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A Series of Insights on Halal Business and Lifestyle

An Insight into Halal Business and Lifestyle

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The halal economy is a trillion-dollar industry. The growth of the halal economy and the spread of halal activities and lifestyle have created a high demand for halal professionals and talent

Published By

revon media



978629917445281

Strategic Partners



Published by:

Revon Media Sdn Bhd

A-5-1, Parklane Commercial Hub,
Jalan SS 7/26, SS 7, 47301 Petaling Jaya,
Selangor D.E., Malaysia.
Tel: +603-7886 6091

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First Edition – September 2023

ISBN – 978-629-97445-2-8

Publisher: **Kay Mathy**

Managing Editor: **Dato' (Dr) Johnson Fernandez**

Editors: **Prof. Dr Yumi Zuhani Has-Yun Hashim**

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Creative Director: **Azam Ahmad**

Printer: **Percetakan Osacar Sdn Bhd**

RM59.90

An Insight Into Halal Business

The halal economy is a trillion-dollar industry. The growth of the halal economy and the spread of halal activities and lifestyle have created a high demand for halal professionals and talent

Author's Biography

Aisah Bella-Salsa is currently a doctoral candidate at the International Institute for Halal Research and Training (INHART), International Islamic University Malaysia (IIUM). Alongside



her candidature, she is a Research Assistant at The Australian National University under the School of Culture, History, and Language assisting in the research of the Development

of the Halal Industry in Malaysia and Indonesia. Her educational background includes a Bachelor in Arts (Honours) in Media Studies and a Masters in Marketing Management, both from the University of Derby in the

United Kingdom. Her research interests are branding, strategy, marketing, entrepreneurship, consumer behaviour, social anthropology, holistic wellness, and the halal industry. Bella has conducted research on topics

such as Coffee Culture, Personality Traits and Behaviour, Halal Lifestyle Entrepreneurship, and Muslim-Friendly Tourism. She has more than 7 years of professional experience in communications, marketing, mar-

ket research, procurement, and social media spread across four different countries. Bella's current work focuses on bridging her professional experience with her academic interests through a holistic approach.

Amal A. M. Elgharbawy is an Assistant Professor at the International Institute for Halal Research and Training (INHART), specialising in halal science and technology. She holds a PhD in Engineering from the International



she Islamic University Malaysia (IIUM), with expertise in bioprocessing engineering. With a Master's degree in Biotechnology Engineering and a B.Sc. (Hons.) from King Abdul Aziz University, she has excelled academically.

Her research interests encompass various areas within halal science and technology, including ionic liquids and deep eutectic solvents, enzymology, fermentation technology, and nanomaterials. She has published extensively, presented at prestigious conferences,

and contributed to book chapters on ionic liquids, enzymology, and nanomaterials. She actively serves as a reviewer for conferences and journals, and she is a member of professional organizations such as the Malaysian Society of Bioinformatics and Computational Biology

and the Royal Society of Chemistry. She has been invited as a Visiting Professor at several universities and has made significant contributions to the development of the Online Halalpreneurship Training programme and co-authored the Halalpreneurship

book. Recognized as a Professional Technologist, Dr. Amal's dedication to advancing knowledge in halal science and technology, particularly in green solvent applications, establishes her as a respected scholar and influential figure in the field.

Anis Najiha Ahmad is an Assistant Professor at the International Institute of Halal Research and Training (INHART), International Islamic University Malaysia (IIUM). She graduated from Universiti Sains Malaysia in 2008, where she earned a Bachelor of



Science in Food Technology, followed by a Master of Science in Food Technology in 2012. Her master's thesis on "Development of chromatography methods for the determination of ethanol halal limits in selected foods and drinks" highlighted her expertise

in the development of routine methods for ethanol quantification and alcohol limit determination in halal certification. During her doctoral studies, she shifted her focus from hard-analytical detection to a soft management approach in addressing challenges to ensure the halal and whole-

some state of food production. Her PhD thesis specifically developed an instrument that assesses the enablers that lead to the effectiveness of halal food management systems in small and medium-sized enterprises (SMEs). She is well-versed in various fields, including halal food qual-

ity and safety management, halal consumer behaviour, whistleblowing, and core competencies in the halal industry. Through her extensive research, she has authored multiple journal articles and presented her research outputs at different international conferences. Moreover, she

actively contributes to academia both as an editorial member and a reviewer for various peer-reviewed journals. She is also a certified Professional Junior Trainer for Atlas.ti, a well-known computer-assisted qualitative data analysis software (CAQDAS).

Azura Amid is currently a Professor and Dean at the International Institute for Halal Research and Training (INHART) and a Professional Technologist (Ts.), awarded by the Malaysia Board of Technologies. She served in the Department of Biotechnology Engineering,



Kulliyyah of Engineering, International Islamic University Malaysia (IIUM) from April 2001 before her transfer to INHART in 2018. She specialises in cell and molecular biology, genetic engineering, genomics and functional genomics, research methodology, protein and bio-

process engineering, integrated and sustainable agriculture, as well as halal science and toyyib lifestyle. She graduated with a Bachelor of Science with Education (1st Class Hons.) in Biology with a minor in Mathematics (1996), and a M.Sc. in Plant Molecular Biology (2001), both from University of Malaya, and a Ph.D.

in Plant Molecular Biology from the School of Biological Science, Royal Holloway-University of London in 2004. Azura has secured grants worth more than RM3 million from government agencies and industries, and has successfully commercialized several research intellectual properties (IPs). She has written

more than 90 journal articles, several books, and numerous book chapters. Azura is also active in community engagement and knowledge transfer projects related to halal and toyyib lifestyles. She serves as the executive editor of Halalsphere Journal and holds editorial positions in various local and international

peer-reviewed journals. She is a proud member of the Royal Society of Biology, London and an expert panel member in several national and international committees, including the Asian Federation of Biotechnology committee, and the national grant review committee.

