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# The influence of integrated sustainability practices on the sustainability of halal businesses

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**Abstract** PurposeDespite the emphasis on integrated sustainability practices, many businesses continue to pursue sustainability strategies focused solely on a bottom line that prioritises monetary profits, often neglecting other crucial aspects of sustainability, including social, environmental and philanthropic considerations. This research aims to investigate the significance of adopting integrated sustainability practices by examining whether these practices contribute to the sustainability of halal businesses from the perspective of halal

consumers. Design/methodology/approach In line with the stated aim, a survey questionnaire was developed and used to collect data from 402 consumers with extensive knowledge of corporate sustainability practices in Malaysia. The data collected were analysed using both descriptive and inferential statistics. Findings The findings indicate that environmental sustainability practices, social sustainability practices, corporate philanthropic activities and economic sustainability practices are positively and significantly associated with the sustainability of halal businesses. Research limitations/implications By focusing solely on respondents from Malaysia, the authors acknowledge that the responses obtained may not fully represent the views of individuals from other countries. This limitation may affect the generalisability of their findings to a broader international context. In terms of implications, the findings suggest that adopting sustainability practices is no longer optional for halal businesses, as these practices attract conscious consumers whose values align with halal principles. This alignment could play a crucial role in generating market demand for the products and services of halal firms. Originality/value This research has provided fresh insights into the influence of integrated sustainability practices on halal business sustainability. It offers an understanding of how incorporating sustainability practices into business operations and strategies can enhance the resilience and long-term viability of halal businesses. The uniqueness of this study lies in its focus on halal businesses, a sector that has not been extensively researched in terms of integrated sustainability practices. By unveiling new insights into the dynamics of sustainable business practices within this niche market, the research makes novel contributions to both practical applications and academic scholarship in sustainable business management.

**Keywords**

**Author Keywords:** Environment sustainability practices; Social sustainability practices; Corporate philanthropic practices; Economic sustainability practices; Halal business sustainability  
**Keywords Plus:** SOCIAL SUSTAINABILITY; RESPONSIBILITIES; PERFORMANCE

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