



Maqāṣid al-Sharī'ah-Based Measuring Instruments in the Halal Economy: A Preliminary Review

أدوات القياس المبنية على مقاصد الشريعة في الاقتصاد الحلال: مراجعة أولية

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Abstract

The halal economy, encompassing sectors like food and beverages, finance, tourism, pharmaceuticals, and cosmetics, is rapidly growing worldwide, and significantly impacting economies like Malaysia's. But this industry, which follows Islamic ethical standards that are largely influenced by the maqasid al-Shariah framework, lacks comprehensive Shariah-based evaluation tools to measure sectoral adherence to these principles. The growing global demand for halal products highlights the need for robust evaluation frameworks to support decision-making, consumer protection, and ethical benchmarks. Although maqasid al-Shariah theory is well-recognized in halal research, its measurable application in conceptual models remains underdeveloped. Addressing this gap with improved maqasid-based measuring instruments could enhance ethical compliance and economic sustainability. Given the rising research interest and sectoral growth in Islamic finance and halal markets, a systematic review of existing literature is necessary to establish maqasid-based indicators for evaluating products, services, and overall sector performance within the halal economy. The research explores the maqasid al-Shariah-based framework to measure ethical compliance and performance in the halal economy, supporting informed decision-making, consumer protection, and sustainability. This study conducts a thematic review of the maqasid-based criteria for halal economy measurement using qualitative methods and SWOT analysis to explore thematic conceptualisation towards a comprehensive preliminary review for future research directions. This study finds that integrating maqasid al-Shariah-based metrics into the halal economy offers potential relevance for ethical alignment and standardization but faces challenges like abstract measurement, stakeholder resistance, and metric standardization needs.

Keywords: Maqāṣid al-Sharī'ah, measuring instruments, halal economy, preliminary review, research directions.

ملخص البحث

يشهد الاقتصاد الحلال، الذي يشمل قطاعات الأغذية والمشروبات، والتمويل، والسياحة، والصيدلة، ومستحضرات التجميل، نموًا متسارعًا على المستوى العالمي، مما يترك أثرًا بالغًا على اقتصادات عدة، ومنها ماليزيا. ويستند هذا القطاع إلى المعايير الأخلاقية الإسلامية المتأثرة بعمق بإطار مقاصد الشريعة، إلا أنه لا يزال يفتقر إلى أدوات التقييم الشاملة المبنية على الشريعة لقياس مدى الالتزام بهذه المبادئ. ومع تزايد الطلب العالمي على المنتجات الحلال، تبرز الحاجة إلى تطوير أطر التقييم المبنية التي تساهم في دعم عملية اتخاذ القرار، وحماية المستهلك، ووضع معايير أخلاقية واضحة. وعلى الرغم من أن نظرية مقاصد الشريعة تغطي باعتراف واسع في بحوث الحلال، فإن تطبيقها القابل للقياس في النماذج المفاهيمية ما زال محدودًا. ومن شأن سد هذه الفجوة عبر تطوير أدوات القياس المبنية على المقاصد أن يعزز الامتثال الأخلاقي ويضمن الاستدامة الاقتصادية. ونظرًا لتنامي الاهتمام البحثي والنمو القطاعي في التمويل الإسلامي وأسواق الحلال، تبرز أهمية إجراء مراجعة منهجية للأدبيات القائمة من أجل بلورة مؤشرات مقاصدية لتقييم المنتجات والخدمات والأداء العام للقطاع ضمن الاقتصاد الحلال. وتسعى هذه الدراسة إلى استكشاف إطار مقاصد الشريعة بوصفه أداة لقياس الامتثال الأخلاقي والأداء في الاقتصاد الحلال، بما يدعم اتخاذ القرار الرشيد، ويحمي المستهلك، ويعزز الاستدامة. وقد اعتمدت الدراسة مراجعة موضوعية لمعايير مقاصدية مستخدمة في قياس الاقتصاد الحلال من خلال توظيف الأساليب النوعية وتحليل SWOT لاستكشاف الأبعاد المفاهيمية، وذلك بغية تقديم مراجعة أولية شاملة تُوجّه الأبحاث المستقبلية. وتخلص الدراسة إلى أن دمج مؤشرات مبنية على مقاصد الشريعة في الاقتصاد الحلال يحمل إمكانات واعدة لتحقيق التوافق الأخلاقي والتوحيد القياسي، غير أنه يواجه تحديات تتمثل في صعوبة القياس، ومقاومة بعض الأطراف المعنية، والحاجة إلى معايير أكثر وضوحًا وتجانسًا.

الكلمات المفتاحية: مقاصد الشريعة، أدوات القياس، الاقتصاد الحلال، مراجعة أولية، اتجاهات البحث.

