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ASSESSING THE SUPPLY AND DEMAND OF SKILLS AND KNOWLEDGE IN THE HALAL PROFESSION IN MALAYSIA

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Abstract

The rapid expansion of Malaysia's halal industry has led to a growing demand for professionals with specialised skills and industry-relevant knowledge. As of 2025, 33 higher education institutions (HEIs) offer halal studies programmes at the diploma and bachelor's degree levels. However, industry stakeholders emphasise the need for graduates who are well-equipped with both theoretical foundations and practical competencies to meet evolving job market expectations. This study examines the alignment between halal education and industry requirements, identifying the key skills and knowledge expected in the halal profession. A qualitative content analysis of 200 halal industry job postings and existing programme standards for halal studies was conducted to evaluate industry expectations. Skills and knowledge were extracted from both the job postings and programme standards, while additional information on qualifications and experience was collected

from the job postings. The extracted skills and knowledge were manually coded using a codebook and grouped into themes to identify recurring patterns. The findings highlight specific technical, scientific, and managerial competencies such as industry-specific practices, business operations, international trade, laboratory testing, technological advances, and product innovation, along with managerial and coordination skills, practical skills, and digital and IT skills. These competencies present opportunities for curriculum enhancement, as they are not yet fully reflected in the current programme standard. The study also highlights the importance of ensuring that halal management education remains aligned with the evolving demands of the industry. This research provides insights into strengthening halal studies curricula by integrating practical training, industry collaborations, and competency-based learning. It recommends enhanced cooperation between HEIs and industry stakeholders to incorporate hands-on training in compliance management, technical proficiency, and digital tools. Ensuring graduates develop comprehensive competencies will support Malaysia's leadership in halal human capital development and contribute to the industry's continued growth. © The Authors 2026. Published by Penerbit USIM.

Author keywords

Halal industry; halal profession; halal studies; knowledge; skills

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