Baiduri Zaiyyanna Farudz is a master's student in Halal Industry Management at the International Institute for Halal Research and Training (INHART), International Islamic University Malaysia,



IIUM. She graduated with a bachelor's degree in tourism planning and hospitality management from IIUM in 2021. Her previous degree research was on traditional food, mainly to explore

Rendang as a potential local food heritage product for tourism in Negeri Sembilan. Her current master's degree focused on the modest fashion sector in the halal industry, namely non-Muslim purchase intentions for modest

fashion products in Malaysia. She was first appointed as a graduate research assistant with Kulliyyah of Languages and Management, IIUM, in 2021 under the Jamallail Research Grant Scheme project entitled The Examination

of Perception and Association of Authentic Local Food in Perlis among Tourists and the People of Perlis for the Purpose of Food Destination Marketing." Currently, she is a research assistant under the JAKIM-funded pro-

ject on the study of demand for international halal talents. She also contributed to the research areas of traditional food, halal, and modest fashion through book chapters, journal articles, and presentations at conferences.

Author's Biography

Betania Kartika is currently an Associate Professor at the International Institute for Halal Research and Training (INHART), International Islamic University Malaysia (IIUM). Her educational background includes a Bachelor in Usuluddin (Hons.) from the International Is-



lamic University in Islamabad, Pakistan, an M. A. in Tafsir Hadith from the same institution, obtained in 1996, and a PhD in Qur'an Sunnah from the University of Malaya, Malaysia (2013). She has more than 25 years of teaching experience at all academic levels, from primary

to university, and 7 years of research expertise in several areas. Her research and publications are focused on Tafsir Hadith related topics, Shari'ah Issues in the Halal Industry, Muslim Friendly Tourism, Shari'ah Compliance Services in Hospitals, Railways, Airlines, and Transportation, Fundamental and Determina-

tion of Halal Haram Products, Integration of Fiqh and Science, Fiqh Consumerism, and Fiqh al-Jallalah. With regard to halal training, she has a variety of halal industry experiences. Additionally, she has spoken about halal and topics related to it at conferences both locally and abroad. Betania used to work on developing

halal modules; and now she serves on the editorial boards of several international, indexed journals and was appointed to the Shari'ah board for Taiwan's Halal certification body. In her seven years with INHART, Betania has held a number of positions, including those of Deputy Director of Academic and Train-

ing, Head of Academic and Student Affairs, Head of Halal Awareness, Information and Outreach, Associate Dean for Training and Industrial Linkages, and Coordinator for Training.

Farahidah Mohamed is currently an Associate Professor at the Kulliyyah of Pharmacy. She obtained her BSc. in Pharmacy from Strathclyde University in 1999 and subsequently worked in community pharmacies and government hospitals before deciding



to pursue a PhD in 2004. She successfully completed her PhD from Strathclyde Institute of Pharmacy and Biomedical Sciences in Scotland in 2008. As a Principal Investigator, Farahidah has secured research grants totalling RM 2.4 million for

nine research projects. She has also received industrial grants to coordinate Good Manufacturing Practice-associated training. Her current focus lies in the design of various dosage forms that combine contemporary medicine with prophetic, natural, or traditional products. The aim of her

research is to create synergistic effects, reduce toxicity, improve treatment compliance, and decrease overall treatment costs. Farahidah has successfully commercialized five halal-certified healthcare and pharmaceutical products, with a cumulative revenue of about RM 6 million. Her

contributions to the field have earned her numerous awards, notably the prestigious Gold Award at the Malaysia Technology Expo and a Special Award from ISPE (Malaysia Chapter) for her innovation in developing a greener pharmaceutical product, specifically paracetamol-hon-

ey. In 2022, she expanded her technopreneurial endeavours by launching a herbal coffee product called "STEKO," aimed at promoting weight loss. Additionally, she is a founder of "ObiReverse," a Community Engagement Program advocating for the belief that obesity can be reversed.

Hamzah Mohd. Salleh started his tertiary education at the Department of Chemistry, University of Waterloo, Canada in 1982. He completed his bachelor, master and doctoral degrees at the same Department/University in 1986, 1989 and 1994, respectively. Upon submis-



sion of his doctoral thesis, he spent 15 months as a post-doctoral fellow at the College of Pharmacy, University of Michigan, Ann Arbor, USA. His interest in enzymology started in the final year project at Waterloo and this is his main research interest to the present day, to-

gether with other new areas of interests: utilisation of biomass and agro-residues; halal industry science; plant-based natural products; teaching/learning natural science from the Qur'anic worldview. Hamzah is one of the pioneers at IIUM who started the Biotechnology Engineering programme in 2000/2001 and he

was the founding director of the International Institute for Halal Research and Training (INHART) – a centre of excellence at the university level, in 2011. Hamzah also contributed to the development of biotechnology in Malaysia by making himself available as a resource person for vetting research proposals

at the university level as well as for the industrial and environmental biotechnology focus area at the Ministry of Science, Technology and Innovation (MOSTI), Malaysia until 2017. In January 2018 Hamzah made a permanent move from the Department of Biotechnology Engineering, IIUM to the International In-

stitute for Halal Research and Training (INHART), IIUM where he served as the Dean until his mandatory retirement in Feb-2023. He currently is a professor of halal science and science at the Halalan Thayyiban Research Centre, Sultan Sharif Ali Islamic University, Brunei Darussalam.

Haruna Babatunde Jayeoba is an Assistant Professor at the International Institute for Halal Research and Training (INHART), International Islamic Uni-



versity Malaysia (IIUM). He obtained a Ph.D in Business Administration from the International Islamic University Malaysia (IIUM). He holds a master's de-

gree in Islamic Banking and Finance from IIUM, as well as a master's degree in Finance and Business Administration from Sultan Abdul Halim Mu'adzam Shah International Islamic Uni-

versity (UNISHAMS). He has a multidisciplinary background with research interests in halal industry, Islamic finance, halal entrepreneurship, sustainability practices, halal entrepreneur-

ship, employee engagement, business management, modern and behavioural finance, capital market, etc. He has been involved in prominent consultancy projects and conducted

several trainings. He is an active researcher with several indexed and non-indexed publications in his areas of expertise.