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1. Introduction

The *halal* economy, which is essentially defined by the Islamic principles of permissibility (a) (*halal* and *haram*) and (b) Islamic ethical consumption standards, rooted in Islamic scriptural sources, has experienced rapid and significant growth in the global economy, particularly in the last few decades. This development cut across a wide range of diverse sectors, including food and beverages, supply and logistics, finance and marketing, tourism and hospitality, recreation and entertainment, pharmaceuticals and cosmetics, etc. The expansive growth is driven by an exponential increase in the demand for products and services that are based on Islamic fundamental ethical guidelines. At the centre of this impressive development in the *halal* economy, there are standardized *Halal* Certification Agencies which ensure that *halal* economy's related activities, involving production, distribution, storage/logistics, and services, adhere/comply to

clearly stated standards that are based on Islamic dietary laws, religious practices, ethical rules and moral dictates (M. M. Rahman et al., 2024).

However, the remarkable global interests in *halal* sectors, which makes the industry a competitive market with an expanded consumers' expectations, have tremendously increased the need for *halal* certification processes that would, not only ensure adherence to doctrinal issues and religiously motivated morality, but also compliance to much broader ethical issues, including, human welfare, social justice, environmental sustainability and corporate social responsibility among others (Azam & Abdullah, 2020).

Considering this global perspective, *maqasid al-Shariah* (objectives of Islamic law) appear to have immense potential to provide not only a comprehensive but also a compelling guide for the *halal* economy. This is because *maqasid al-Shariah*, as a framework that is rooted in Islamic jurisprudence, has holistic and ethical approaches that are very essential to promote human welfare, social justice, and the common good for public and individual interest (Kamali, 1999; 'Auda, 2008). This is especially true when its five core objectives – the preservation of religion, life, intellect, progeny, and property – are creatively explored to enhance the *halal* economy beyond mere product compliance. Put more clearly, by ingeniously incorporating *maqasid al-Shariah* into the various dimensions and stages involved in *halal* certification processes, the *halal* industry, through its economy-related activities, would consequently adopt an approach that would ensure that its practices are ethically sound, socially responsible, and environmentally sustainable (Azis & Marzuki, 2020).

Notwithstanding its immense potential relevance, an attempt to integrate *maqasid al-*

Shariah-based measuring instruments into the *halal* economy is easily marred by several challenges; these include, among others, the complexity of measuring abstract ethical principles, potential resistance from both *halal* certification bodies and businesses accustomed to traditional product-based compliance standards and the lack of universally accepted metrics. Furthermore, regional differences in the interpretation of *Shariah* law make it extremely difficult to achieve a global/universal consensus on *maqasid al-Shariah*-based standards; similarly, the economic pressures prioritizing profitability over ethical considerations constitute another major challenge (Harahap et al., 2023).

Against this background, this paper seeks to examine the current state of *maqasid al-Shariah*-based measurement instruments within the *halal* economy, as may be captured in available research or literature on its various sectors. It will specifically evaluate their potential strengths and weaknesses to highlight their opportunities (such as effectiveness and others) and threats (such as necessary items that are not captured) (Arsad, 2023; Mensah, 2019).

Study Objective:

In light of the foregoing, this study aims to explore the state of the art in *maqasid*-based measuring instruments in *halal* economy. It focuses on why it is important to advance studies on articulating comprehensive constructs that effectively measure the qualities of growth and performance of Muslim socio-economic development. This study holds that defining and measuring the activities of the *halal* economy are essential to understand its impact on the socio-economic development of the Muslim society in particular, and its contribution to the larger economy in general.

2. Literature Review

The reviewed literature in this paper examine existing research on three key themes: 1) *maqasid al-Shariah* (the higher objectives of Islamic law) and its application across various sectors, including the economy; 2) the *halal* economy, its scope, growth, challenges, and current measurement frameworks; and 3) existing *maqasid al-Shariah*-based frameworks or instruments used for ethical or *Shariah*-compliant measurement in business, finance, and industry.

2.1 Maqasid al-Shariah: A Framework for Ethical Decision-Making

Maqasid al-Shariah broadly refers to the fundamental objectives that Islamic law intends to achieve through its principles and ethical rules; it indicates the main intents for which its laws are being promulgated. For instance, it seeks to protect and improve human well-being by preserving and facilitating five essential values: religion (*din*), life (*nafs*), intellect (*`aql*), lineage (*nasl*), and wealth (*mal*). These objectives mutually constitute an ultimate foundation that must be deployed to inform and guide every aspect of Islamic economic and financial activity, ranging from personal conduct to corporate governance, such as ethical frameworks and practice, decision-making, and standards of operations (Kamali, 2008).

