indonesia as significant contributors and vital worldwide hubs linking rising and non-Muslim nations to halal scholarship. These patterns demonstrate the robustness and fragmentation of the subject, indicating that although regional expertise is substantial, global integration is constrained, hence offering prospects for future cross-cultural and interdisciplinary collaboration. This study provides significant insights to assist policymakers, researchers, and practitioners in enhancing the development of the halal industry and academic involvement. It also proposes promising directions for future research, particularly in underexamined domains like as non-Muslim customer views, the digital transformation of halal enterprises, governance mechanisms across geographies, and comparative evaluations of certification frameworks. The burgeoning global interest in halal markets positions the field at a critical juncture for theoretical advancement and enhanced international cooperation.

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