Irshad A Cader is a Business & Management professional with vast experience in leading and managing internationally reputed businesses and organisations. He holds a master's degree in management from one of the most renowned universities in Australia and a post-graduate degree in Human Resources Development.



He is also a Graduate of the Chartered Institute of Marketing (UK). Currently, he is pursuing his Ph.D. in the Halal industry at INHART, IIUM Malaysia. He has extensive work experience in Business Management, Marketing, Entrepreneurship Development, Human Resources, and Capacity Development functions in various

fields across Australia, Southeast Asia, and the Middle Eastern region. He has successfully led corporate business entities by providing leadership, transforming organisational culture, building staff capacity, and implementing key performance indicators (KPIs) across a group of companies. He has also worked as a consultant for numerous private and non-profit organisations. One

of his notable achievements includes introducing the Duty-Free concept for the first time at all International Airports in the Kingdom of Saudi Arabia, known as "Saudi Duty-Free." Additionally, he played a crucial role in developing a high-end halal cosmetic brand called "Sensi" in Saudi Arabia. Apart from his professional accomplishments, he has extensive experience in teaching, corporate

training, and coaching in the fields of Business Management, Marketing Management, and Human Resources Development. He has taught at state-owned universities and private educational institutions. Additionally, he has actively participated in international conferences and seminars, including the World Halal Summit, the OIC-Asia Africa Trade and Economic Forum, Halal

Expo Australia, and the Indonesia International Halal Lifestyle Conference, where he served as a guest speaker. His research papers have been published in renowned World Halal Summit journals. Throughout his career, he has received several international awards in both the private and government sectors for his outstanding contributions and achievements.

Author's Biography

Irwandi Jaswir was awarded the 2018 King Faisal International Prize laureate in Service to Islam presented by the King Faisal Foundation. He is a well-known "Halal" Scientist who has contributed to the betterment of Muslim Ummah



and has untiringly serves Islam for several years through his continuous scientific research works on halal-related issues. He believes in "giving back" to the Muslim Community by publishing all his research works

in journals, books and chapters in books; offers training in halal-related disciplines; involves in education and contributing to the community services. He acknowledges the importance of embracing this new discipline called "Halal Science" with em-

phasis on the understanding that halal materials are alternatives to non-halal materials and ingredients; halal authentications; development of rapid method for non-halal contamination; halal food and cosmetics and the development of halal standards.

To date, Irwandi has published more than 180 scientific papers in reputable international journals; contributed to 35 book-chapters; presented more than 250 research papers in international conferences - including keynote address and invited lectures; and

written more than 30 non-refereed and mass-media scientific articles. Additionally, his dedication to research has enabled him to file 6 patents under his name and bagging more than 60 scientific awards which are recognised both locally and internationally.

Jamalludin Ab Rahman is a medical doctor graduated from Universiti Kebangsaan Malaysia in 1995. He obtained his four-year Master of Public Health specialist programme, sub specialising in Epidemiology and Biostatistics in



2002 with a thesis entitled "Survival analysis of tuberculosis patients in Terengganu". He was the consultant in Research Methodology and Biostatistics Clinic at Clinical Research Centre, Hospital Kuala Lumpur from

2008-2010. He was actively involved in many national-based surveys in the country which includes National Health and Morbidity Survey (NHMS) 2006 and 2011, National Oral Health Survey for Adults (NOHSA) 2010, National Oral Health Survey for Pre-school

Children (NOHPS) 2015 and National E-cigarettes Survey (NECS) in 2016. He was conferred a fellowship by the Malaysian Public Health Physician Association in 2017. He published a book entitled Brief Guidelines for Methods and Statistics in Medical Research

in 2015 and contributed to many book chapters to various publications. He had published more 90 journal papers with more than 800 citations. He was a member of the COVID-19 Epidemiological Analysis and Strategies (CEASE) Task Force under MOSTI during

the pandemic. He has been active in conducting training on Biostatistics and Research Methodology since 1996. He is the Vice President of Malaysia's Public Health Physician Association and the Dean of Kulliyah of Medicine, IUM.

Khairusy Syakirin Hashim is currently a lecturer at the Department of Quantity Surveying, Kulliyah of Architecture and Environmental Design (KAED), International Islamic University Malaysia. He



graduated with Diploma in Information Technology, Diploma in Quantity Surveying, Bachelor Degree in Quantity Surveying, Master in Asset and Facilities Management, and completed his Ph.D study in Facilities Man-

agement with the research focus in Waste Management. He was previously attached to INHART as the Head of Consultancy from 2015-2021. Besides teaching in the Department of Quantity Surveying, he also teaches at the Department of Tourism Plan-

ning and Hospitality Management, Kulliyah of Language and Management IUM in Pagoh. He is actively involved in research activities covering various areas: Muslim Friendly Tourism, waste management, facilities management, carbon management

and reading management. One of his inventions was developing the Muslim Friendly Hotel Rating System (MFHRS) and has been used by 21 hotels in Malaysia, Korea and Taiwan. He is also an active trainer on Muslim Friendly Tourism for OIC coun-

tries. His involvement with CIDB and JKR in carbon management (MyCREST) has given big impact to the development of Carbon Rating Tools System which has been implemented by the government.

Md. Siddique E Azam is a Ph.D candidate and an independent researcher at the International Institute for Halal Research and Training (INHART), IUM. He completed his MBA in January 2018 at IUM. Prior



to that, he pursued an M.Sc. in Agriculture Education at SAU, Dhaka; a bachelor's degree in agriculture science from HSTU, Bangladesh; and held a position at a public bank for more than four years. Through-

out his academic career, he has been actively engaged in research and scholarly activities, including publishing articles and book chapters and presenting at international conferences. He has experience in teaching and is actively involved in education-

al clubs and societies as well as community service. His research has been read by about 35,000 readers on ResearchGate, a leading academic social networking site. He was awarded the Sejahtera Scholarship at IUM, won the 3-minute thesis (3MT) com-

petition at the faculty level, and presented the excellent paper award at the 181st IRES International Conference, Auckland, New Zealand. He is one of the co-authors of a textbook entitled "Halal Entrepreneurship." He emphasises that Muslim en-

trepreneurs should receive action-civics education, which will provide them with the knowledge and skills to develop the economy as practising Muslims.

