

# CONTEMPORARY ISSUES IN BUSINESS ETHICS: SOUTH EAST ASIAN MANAGERS' PERSPECTIVES



*Edited by*  
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# **Contemporary Issues in Business Ethics: South East Asian Managers' Perspectives**

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## **CHAPTER 9**

# **BUSINESS ETHICS AND *HALALAN TOYYIBAN* MANAGEMENT SYSTEMS: THE CASE OF SELECTED FOOD AND BEVERAGES IN MALAYSIA**

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Nor Soraya bt Suhaimi  
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Yazlin bt Mohamed Yusof  
Nurul Izzah bt Zulkhairi

### ***ABSTRACT***

*This chapter examines the influence of business ethics on the Halalan-Toyyiban management systems on food and beverages industry in Malaysia. Recently, the issue of halal food has attracted public attention as well as Malaysia's government especially on the Halalan Toyayiban issues. Further, Malaysia's government has decided for Malaysia Halal Center in the region as well as international. Therefore, Halal Development Corporation (HDC) has been launched by the Prime Minister on 18th September 2006, with the objectives of leveraging upon development of Halal industry to enable Malaysian companies of Halal product to be integrated into the global market. HDC acts as a promoter and developer of Malaysia's Halal brand. Halal standard is important in developing a common reference for all industries to use resources and raw materials fulfilling Shariah requirements in producing quality Halal products with integrity (Abdul Latif, 2011). This chapter focuses on the Halal of food and beverages industry in Malaysia as well as its implications. We reviewed a total of 15 articles and conducted 10 walk-in interviews with the managers. The main findings were the issues raised by the majority of the articles were about obtaining the authentic Halal Certificate from JAKIM, the importance of implementing Halalan Toyayiban system, effort of expanding Malaysia as Global Halal hub, awareness on Halalan Toyayiban concept. Nevertheless, the findings are subjected to several constraints such as the materials are not comprehensive, miscommunication with informants, uncooperative & unsupportive managers. All food center should apply the concept of Halalan Toyayiban. The main suggestion is that all food centres should focus more on the cleanliness, not just the ingredients. There are more to Halal than just the ingredients; managers of restaurant should also take into concern cleanliness and sanity.*

**Keywords:** Halalan Toyayiban, food & beverages, quality & sanity, implications, JAKIM, Malaysia, Business Ethics.

## **INTRODUCTION**