Doubling both as conceptual and theoretical frameworks, *maqasid al-Shariah* is excellently fit to be used to discuss Islamic economics/finance. This is particularly due, not only to its divine rootedness, but also to its invaluable potential to inform responsible socio-moral behaviours and ethical conduct. Thanks to the scholarly ingenuity of its numerous exponents, who develop various models

based on *maqasid al-Shariah*, they not only articulate but also practically demonstrate how businesses and governments could operationalize the essential objectives (*maqasid al-Shariah*) in socio-economic and financial policies; for instance, by outlining its role in guiding economic decisions (Wanto et al., 2021a). Another study by (Rehman et al., 2022) highlights how *maqasid al-Shariah* aligns with justice, fairness and equity, ultimately indicating how the objective-oriented nature of Islamic principles advocates for policies that contribute to the welfare of individuals and communities. Similarly, Abubakar & Handayani (2020) and Ahmad (2020) in their respective studies, consider how *maqasid al-Shariah* could be utilized to assess the ethical dimensions of business practices.

Considering the significance of wealth in fostering a sustainable socio-economic society, Ibn 'Ashur (2004) posits that the higher objectives of *Shariah* concerning wealth primarily aim to realize six fundamental values: justice, stability, prosperity, clarity, preservation of wealth, and protection of ownership. These values provide a conceptual foundation for developing *maqasid al-Shariah*-based measuring instruments in the *halal* economy, particularly in assessing the ethical and socio-economic impact of financial practices.

Overall, several studies strongly suggest that, by using *maqasid al-Shariah* as a framework, every economic activity in Islamic contexts should aim at (and could be based on) promoting holistic human well-being and equitable socio-economic relationships (Abubakar & Handayani, 2020; Muhammad Nooraiman Zailani et al., 2022; Wanto et al., 2021a). This is best captured in the studies by Azis & Marzuki (2020) and Kamali (2008) which opine that the primary goal of *maqasid al-Shariah* is the protection of humanity's essential needs. This

framework is extremely important when considering business operations in the *halal* economy, which is essentially tied to *Shariah* principles.

2.2 The Halal Economy: Scope and Challenges

Halal economy, which is erroneously confined by layman's opinion to food/beverages, encompasses a broad range of sectors, including food and beverages, supply and logistics, finance and marketing, tourism and hospitality, recreation and entertainment, pharmaceuticals and cosmetics. As noted earlier, there is a rapid increase in demand for *halal*-certified products and services at a global scale; consequent upon this, there is expansive growth in many of the sectors in the *halal* industry. For instance, the global *halal* market was valued at over USD 2.3 trillion in 2021, with projections indicating continued expansion (Azam & Abdullah, 2020). This has invariably created the necessity for effective measurement instruments to ensure compliance with several issues (manufacturing, logistics, consumer satisfaction and protection, and environmental sustainability, etc.) based on Islamic principles and ethical standards.

Although the *halal* economy is more market-driven and focused on consumer goods and services, it yet remains rooted in the ethical principles of the broader Islamic economy. This suggests that the *halal* economy operationalizes the Islamic economy within the marketplace. According to Al-Tariqy (2009), the economy should be founded on three main pillars. First, the recognition of ownership rights, both individual and collective. Second, the implementation of a regulated economic freedom policy that allows individual ownership while safeguarding the rights of others. Third, the adoption of a social welfare and solidarity policy aimed at balancing the excesses of extreme capitalism.

However, reviewed studies show that there is a dearth of research on a comprehensive measuring instrument or framework that is *Shariah*-based, capturing ethical, moral, social, and economic indicators in the *halal* sectors (Veginadu et al., 2022). The recent study by Azam & Abdullah (2021) noted that, beyond the basic certification of products or services, there is a significant gap in universally accepted standards for measuring *halal* compliance. In connection with this, Muhammad et al. (2020) argue that current *halal* certification processes seem to be more focused on product authenticity, especially for food and beverages; they appear to pay little or no attention to address other equally important broader concerns, such as environmental sustainability, social justice, and fairness, etc., even though these elements are implicitly within the *maqasid al-Shariah* universe of discourse.

Corroborating this situation in their studies, Rawhouser et al. (2019) particularly identified the lack of comprehensive frameworks to assess the ethical, social, and economic impacts of businesses within the *halal* sectors as challenges in the *halal* economy. The existing certification systems, in their correct observations, are often limited to product-specific measures focusing, for example, on whether the product is free from *haram* ingredients, leaving much of the broader *maqasid al-Shariah*-related criteria unmeasured.

The forgoing may appear as an attempt to downplay the “*haram-halal*” indicator, which *halal* certification seems to be obsessively focused on, as a non-fundamental issue. On the contrary, the point is that, while the status of the “*haram-halal*” indicator is an extremely important concept that is incontestable, the consideration given to a product in an attempt to establish its *halalness-haramness* should not be allowed to overshadow other equally

important issues in *halal* economy discourse by inadvertently focusing on products as the sole defining feature of “*halal* economy and *halal* certification”. *Halal* economy should not be product-centred certification (Yani & Suryaningsih, 2019).