Miszairi Sitoris is currently an Associate Professor at the Department of Fiqh and Usul Al-Fiqh at the AbdulHamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences (AHAS-KIRKHS), International Islamic University Malaysia (IUM). Since



1st July 2021, he serves as a Deputy Mufti for the State of Selangor based on a secondment basis. Miszairi graduated with a degree in Fiqh and Usul Al-Fiqh (1996) and a second bachelor's degree in psychology (1997) from IUM. He then pursued his master's degree

and Ph.D. in Fiqh and Usul Al-Fiqh at the same university, graduating in 2002 and 2008 respectively. He also holds a Postgraduate Diploma in Law and Administration of Islamic Judiciary (DAIJ) (2010) from Harun M. Hashim Law Centre, IUM. He served as an Academic Advisor, Department of Fiqh and

Usul Al-Fiqh in 2009, and then as the Coordinator of Student Affairs (IRK Division) in 2010, Covering Deputy Dean (Student Affairs) in 2011 before being appointed as the Deputy Dean Student Affairs in the AHAS-KIRKHS until 2014. In 2019 he was appointed as the Coordinator for Bachelor in Halal

Industry Management (BAHIM) programme. In 2020, he served as the Head Department of Fiqh and Usul Al-Fiqh. His area of research interest includes Religious Studies, Islamic Family Law and Islamic Banking and Finance. He was a member of the Shari'ah Committee of Bank Pengu-

nan Malaysia Berhad (BPMB) from 1st October 2008 until 31st March 2021, and currently a Shari'ah Committee member of KAF Investment Band Berhad since April 2021. He is also a member of Association of Shari'ah Advisors in Islamic Finance (ASAS) since 2015.

Author's Biography

Mohamad Haniki Nik Mohamed has a bachelor's in pharmacy (Hons.) from Universiti Sains Malaysia (1993), Doctor of Pharmacy (PharmD) in Clinical Pharmacy (1996) and Postdoctoral Fellowship (1997) from the University of Tennessee, USA. He also completed a Certificate Pro-



gramme in Global Tobacco Control from the Johns Hopkins Bloomberg School of Public Health, USA (2011). He is currently a Professor at the Department of Pharmacy Practice, Kulliyah of Pharmacy, IIUM. He has more than 25 years of teaching and research experience in diverse

scopes ranging from pharmacy education, pharmacotherapeutics and tobacco control, especially smoking cessation. Haniki served as the first chairperson for the Immunisation Advocacy Chapter of the Malaysian Pharmacists Society (MPS) especially for COVID-19 vaccine advocacy. He is an expert panel for the

Malaysian Qualification Agency – Pharmacy Board Malaysia for both under and post-graduate pharmacy programmes. He is also the chairperson of the Certified Smoking Cessation Service Provider (CSCSP) programme of the Malaysian Academy of Pharmacy as well as the chairperson for the 2016 Clinical Prac-

tice Guidelines on Treatment of Tobacco Use Disorder. He is also the Chairman for the WHO FCTC Technical Working Group (evidence based) for the Malaysian Ministry of Health as well as Academic Editor for the Journal of Smoking Cessation. He has published numerous scientific works with particular interest in

tobacco control, and more specifically on smoking cessation. His current work focuses on improving knowledge and skills of health professionals in the promotion and maintenance of tobacco-free society and nation.

Mohammad Aizat Jamaludin is currently an Associate Professor and former Head of International Halal Audit and Certification at the International Institute for Halal Research and Training (INHART), International Islamic University Malaysia (IIUM).



He holds first and second degrees from the University of Malaya, Malaysia, in Fiqh and Jurisprudence and completed his Ph.D. at the Halal Products Research Institute (HPRI), Universiti Putra Malaysia, specialising in Shari'ah and Halal Laws. From

2009 until 2011, he served as a Trainer & Shari'ah Auditor at the Halal Industry Development Corporation (HDC). He has diverse experience in various halal industries, with a focus on shari'ah issues in the halal industry. Muslim-friendly tourism industry ecosystem, Malaysia's halal

certification requirements and internal halal audit. His areas of expertise include halal audit and certification, Muslim-friendly tourism ecosystem industry, as well as the fundamentals and determination of halal haram products. Additionally, he specialises in the Integration of Fiqh and Sci-

ence, Islamic and Halal Cleansing (sertu), Fiqh Consumerism, Fiqh al-Istihalah, al-Jallalah, al-Istihabah, al-Uruf, Halal Food Culture, Halal Training, and Halal Module Development. He has conducted numerous research projects and presented at conferences, both locally and internationally,

on halal and related matters. He was instrumental in establishing several halal certification bodies in Taiwan, Korea, and China. Presently, he serves as an advisor to several halal industry players and Muslim-friendly tourism and hospitality enterprises.

Mohd Affendi Mohd Shafri holds a Postgraduate Diploma in Islamic Science from International Islamic University Malaysia (2019), Bachelor in Medical Science (Hons.) from Cardiff University, (UK) (2005), a Masters in



Integrated Bioscience (Regenerative Medicine and Neuroscience) from Bath University (UK) (2006) and a PhD in Neurophysiology from Universiti Putra Malaysia (2013). He now serves as an Associate Professor at the

Biomedical Science Department, International Islamic University Malaysia in Kuantan and an Associate Member of the International Institute for Halal Research and Training (INHART), IIUM. His wide-ranging interest in biomedical science involves

regenerative studies of brain as well as other important organs such as bones, biofilm bacterial interaction with biological system, natural product and herbal medicine and development of halal pharmaceutical therapeutics. He has a special interest

in Malay medicine with over 30 works involving Malay medical manuscripts from which herbal and medical data are mined and channelled for use in other research areas. His research has been funded by various Malaysian federal ministries and in-

dustries as well as international organisations such as The Islamic Manuscript Association (UK) and Barakat Trust (UK).

