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Halal certification in food products: science mapping of present and future trends
(2024) *Journal of Islamic Marketing*, 15 (12), pp. 3564-3580. Cited 1 time.

DOI: 10.1108/JIMA-12-2023-0407

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Abstract

Purpose: This study aims to evaluate the knowledge structure of halal certification in food and beverages. The growth of the Muslim population and the expanding economic activities among the Muslim community have necessitated extensive and comprehensive halal certification, particularly in food and beverage products. **Design/methodology/approach:** Through a science mapping approach, this study explores the knowledge structure based on past publications in food and beverages and its association with halal certification, logos and brands. Applying bibliographic coupling and co-word analysis, the present and future trends of halal certification in food and beverages are explored by presenting a network visualization to present the underlying themes and research streams. **Findings:** The main finding from recent and emerging themes shows that the pivotal perspective is increasing consumers' knowledge and awareness of halal-certified food products. Future trends stemming from the co-word analysis suggest the importance of exploring consumer halal food product determinants. **Originality/value:** This study is relevant to stakeholders, scholars and practitioners, particularly in disseminating information and voice on the importance of halal-certified food products that are recognized as having better quality and contributing to environmental sustainability. © 2024, Emerald Publishing Limited.

Author Keywords

Food and beverages (F&B); Halal certification; Halal logo; Science mapping

Funding details

IIIT ESEA SRP2023-2/01

Ministry of Higher Education, Malaysia MOHEFRGS/1/2022/SS01/UMP/02/2, RDU220137

Ministry of Higher Education, Malaysia MOHE

Funding details

This study was funded by International Institute of Islamic Thought East and Southeast Asia (Grant no IIIT ESEA SRP2023-2/01) and Ministry of Higher Education Malaysia under the Fundamental Research Grant Scheme FRGS/1/2022/SS01/UMP/02/2 (UMPSA Grant no. RDU220137).

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Publisher: Emerald Publishing

ISSN: 17590833

Language of Original Document: English

Abbreviated Source Title: J. Islam. Mark.

2-s2.0-85195173235

Document Type: Review

Publication Stage: Final

Source: Scopus

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