2.3 Measuring Instruments in the Halal Economy: Current Approaches and Limitations

As succinctly alluded to in the aforesaid, while there are currently several various measurement instruments in the *halal* economy, they seem to focus narrowly on product compliance and tend to ignore the financial activities and business practices which define the entire landscape of the industry/economy/sector.

Some of the widely recognized *halal* certification frameworks include the ISO 22000 standard for food safety, a *Halal* Certification by the Malaysian government, and the *halal* industry certification in Indonesia. While they have been effectively used as standardizing measures in the *halal* industry, particularly in these two countries and a few other places, a closer scrutiny of these tools appears to show that they seem to be focused on the evaluation of whether products contain *haram* ingredients or not (Akbar et al., 2023a). They are specifically interested in establishing whether (or not) a product meets the basic *halal* criteria, such as the prohibition of *haram* (forbidden) ingredients. They have also been valuably used to ensure ethical production processes (e.g., humane slaughter for *halal* meat) are followed. Without in any way denying their significant functional impacts in the *halal* sector, these frameworks do not fully integrate the broader social, environmental, or economic dimensions that are equally integral to *maqasid al-Shariah* (Mohd Noor et al., 2023).

Also critiquing the current *halal* certification practices, Alserhan (2016) observes that, while they may emphasize on product compliance, the available frameworks are insufficient to promote long-term sustainability and ethical behaviour in the *halal* economy landscape. He therefore proposes that, beyond product concern, what is required is a more holistic approach that constructively incorporates *maqasid al-Shariah* in assessing the impact of businesses on society, workers, the environment, and the economy. He argues further that the inclusion of *maqasid al-Shariah* in measurement tools could encourage businesses to adopt practices that contribute to the broader objectives of preserving human dignity and promoting welfare (Ali & Ahmad, 2023).

2.4 *Maqāsid al-Sharī'ah*-Based Measuring Instruments: A Proposal for Integration

In response to the observed various lacunae in the current measuring instrument and standardizing policies in the *halal* industry, some of the proactive contemporary *Shariah* scholars have begun to propose frameworks for integrating *maqasid al-Shariah* into *halal* economy measurement tools. Safian et al. (2021) posit that *halal* certification, which is largely informed by *maqasid al-Shariah* principles, would be more effective if it provides a more comprehensive assessment of ethical standards. This is because it would be used to evaluate, not only the *halal* status of products, but also the ethical, social, and environmental impacts of business practices involved.

On their part, while introducing a proposed *maqasid*-based assessment framework for *halal* finance, Alhammadi et al. (2022) emphasize that a financial institution's performance is best evaluated using the five essential objectives (*maqasid al-*

Shariah). It should be benchmarked against its contribution to economic well-being (*mal*), societal welfare (*nafs*), and ethical governance (*din*). The proposed framework extends beyond mere compliance with financial transactions, particularly avoiding interest, which is the most focused on at the expense of other equally important matters; it rather suggests a holistic evaluation of all aspects of financial institutions, assessing their alignment with Islamic ethical principles relating to financial matters.

In a similar vein, Lahsasna (2009) highlights the importance of the *maqasid al-Shariah*-based model, although focusing on designing metrics for measuring the impact of businesses in sectors like food, healthcare, and finance. He ingenuously includes in the model indicators for assessing the level of ethical behaviour in the supply chain, the health impact of products, and the fairness of labour practices, with the ultimate focus on capturing essential implications of *maqasid al-Shariah* on human dignity and social justice.

Overall, while significant strides have been made in developing *halal* certification systems, which have been gainfully deployed for effective regulation and quality control, the current measurement instruments largely focus on product compliance and therefore, do not reflect the comprehensive and holistic nature of the objectives of Islamic principles (i.e., *maqasid al-Shariah*).

Scholars have highlighted the need for *maqasid al-Shariah*-based frameworks; for instance, the studies by Achmad Bashori et al. (2024), Mahyudin & Rosman (2020) and Suliswanto et al. (2024) emphasize that a framework that integrates ethical, social, and environmental dimensions into the assessment construct would be more effective as it would capture the current realities in the growth

of the *halal* economy/industry/sector. They seem to consensually posit that the integration of these dimensions based on Islamic principles into the prospective measurement tools would contribute to the long-term sustainability of the *halal* economy. It would also ensure that businesses align with Islamic values beyond mere product compliance, which is seemingly dominant.

In the aforementioned literature review section, an attempt is made to provide an in-depth analysis of the key concepts; furthermore, gaps in current measurement instruments are also highlighted, and suggestions are made for incorporating *maqasid al-Shariah* into *halal* economy assessments to enhance not only their comprehensiveness but also broaden their relevance.