Mohd Hafidz Mahamad Maifiah graduated with a Bachelor of Biomedical Science (Hons) and a Master of Biotechnology Engineering from the International Islamic



University Malaysia (IIUM). He then completed his Ph.D in Pharmaceutical Science from Monash University, Australia, in 2017. His Ph.D thesis elucidated

the mechanism of action of polymyxin therapy against multi-drug-resistant Gram-negative bacteria, adopting metabolomics and transcriptomics approaches. Currently, he is an Assistant

Professor at the International Institute for Halal Research and Training (INHART), IIUM. Currently he serves as the Head of Science and Technology at INHART. His research interests

encompass various areas of halal science, including halal food and pharmaceuticals, plant natural products for bioactive compounds, bacterial resistance, and metabolomics. Apart from his

core areas in scientific research, he is also involved in research related to halal management, such as cold chain management, halal certification, and consumer awareness.

Muhamad Shirwan Abdullah Sani is a registered chemist with a Ph.D in Halal Products Science from Universiti Putra Malaysia. He has knowledge and experience in halal authent-



ication via data analytics. He served as a registered chemist for the Department of Chemistry for the Ministry of Science, Technology, and Innovation as an expert witness in envi-

ronmental enforcement cases and has experience in method development for oil spill analysis. Muhamad Shirwan is a skilled trainer and consultant in halal assurance systems, in addition to his professional experience.

He is certified by the Department of Islamic Development Malaysia (JAKIM) and the Human Resource Development Fund (HRDF), and he has worked as a halal-related trainer and auditor in Japan, South Korea, Taiwan,

and Pakistan. Muhamad Shirwan is currently a Malaysian Institute of Chemistry (L/1643/5200/07) registered chemist and the Co-ordinator of Laboratories for the International Institute for Halal Research and Training

(INHART), International Islamic University Malaysia (IIUM). He received an international food safety and security grant from the Islamic Development Bank.

Author's Biography

Munecrah Binte Anwar graduated from the International Islamic University Malaysia (IIUM) in 2022 with a bachelor's degree in Quran and Sunnah Studies



(Hons.). During her internship in 2021, she was attached to the International Institute for Halal Research and Training (INHART), IIUM. Under the

supervision of Prof. Dr. Yumi, she was privileged to discover her potential, especially in doing research and writing, where she was exposed to other areas besides just focusing on the

Quran and Sunnah texts. She enjoys discovering and trying out new things like switching hobbies, travelling, and trying different cuisines. She is currently teaching the Quran and

Islamic studies to students of different age groups online and at mosques.

Nadia Mohd Nasir is a dedicated professional currently serving as a Senior Lecturer at the Centre for Graduate School, City University Petaling Jaya. She earned her Bachelor of Science in Architectural Studies in



2011 and obtained her Master's in Urban and Regional Planning from the International Islamic University Malaysia (IIUM) in 2013. Her career journey began as an Assistant Architect and Building Information Mod-

elling (BIM) trainer upon completing her studies. In 2022, she successfully completed her PhD in Halal industry from the International Institute for Halal Research and Training (INHART), IIUM, Malaysia. During her postgraduate studies, she

actively participated in various research projects, covering areas such as sustainable tourism, Muslim-friendly hospitality, urban and regional planning, and the built environment. Notably, she was awarded a fundamental grant for Capacity Frame-

work in Highly Sensitive Area Tourism. Driven by her strong interest in sustainability, Nadia enrolled in the CIDB's intensive Malaysian Carbon Reduction & Environmental Sustainability Tool (MYcrest) course, where she became a qualified facili-

tator and auditor. Amidst the challenges of the Covid-19 pandemic, she ventured into entrepreneurship, establishing her own business that delves into halal entrepreneurship.

Nadiyah Abdul Lateb obtained her Bachelor's degree in Shariah (Fiqh Usul) (Honors) from the University of Malaya in 2016, followed by a Master's degree in Islamic Business Studies



from Universiti Utara Malaysia in 2019. Her master's thesis, "The Practise of Halal Concept among Food Premises in Perlis," was completed during this time, showcasing her

dedication to exploring and enhancing the integrity of halal practises in Malaysia. Currently, she is pursuing her Ph.D in Halal Industry at the Institute of Halal Research and Training (INHART), International Islam-

ic University Malaysia (IIUM), focusing on the topic of halal poultry supply chain integrity. Additionally, she has been serving as a tutor at the Islamic Business School (IBS) at UUM

since 2020. In 2021, she earned the certification of Halal Executive from JAKIM, further solidifying her interest in the field of the halal industry. She is also an Academic Fellow for the Young

Southeast Asian Leaders Initiative (YSEALI) at the University of Nebraska (Omaha), USA, sponsored by the US Department of State in 2017.

Noor Faizul Hadry Nordin has a Bachelor of Science in Industrial Biotechnology (Hons.) (2000), an M.Sc. in Environmental Microbiology (2004), and a Ph.D. in Microbial Bioremedia-



tion from the University of Malaya (2012). He served in the Department of Biotechnology, Kulliyyah of Science from 2004 to 2014 before moving to the Department of Biotechnology

Engineering, Kulliyyah of Engineering (2015-2018). He is currently an Associate Professor at the International Institute for Halal Research and Training (INHART), IIUM. With over 19 years of teaching and research experi-

ence, his expertise spans diverse scopes, ranging from Bioinformatics and Computational Biology, Environmental Engineering, and Biotechnology to Molecular Biology, Polar Science, and Halal Science. He has also served as a

consultant and trainer for Bio-risk Management. Noor Faizul Hadry Nordin has published numerous scientific works, with a particular interest in microbial bioremediation, polar science, and more recently, halal-related

areas. His current work focuses on multiomics application, polar science, degradation of xenobiotic compounds, and halal authentication.

