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THE ROLE AND RESPONSIBILITIES OF HALAL EXECUTIVES IN FOOD MANUFACTURING IN MALAYSIA: A QUALITATIVE STUDY

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Abstract

The halal certification application process in Malaysia is not overly complex, it can be smooth and straightforward if guided by competent Halal Executives (HEs) with a strong understanding of the requirements outlined in guidelines and standards such as MS1500:2019, the Malaysian Manual Procedure for Halal Certification 2020 (MPPHM 2020), and the Malaysian Halal Management System 2020 (MHMS 2020). Despite the importance of HEs to the food manufacturing halal system, a gap exists in stakeholders' understanding of their roles and responsibilities. This study addresses this gap by

exploring the roles and responsibilities of HEs in halal food manufacturing (HFM), providing practical guidance to support them in their halal industry management role. We employed qualitative analysis to interpret informant narratives and used thematic analysis to analyze the interview data and extract themes. The research method used was qualitative phenomenological research, and the data was collected through an in-depth interview which consisted of 18 informants (practitioners and experts) from food manufacturing companies in Klang Valley and academic institutes. The analysis revealed four themes: (i) training and education, (ii) establishing and sustaining the halal system, (iii) certification management, and (iv) stakeholders' coordination. These findings suggest that HEs are not only responsible for compliance and certification but also serve as facilitators of internal systems and external communication. The results underscore the importance of capacity building and organizational support to empower HEs in maintaining effective halal assurance throughout the supply chain. © The Authors 2025.

Author keywords

Food manufacturing; Halal executive; Qualitative study; Responsibility; Role

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