3. Methodology

This study involves a thematic review and analysis of selected studies, focusing on *maqasid*-based construct validation criteria in the *halal* economy. It seeks to identify key themes, challenges, and methodologies employed in previous research efforts to provide insights into the conceptualization and operationalization of *maqasid al-Shariah* principles to formulate an indicative conceptual model for measuring performance in the *halal* economy. Thematic approach aids versatility and in-depth analysis of the dataset in a qualitative study (Christou, 2022; Qaissi, 2024). This is an inductive approach that offers researchers the tools to identify, analyse, and report patterns (themes) within data, providing a rich and detailed yet complex account of data. This method for conducting research is particularly appealing for its ability to accommodate a wide range of perspectives, facilitating a nuanced

understanding of diverse datasets (Anupama Gangrade et al., 2023).

A qualitative methodology shall be adopted in this research to conduct a preliminary review of existing frameworks for measuring the *halal* economy and explore the potential for integrating *maqasid al-Shariah* principles into the measuring models or constructs. This research will combine a SWOT analysis and a thematic review of literature with case studies to assess current practices, identify challenges, and suggest improvements (Tomaszewski et al., 2020). This study will also use qualitative methods to gather in-depth insights into the integration of *maqasid al-Shariah*-based measurement instruments in the *halal* economy. A preliminary review will be conducted through the following steps:

A SWOT analysis of recent studies assessed the strengths, weaknesses, opportunities, and threats related to integrating *maqasid al-Shariah* principles into measurement tools for the *halal* economy. This will provide a strategic evaluation of the current landscape and potential for future development in *halal* industry.

3.1 SWOT Analysis: Maqasid al-Shariah-Based Measuring Instruments in the Halal Economy

Category	Strengths	Weaknesses
Alignment with Islamic Values	- <i>Maqasid al-Shariah</i> as a framework offers a comprehensive ethical paradigm for evaluating <i>halal</i> businesses beyond product compliance. - Provides a more holistic approach by	- The absence of a universally acceptable <i>maqasid al-Shariah</i> -based measurement tool for <i>halal</i> industries results in inconsistencies in assessments (F. K. Rahman et al., 2017).

	emphasizing social impact, justice, and environmental sustainability (Wanto et al., 2021).	
Potential for Global Standardization	<ul style="list-style-type: none"> - With growing global interest in ethical business practices, <i>maqasid al-Shariah</i> as an ethically oriented framework could provide a globally recognized standard for <i>halal</i> certification (Sadeghi & Sadeghi, 2017). - Growing international demand for ethical supply chains, such as in the food, cosmetics, and pharmaceutical industries, aligns with ethical focus of <i>maqasid al-Shariah</i> (Ibrahim & Markom, 2024). 	<ul style="list-style-type: none"> - Resistance to standardization from regional <i>halal</i> certification bodies that may have differing interpretations of <i>maqasid al-Shariah</i>. - The diversity of <i>halal</i> markets seems to make it difficult to achieve consensus on specific metrics and practices (Ismail, 2018).
Enhanced Consumer Trust	<ul style="list-style-type: none"> - By showcasing adherence to higher ethical and moral standards, <i>maqasid al-Shariah</i>-based frameworks enhance transparency and trust (Shukor et al., 2024). 	<ul style="list-style-type: none"> - The transparency of the frameworks may be reduced due lack of clear, measurable indicators for abstract principles such as social justice and environmental stewardship

	<ul style="list-style-type: none"> - Consumers increasingly demand that businesses show responsibility in their operations, particularly in sustainability and social justice (Yani & Suryaningsih, 2019). 	(Gupta et al., 2020). <ul style="list-style-type: none"> - The lack of clear evidence of impact of a newly proposed framework may be marred with potential scepticism from consumers about its effectiveness.
Increased Ethical Considerations	<ul style="list-style-type: none"> - <i>Maqasid al-Shariah</i> helps to build a more inclusive <i>Halal</i> economy by emphasizing the ethical dimensions of business, social welfare, equity. (Zulkifli & Yusuf, 2023). - Encourages businesses to adopt a long-term view, focusing on societal well-being rather than short-term profits (Ibrahim & Markom, 2024). 	<ul style="list-style-type: none"> - Some stakeholders might find it challenging to quantify subjective ethical concepts, such as "justice" or "beneficence," which can hinder the adoption of <i>maqasid al-Shariah</i>-based measures (Dusuki & Abozaid, 2007).

