

# CORE COMPETENCIES OF THE HALAL EXECUTIVE FROM THE PRACTITIONERS' PERSPECTIVE

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**Abstract:** Malaysia strives to accelerate the growth of its halal industry and attain its vision of being a global halal centre for innovation, production, and commerce. In attaining the vision, human competency and capability building through competent halal executives is important. It is in fact, one of the success factors in supporting comprehensive and future development of the Malaysian halal industry. Prior research, however, has revealed issues regarding halal executives' competency. To fill the gap, 16 semi-structured in-depth interviews were conducted with halal executives to identify the core competencies that were most related to their job performance. The identification of core competencies could aid in the development of guidelines that can be used to inform halal policymakers. These identified core competencies could also inform the industry about the recruitment of halal executives, their placement, training, and succession planning.

## BACKGROUND

- Halal executives (HE) play an important role in the halal industry.
- Their roles are specifically stated in the **Manual Procedure for Malaysia Halal Certification**.
- HE is responsible to ensure all the halal requirements are successfully implemented.
- HE must also monitor the status of halal integrity.

## METHODOLOGY

- We conducted one-to-one semi-structured interviews with 16 practitioners from the halal industry.
- Data were analyzed using thematic analysis to identify themes of core competencies and the related job performance.

## THEMATIC ANALYSIS RESULTS

### CORE COMPETENCIES

**KNOWLEDGE**  
(Islamic and Technical Knowledge)

### MANAGERIAL COMPETENCIES

- Leadership
- Teamwork
- Decision Making
- Problem Solving

### PERSONAL COMPETENCIES

- Firm
- Integrity
- Committed
- Observant

### SKILLS

- Communication
- Documentation Management



### JOB PERFORMANCE

Managing Halal Certification Status

Provide Training related to Halal

Monitoring Halal Assurance System

Build good rapport with Halal Authority

## CONCLUSION

- There are four elements of core competencies (knowledge, personal competencies, managerial competencies, and skills) emphasized.
- These core competencies are important to enhance the job performance of halal executives in relation to the management of halal certification and halal assurance systems.
- These core competencies also closely relate to performance in delivering halal training and building a good rapport with halal authorities.

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