Noor Yuslida binti Hazahari has been an Assistant Professor at the International Institute for Halal Research and Training (INHART) since 2018. Her educational journey began at the International Islamic University Malaysia Matriculation Centre (IIUM MC) in 2001. Then,



she pursued a Bachelor's degree in Biotechnology (Honours) specialising in Food Biotechnology and graduated in 2007. After three years of teaching at the International Islamic School (IIS), she obtained her Master's in Biotechnology Engineering from IIUM in 2013. She

earned her Ph.D in Marine Life Science from Hokkaido University through a Japanese Government (Monbukagakusho: MEXT) Scholarship in 2018. Her research focused on the oxidative stability of plant and seaweed lipids as potential halal alternative ingredients. Upon her return to Malaysia, she developed a wide

range of interests, including halal alternative ingredients, plant and seaweed lipid technology, halal food science, food biotechnology, and bio-functional resources. Currently, she dedicates her expertise to three core areas: (a) Halal Products, (b) Food Sciences & Nutrition, and (c) Medical & Health Sciences.

She teaches subjects such as (i) Values, Technology & Society, (ii) Values, Ethics & Sustainability in Halal Industry, (iii) Sustainable Development: Issues, Policy & Practices, (iv) Halal Industry & Advanced Techniques Analysis, (v) Halal Assurance System, (vi) Ethics & Toyyiban Concepts in Halal Products & Services,

and (vii) Contemporary Islamic Rulings on Halal Issues. She has received national and internal grants, is involved in shari'ah compliant research groups and projects at IIUM, and serves as an editorial member and reviewer for halal-related peer-reviewed journals.

Author's Biography

Nor Asila Nazmi holds a Bachelor in Accountancy (Hons) from Universiti Teknologi Mara (2009) and a Master of Science in Finance (specialising in Islamic Finance and Banking)



from the International Islamic University Malaysia (2011). Upon graduation, she joined several private institutions and taught various subjects in accounting, finance, and Islamic fi-

nance. She also has experience in managing several programmes in Islamic finance and is involved in the accreditation and curriculum review of academic programmes. She obtained her Ph.D. from the Institute of Islamic

Banking and Finance (IIBF), IUM (2022). Her Ph.D. thesis was on Shariah governance, in which she developed the Shariah Governance Practices Index (SGPI) to assess shari'ah governance practices in Malaysian Islamic

financial institutions. Her areas of expertise include shari'ah governance, finance, Islamic finance, and accounting. She currently holds a joint appointment and is attached to both the Institute for Halal Research

and Training (INHART) and the Institute of Islamic Banking and Finance (IIBF) as an Assistant Professor.

Nor Azrini Nadiha Azmi completed her bachelor's degree in Chemical - Bioprocess Engineering in 2015 from Universiti Teknologi Malaysia. With a strong pas-



sion for research and innovation, Nor Azrini pursued further studies and obtained her Master's degree in Bioprocess Engineering from the same institution

in 2018. Driven by a desire to expand her knowledge and expertise, Nor Azrini embarked on a Ph.D. journey in the halal industry. In 2023, she successfully completed her doctoral studies

at the International Islamic University Malaysia, specialising in the intersection of halal industry and nanotechnology. Throughout her academic journey, Nor Azrini has shown great dedi-

cation and commitment to her field. Her research has predominantly focused on the application of nanotechnology in the cosmetics industry. Her latest works are now focusing on the

integration of nanotechnology and halal cosmetics industry.

Norazilawati Md Dahlan is currently an Assistant Professor at the International Institute for Halal Research and Training (INHART), IUM. She holds a Ph.D. de-



gree from Universiti Sains Malaysia in Penang, Malaysia. Her doctoral thesis focused on exploring the Islamic philosophical aspects of Halal Food Quali-

ty Management. Her fascination with the field of halal began during her undergraduate studies in Food Technology in 2007. Following four years of involvement in the food and management

industrial sectors, she pursued a master's degree in Islamic Development Management at the same university. She subsequently continued her academic journey at the doctoral level.

Her educational background in both science and management has fostered her enthusiasm for a transdisciplinary approach to halal food, particularly in the context of Halal Food Quality

Management. In addition to her expertise in halal food quality management, her research interests extend to encompass Islamic values and well-being in diverse domains.

Norfazila Jaihan embarked on her professional journey by graduating with a Bachelor of Quantity Surveying (Honours) from the International Islamic Uni-



versity Malaysia (IUM) in 2008. For over a decade, she honed her skills and amassed a wealth of experience in the construction sector. Driven by an innate

curiosity and a thirst for knowledge, she decided to pursue further education to broaden her horizons and complete her Master's degree in Halal Industry and Management in 2022 at

the International Institute of Halal Research and Training (INHART), IUM. Her master's thesis aimed to shed light on the factors that influenced Muslim travellers' dining choices in

South Korea. In addition to her research endeavours, she contributed to the advancement of knowledge by writing articles and book chapters. She is also involved in reviewing articles

for submission to academic journals.

Nur Azira Tukiran is an Assistant Professor at International Institute for Halal Research and Training (INHART), International Islamic University Malaysia (IUM). She graduated from Universiti Malaysia Terengganu (UMT), was



awarded Master of Science in Terengganu in 2008 and earned a Bachelor of Science in Agrotechnology. In 2010, she pursued her study at Halal Products Research Institute (HPRI), Universiti Putra Malaysia (UPM), and

was awarded Master of Science in Halal Food Analysis in 2012. In 2013, she earned a scholarship from IUM and Ministry of Higher Education Malaysia for continuing her study at Ph.D. level and graduated with Ph.D. in Halal Products Science in 2016 from the same institution. Her research ar-

reas include halal authentication, halal industry management, and agrotechnology; with a special interest in food authentication using protein-based methods. She has written many articles published in both local and international journals and has also

presented papers at many conferences. She is actively involved in the development of halal-related programmes and modules. She has been teaching halal-related courses since 2016 (i.e., Halal Standards and Regulations, Halal Audit and Certification, Advance

Study on Legal and Administrative Control, Contemporary Islamic Rulings on Halal Issues; and Seminar). She is also a certified halal trainer (Tenaga Pengajar Halal) by the Halal Professional Board, Department of Islamic Development Malaysia (JAKIM).