Table 1

Category	Opportunities	Threats
Growing Demand for Ethical Business Practices	<ul style="list-style-type: none"> - Given its provision of ethically compliant products and services, <i>maqasid al-Shariah</i> increases consumer preferences for sustainable and socially responsible products, driving 	<ul style="list-style-type: none"> - Competing frameworks, such as secular sustainability certifications, could undermine the <i>maqasid al-Shariah</i> approach if they offer simpler, more widely accepted standards

	<p>further its adoption in the <i>Halal</i> economy (F. K. Rahman et al., 2017).</p> <ul style="list-style-type: none"> - The fact that <i>maqasid al-Shariah</i> provides a framework that aligns with Sustainable Development Goals (SDGs) is appealing to both Muslim and non-Muslim consumers, particularly for its reflection of the contemporary practical concerns (Rehman et al., 2022). 	<p>(Kumar et al., 2018).</p> <ul style="list-style-type: none"> - Political pressures in non-Muslim-majority countries may hinder the adoption of Islamic-based ethical metrics (Tausch, n.d.).
Expansion of <i>Halal</i> Industries	<ul style="list-style-type: none"> - The global expansion of the <i>halal</i> market, particularly in non-Muslim-majority countries, presents an opportunity to integrate <i>maqasid al-Shariah</i> standards to attract a broader, ethically-minded audience (Khan et al., 2020). - Wider adoption of <i>maqasid al-Shariah</i>-based metrics is made feasible through the expansion of the <i>halal</i> economy into industries beyond food (e.g., fashion, pharmaceuticals, and finance) where <i>halal</i> standards are 	<ul style="list-style-type: none"> - The preponderance of different regions to (re)interpret <i>maqasid al-Shariah</i> creates a risk of fragmentation in the <i>Halal</i> economy, leading to a lack of coherence and interoperability between markets (Kamali, 2008).
	gaining traction (Azam & Abdullah, 2020).	
Development of New Frameworks	<ul style="list-style-type: none"> - With its maxims of "preservation and protection", it is full of potential that could be turned into an opportunity to create new, innovative measurement tools that integrate not only economic performance but also environmental, social, and governance (ESG) factors (Deuraseh, 2012). - Collaborative opportunities for researchers, scholars, and industry practitioners in the <i>halal</i> economy to develop these frameworks, leading to improved methodologies and broader acceptance (Mohd Fauzi et al., 2022). 	<ul style="list-style-type: none"> - The potential increase in cost of human resources and research development, involving investment in research, training, and capacity building, could be some key challenges (Ismail, 2019). - A possible major challenge is resistance from businesses who are hesitant to adopt frameworks that require extensive changes to their operations (F. K. Rahman et al., 2017).
Holistic Impact Measurement	<ul style="list-style-type: none"> - <i>Maqasid al-Shariah</i>, focusing on human welfare, poverty alleviation, and community development, provides a more comprehensive and ethical approach to business sustainability 	<ul style="list-style-type: none"> - Lack of universal agreement on what constitutes "ethical business practices" within the <i>maqasid al-Shariah</i> framework is another challenge, and

	(Mirza & Moosa, 2020). - An ingenious integration of its five essential objectives with international standards (e.g., ISO) for sustainability and ethical business could open up new market opportunities (KayadiBi & Güçlü, 2021) (Zainal et al., 2021).	this could lead to confusion and inconsistent practices (Mahyudin & Rosman, 2020).
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Table 2

4. Discussion of Findings

This study’s preliminary review presents prospective research directions in the development of *maqasid al-Shariah*-based measuring instruments; this is attempted through an analysis of current literature in the field using established thematic guidelines. Through this study, key themes are identified and analysed based on the coded terms, focusing particularly on the challenges and methodologies employed in previous research efforts’ attempt to construct a measuring instrument based on the objectives of Islamic principles. The coded themes serve as a basis to get insights into the conceptualization and operationalization of *maqasid al-Shariah* principles to formulate measurable conceptual models for various industrial sectors in the *halal* economy.

The SWOT analysis of *maqasid al-Shariah*-based measuring instruments within the *halal* economy reveals both significant opportunities and notable challenges in integrating these instruments for the global sustainable development of *halal*

industries. Based on the analysis, key findings are discussed in the following thematic areas:

4.1 Strengths: Alignment with Islamic Values and Ethical Business Practices

This study finds that one of the most profound strengths of *maqasid al-Shariah*-based measuring instruments is their alignment with the core ethical principles of Islam. Unlike the *halal* certification model, these instruments encompass broader socio-economic and ethical aspects, including social justice, environmental sustainability, and economic equity (Wanto et al., 2021b), and go beyond the narrow focus on *halal* product compliance. It is discovered that this holistic approach has the potentials to address the growing demand for ethical business practices in the modern economy; it will help to cater for the consumers’ attempt to know how (and the extent to which) products and services align with broader moral values (Ibrahim & Markom, 2024).

Furthermore, *maqasid al-Shariah* is shown to offer a robust framework for gaining, building, and sustaining consumers’ trust. Since it provides a clear set of ethical guidelines for companies to follow, the *maqasid al-Shariah* framework enhances the reputation of businesses and thereby fosters customer loyalty. This is extremely important given the fact that businesses face increasing pressure to demonstrate their social responsibility (Wanto et al., 2021a). It is noteworthy that this trust is critical in the *halal* economy, particularly where ethical consumption is a significant motivator for consumers, especially in non-Muslim-majority countries where ethical concerns have very little to do with religious settings.

A major strength that is also found in this study is that the *maqasid al-Shariah*-based measuring instruments have the potential to be a global standardization template. It is expected that the *halal* industries' upward growth and expansion trajectories in global trade, both in Muslim-majority and non-Muslim-majority countries, would require universal standardized ethical metrics that could transcend national and regional borders. Integrating *maqasid al-Shariah* principles into *halal* certification processes at the industrial level would not only be necessary but could also lead to greater cohesion in the global *halal* market, and this could also provide a unified approach to ethical business practices in the whole sector (Mahyudin & Rosman, 2020).

4.2 Weaknesses: Lack of Standardized Metrics and Resistance to Change

While the foregoing shows its many strengths and potential benefits, the adoption of *maqasid al-Shariah*-based measuring instruments also has several weaknesses, particularly manifesting as challenges that could make it difficult to harness its full potential relevance to the *halal* economy.

One of the most pressing weaknesses, which may constitute its biggest challenge, is the lack of standardized metrics for measuring the impact of *maqasid al-Shariah* principles across diverse sectors making up the *halal* industry; this is also applicable to the fact that different regions partake in the *halal* economy. There is currently no universally accepted tool for assessing *halal* businesses based on *maqasid al-Shariah*, and this seems to create inconsistencies in how different certification bodies or organizations apply the objectives of Islamic principles (F. K. Rahman et al., 2017). The problem of inconsistencies particularly manifests as challenges in how it hinders businesses from gaining a clear and standardized

understanding of their ethical standing in global markets. For instance, an ethically certified business/sector in a particular region through a specific body still gets "rejected" or faces issues of certification in another region by another certification body.

Furthermore, the complexity of measuring abstract ethical concepts and principles such as social justice, environmental stewardship, and economic equity in the *halal* economy presents another significant challenge. *Maqasid al-Shariah*, being a very broad and deep philosophical framework, often provides concepts that are seemingly difficult to relate in simple terms to quantify issues, especially in industries like food, fashion, and finance (Mohd Noor et al., 2023). Unlike more tangible elements like product quality or safety standards, the conceptually driven principles of *maqasid al-Shariah* require a nuanced (re)interpretation and creative/ingenious adaptation across different contexts. While this indicates how effective it could be to capture the complex intersection of human dignity, environmental factors, ethical values, and business activities involved in the *halal* economy, it seems very difficult to integrate them into existing measurement frameworks without further research and development (Mohd Fauzi et al., 2022).

Another challenge to the *maqasid al-Shariah* measuring instrument in *halal* economy is businesses' and certification bodies' resistance to change from what they are accustomed to in the traditional product-based compliance system. Many *halal* certification bodies that have been operating with the construct focusing on specifics and tangible standards (such as simple indicators of "the absence of non-*halal* ingredients"), may lethargically perceive the shift to a more holistic framework

(encapsulated in *maqasid al-Shariah*) to be too stressful, complex and even costly to implement (F. K. Rahman et al., 2017). This resistance could not only delay but may also impede the adoption of new, broader measuring tools based on the integration of *maqasid al-Shariah* principles in the *halal* economy.

4.3 Opportunities: Growing Demand for Ethical Practices and Market Expansion

The rapidly growing demand, even at the global level, for ethical business practices indicates one of the most significant opportunities for *maqasid al-Shariah*-based measuring instruments. Consumers, in the contemporary time, particularly millennials and Gen Z, are more interested in ethical supply chains, sustainability, and corporate social responsibility (Floren et al., 2019). The *halal* economy, which is increasingly emphasizing ethical consumption as its compelling branding concept, would benefit from *maqasid al-Shariah*'s broader focus on human welfare, justice, green economy, and equity.

Considering this perspective, as the *halal* economy expands, especially in non-Muslim-majority countries, there is a unique opportunity to introduce *maqasid al-Shariah*-based standards to a wider market. This expansion would go beyond food and beverage products to encompass other industries, including fashion, cosmetics, pharmaceuticals, and finance (M. M. Rahman et al., 2024). Using a *maqasid al-Shariah*-based framework to design and drive its activities, *halal* businesses would attract both Muslim and non-Muslim consumers who give preferences for socially responsible and ethically produced goods and services.