Nur Hanie Mohd Latiff is currently an Assistant Professor at the International Institute for Halal Research and Training (INHART). She began her duties at INHART



on 1st October 2019 after graduating with her Ph.D. in Halal Industry from the International Islamic University Malaysia. She completed her Bachelor of

Landscape Architecture (Hons) from the International Islamic University Malaysia in 2009 and pursued her Master's degree in Science in the Built Environment from the same university in 2010

Nur Hanie is an active researcher in Environmental Science and landscape ecology, with a focus on soil quality, phytoremediation, and renewable energy. Her current interest in the Halal in-

dustry has dynamically led her to explore the Halal Lifestyle and Muslim-Friendly Hospitality, particularly in Halal Tourism and Sustainable Development. She is currently pursuing her

post-doctoral studies to explore the integration of environmental science with the halal lifestyle and well-being.

Author's Biography

Nur Iffah Ishak graduated with a double major degree in Islamic Studies and Science (Biohealth Science) from Universiti Malaya (UM) in 2021. During her



studies, she was actively involved in volunteer projects, student exchange programmes, and academic events. She joined the International Institute

for Halal Research and Training (INHART) for her internship. Her interests include physiology, neurobiology, and the Islamic law of consumerism. She formerly worked on the protective

effects of Habbatus Souda oil against the neurotoxicant toluene, focusing on the hippocampus area of the brain. Currently, she is pursuing her studies at the Faculty of Medicine, UiTM

Nur Rasyidah Abd Rashid is currently pursuing Master in Halal Industry Management programme at the Institute for Halal Research and Training (INHART),



IIUM. She graduated with a Bachelor of Science in Food Biotechnology (Hons.) from University Sains Islam Malaysia (USIM) in 2020. Her undergraduate study

focuses on the use of biotechnology techniques including DNA recombinant and novel bioprocesses in food processing and analysis. In 2019, she presented her undergraduate project which

explored the association of genetics with selected meat traits in cattle. Her current research project explores the issues and challenges pertaining to the halal industry with a focus on the

internal whistleblowing intentions of employees in halal food companies. Her research also focuses on the ethical climate types that exist in halal food companies and how they affect the ethical behaviour of employees. She has published a journal article and presented a paper at a conference about whistleblowing behaviour.

Nur Shamira Jamil Nasri is a graduate research assistant in Halal Industry Management at the International Institute of Halal Research and Training



(INHART), IIUM. She completed her bachelor's degree in Food Science (Service and Nutrition) (Hons.) from University Malaysia Terengganu (2021). During

her bachelor's degree, she studied food by-products in cooking development. Her current postgraduate study focuses on the determinants of halal executive competency in food manufacturing companies. She is also a certified halal executive from the Halal Professional Board (HPB). She aims to continue her Ph.D to explore and venture into sustainable food security and

management in halal food. She is passionate about collecting academic and extracurricular experiences while pursuing her studies. Her current contributions are presentations at conferences

and article publications. She also actively uses social media to create content and raise awareness about halal.

Nur Shuhadah Mohd is an Assistant Professor in the Department of Tourism at the International Islamic University Malaysia. She obtained her doctoral de-



gree in Urban and Regional Planning, specialising in tourism planning, from Universiti Teknologi Malaysia in 2020. After completing her bachelor's degree

in Urban and Regional Planning from the International Islamic University Malaysia (IIUM), she pursued a Master of Science in Tourism Planning from Universiti Teknologi Malaysia to further

specialise in the field of Tourism. She is one of the founding members of the Muslim Friendly Tourism and Hospitality Research Group (MFTHRG), which initiated the establishment of the

research group in the Department of Tourism at IIUM. She actively engages in research in the areas of IT in tourism, tourist digital experience, tourist behavior, and tourism planning. Currently, her research interests focus on Muslim tourist mobile engagement and the quality of Muslim-friendly travel services

Nurhidayu Al-saari earned a Bachelor of Science in Biotechnology (Hons.) and a Master of Science (Aquaculture and Biotechnology Marine) in 2008 and 2012, respectively, from Universiti Putra Malaysia (UPM). She obtained her Ph.D in Marine Life Science (Microbiology) from



Hokkaido University in Japan in 2016. From December 2016 to August 2018, she served as a postdoctoral researcher at the Institute of Bioscience at UPM. Her career at the International Islamic University Malaysia (IIUM) began in late 2018, and she currently holds the position of Assis-

tant Professor at the International Institute for Halal Research and Training (INHART). Nurhidayu is the principal investigator for a national research grant on fish nutrigenomics, and to date, she has co-authored and published over 30 academic and review articles. She is certified as a MBO Professional Technologist in Bi-

otechnology and is a member of both the Malaysian Fisheries Society (MFS) and the Malaysian Society for Microbiology (MSM). Actively involved in various consulting projects, she recently worked with JAKIM and the Department of Standards Malaysia as a member of the Malaysian National Standards Committees (MyNSC) working group (WG 5-2). This group is dedicated to developing biological test methods related to halal. Nurhidayu is also a coordinator in the development and review of halal academic programmes and serves as an auditor for academic programme accreditation. Her current research interests span microbial

genomics and ecology in various aquatic and terrestrial environments, probiotic and vaccination strategies in aquaculture, the Vibrionaceae family, other pathogenic bacteria, and food and agroindustry-related research with a focus on safety, sustainable resources, and the toyyiban component of halal science.

Nurhusna Samsudin, graduated with a double-degree of B. Eng (Biochemical-Biotechnology) (Honors) and Business Administration from the International Is-



lamic University Malaysia (IIUM) in 2008. Upon graduation, she joined Biotechnology Engineering Department, IIUM as Research Assistant and later

obtained her M. Sc. (Engineering) from the same university in 2011. She obtained her Ph.D in Engineering from the Biotechnology Engineering department IIUM, Malaysia in the year 201

and later joined the International Institute for Halal Research and Training (INHART), IIUM as a research fellow until 2021. Currently, Nurhusna is an Assistant Professor at INHART. She is an

active researcher in biomaterials, and tissue and cell culture and its interface with production of halal bioproducts. She has received a national grant on unravelling the prescription in Malay medical manuscript that uses agarwood as one of the elements. Her latest work is now focused on traditional medicine, halal and toyyib lifestyle and wellbeing, and halal management.