Furthermore, an expansive interpretation of *maqasid al-Shariah* offers an opportunity to develop new frameworks that integrate not only economic performance but also social, environmental, and governance (ESG) factors. These frameworks could help businesses to broadly evaluate their impact on society and the environment, and this is full of many potential opportunities to align business activities with the United Nations' Sustainable Development Goals (SDGs) (Deuraseh, 2012). This would further position the *halal* economy as a leader in ethical business practices and thereby, increase its attractiveness to an increasingly conscientious global consumer base.

4.4 Threats: Divergence in Shariah Interpretations and Economic Pressures

Notwithstanding its promising opportunities, there are also significant threats to the adoption of *maqasid al-Shariah*-based measuring instruments. Divergence in *Shariah* interpretations, particularly across different regions and various schools of thought, presents a major threat to the integration agenda; this seems to constitute a very difficult potential challenge that needs to be ingenuously addressed to have a prospective construct/design involving an effective implementation strategy. The possibility of having different scholars interpret the objectives of *maqasid al-Shariah* in varied ways could lead to inconsistencies in how businesses apply these principles in their operations (Rayhan, 2023). This lack of uniformity in interpretation may potentially confuse consumers and businesses alike. And this could undermine the efforts to standardize *halal* certification globally.

For a very related reason, achieving international consensus on *maqasid al-Shariah*-based metrics could also be difficult; this is especially

true considering the cultural, legal, and economic differences between countries. For instance, countries seem to have different economic priorities coupled with differences in regulatory environments, and these could make them resist adopting new frameworks if they require significant changes to their current *halal* certification processes (Hassan et al., 2021).

Finally, economic and political pressures are two major twin challenges that could undermine the adoption of *maqasid al-Shariah*-based frameworks. Governments and corporations, especially in non-Muslim-majority countries, generally prioritize profitability and market expansion over ethical considerations (Auda, 2008). In this scenario, *maqasid al-Shariah*'s focus on social justice and environmental stewardship might be downplayed to achieve their immediate priority, such a particular business practice, because it allows for more profit for instance.

Mapping SWOT Themes to Research Gaps

SWOT Themes	Key Findings	Mapped Research Gap
Weakness: Lack of standardization	Absence of universally acceptable tools	Gap 1: No unified MS-based measurement framework
Threat: Regional fragmentation	Diverse interpretations of <i>Maqasid</i>	Gap 2: Inconsistent application across jurisdictions
Weakness: Hard to measure abstract values	Justice/social welfare is not easy to quantify	Gap 3: Operationalizing abstract <i>Maqasid</i> principles
Opportunity: ESG-SDG integration	Potential to align <i>Maqasid</i> with global standards	Gap 4: Integration with global ethical metrics

The above table presents how the SWOT analysis highlights both the promise and the limitations of *maqasid al-Shariah*-based approaches

in the *halal* economy. These findings directly respond to the previously identified gaps, such as the lack of standardization (Weakness) and regional resistance (Threat), which underscores the need for a unified framework, addressing Gap 1. Meanwhile, the potential alignment with ESG/SDGs (Opportunity) offers a pathway to operationalize *maqasid* principles (Gap 3), bridging ethical ideals with measurable indicators.

5. Conclusion

This paper has brilliantly presented, through a qualitative analysis of available scholarly literature that attempt to integrate *maqasid al-Shariah*-based measuring instruments into the *halal* economy, both promising opportunities and significant challenges. On one hand, it shows that these instruments advantageously align perfectly with the growing global demands for ethical business practices; they provide, for instance, enhanced consumer trust and offer the potential for standardization within the *halal* economy.

On the other hand, the paper also shows that, despite all these great benefits, the complexity of measuring abstract ethical principles, the lack of standardized metrics, and resistance from stakeholders, pose a very challenging obstacle to prospective constructs/models incorporating *maqasid al-Shariah* as well as its universal adoption. However, many strategic approaches could minimize many of the threats, weaknesses and challenges identified in this paper in order to pursue and achieve the great benefits of having an enhanced measuring instrument based on *maqasid al-Shariah*.

To overcome these obstacles, stakeholders must work collaboratively to develop clear and measurable frameworks that balance the ethical

objectives of *maqasid al-Shariah* with the practical needs of businesses. The focus would be on the fact that the *halal* economy could become a leader in promoting ethical, socially responsible, and sustainable business practices, benefiting not only Muslims but the broader global community as well.

For instance, *maqasid al-Shariah*-based measuring constructs will improve socio-economic evaluations, enhance effective policies and decision-making, and facilitate risk management processes in the *halal* economy. Similarly, these constructs will provide composite indicators for better ethical assessments and certification. Given these, the study suggests future research to enhance practices in Islamic finance and the *halal* industry, because this would foster transparency and engender sustainable growth in line with Islamic principles.

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