Author's Biography

Nurul Auni Mohd Noor completed her Bachelor of Science (Hons.) in Food Biotechnology from Universiti Sains Islam Malaysia (USIM) in 2020. Her final year project was dedicated to evalu-



ating the physicochemical properties and consumer acceptance of fruit-based 'Serunding', derived from winter melon. Throughout her undergraduate journey, Nurul Auni actively

pursued additional certifications, including Halal Assurance System (HAS), Good Manufacturing Practise (GMP), and Hazard Analysis and Critical Control Points (HACCP), augmenting her knowledge and skills in the field.

Motivated by her profound passion for Food Science and the Halal Industry, Nurul Auni embarked on a Master of Science programme in Halal Industry Science at the International Institute for Halal Research and

Training (INHART), IIUM. Her current work focus on an intervention study in developing health bar to enhance cognitive performance and conducting health assessments among B40 children and adolescents. She

has presented her research findings at a reputable conference as well as published a review paper. Nurul Auni is anticipated to complete her Master's programme and graduate in 2024.

Samshul Amry Abdul Latif is currently attached with the Department of Tourism, Kulliyah of Languages and Management, International Islamic University Malaysia (IIUM) in Pagoh campus since 2017. He graduated from the University of Otago, New Zealand in 1999. He started



his career by joining a private limited company in Kuala Lumpur. His work at that period of time involved mainly on sales and marketing of consumer goods. After several years,

he joined Perbadanan Nasional Berhad under the Special Programmes Department. He was

then appointed as a vice president of a private limited company handling investments of oil and gas facility. He then moved on to work on a family agriculture project in Kedah involving cash crops and fruits. While working in Kedah, he pursued his Master's degree and graduated in 2012. He decided to pursue

his doctorate in 2012 and was appointed as a research assistant to his Ph.D Supervisor. His articles were accepted in several international conferences including Malaysian Social Science Association Conference and Australia New Zealand International Business Association Conference held in Melbourne, Australia.

His research articles were also published in several renowned Scopus-indexed international journals including Journal of Islamic Marketing and Asia Pacific Journal of Marketing and Logistics among others. He actively reviews journal articles from Journal of Islamic Marketing, Emerald Emerging Case Stud-

ies. The CASE Journal among many others. His areas of interests include tourism marketing, tourism management, consumer boycott, consumer racism, consumer ethnocentrism, consumer animosity, ethnic marketing, tourist behavior and tourism boycott.

Wan Syibrah Hanisah Wan Sulaiman is an academic staff member at the International Institute for Halal Research and Training (INHART). She holds a bache-



lor's degree in Landscape Architecture from the International Islamic University Malaysia, a Master's degree in Environmental Management and Sustain-

ability from the University of South Australia, and a Ph.D in Halal Industry from the International Islamic University Malaysia. Prior to joining INHART, she worked as research officer

at the Department of Landscape Architecture at Kulliyah of Architecture and Environmental Design, IIUM. Her research areas encompass a range of topics including Environmen-

tal Science, Environment Management, Bioremediation, Halal Management, Halalpreneurs, Halal Ecosystem, Islamic Ethics, Halal Education and Halal Food. She also actively involved

in IIUM Flagship Project such as Shariah Compliant Matrix for Humanizing Productivity and dynamically discovering the new interest in sustainability in halal ecosystem.

Yuhanis Mhd Bakri has a Bachelor of Science in Chemistry (Hons) from Universiti Teknologi Malaysia (2007) and Ph.D in Chemistry (2015) from The University of Newcastle,



Australia. She is currently a senior lecturer at Department of Chemistry, Faculty of Science and Mathematics, Universiti Pendidikan Sultan Idris (UPSI) as well as holding administration

post as Coordinator of Teaching and Learning Innovation Unit, Centre of Academic Development, UPSI. Yuhanis has organized, partake, exhibits and contributed to various science and STEM programmes. She also

serves as a speaker for several school programs and "Meet the Expert" sharing sessions at Petrosains. She has participated in international scientific academic programmes including Lindau Nobel Laureate meeting in Ger-

many in 2006, JENESYS Malaysia 4th Batch- (Social) Government/Researcher Exchange in Japan, 2018 and academic attachment at Nottingham Trent University, England in 2023. She has contributed as Head of Internal Auditor

MS ISO 9001:2015 in UPSI. Her interest now lies in STEM, innovation in teaching and learning and natural products chemistry.

Yumi Zuhanis Has-Yun Hashim has a Bachelor in Biomedical Science (Hons.) from Universiti Kebangsaan Malaysia (1999), a M. Eng. in Bioprocess from Universiti Teknologi Malaysia (2002) and a PhD in Nutrition and Can-



She is currently a Professor at

the International Institute for Halal Research and Training (INHART), IIUM of which she was co-founding member. She has more than 20 years teaching and research experience in diverse scopes ranging from mammalian cell culture to natural product

halal consumerism and halal meat, fishery and poultry products. Yumi served as an expert panel for the development of Malaysian Qualification Agency Program Standard for Halal Studies. She is also involved as an expert panel in various halal-related ac-

ademic programme accreditation and curriculum review, and as a consultant to JAKIM funded project to study the demand for international halal talents. She has published many scientific works with particular interest in agar-wood, and more recently in halal

related areas. Her current work focuses on how natural products, traditional medicine, halal living, and the intersections of these elements can contribute to the promotion and maintenance of holistic health and well-being; of the people and environment.

related areas. Her current work focuses on how natural products, traditional medicine, halal living, and the intersections of these elements can contribute to the promotion and maintenance of holistic health and well-being; of the people and environment.

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