Corporate social responsibility (CSR) in halal sector in Malaysia: A bibliometric analysis

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ABSTRACT

This study aims to conduct an in-depth analysis involving bibliometric and network analytic tools to critically evaluate the extant literature on corporate social responsibility (CSR) in the broad domain of Halal. This study adopts a systematic review followed by a bibliometric analysis to acquire insight and analyse the research area linked with Halal and then narrows its focus to CSR. It analyses related literature retrieved from the Scopus database using PRISMA data mining algorithms. The analysis identifies the top authors contributing to the chosen research subject, the main sub-research areas and influential works based on citations. This study is notable for reporting established and growing research clusters and proposing future research directions in CSR in the Malaysian Halal sector. The researchers focused on the Scopus database only; the analysis may have overlooked pertinent material recorded in other databases. The proposed research clusters may help potential researchers assist, promote, and grow the Halal sector. The applied analysis involving bibliometric study and network analysis methodologies ensured the study’s uniqueness.

Keywords: Halal Sector; Corporate Social Responsibility (CSR); Bibliometric-Analysis; Malaysia

1. INTRODUCTION

Corporate Social Responsibility (CSR) is a good business practice that helps achieve a sustainable society through positive contributions (Hossain et al., 2021). Such a concept of CSR has been an integral part of Islamic society since the beginning of Islam (Hossain, 2021). Islamic business principles lead the business to a sustainable way of earning while maintaining and promoting social well-being by protecting diverse stakeholders, including creditors, debtors, customers, employees, the environment and so on (Mohammed, 2007). In Islam, business is guided and directed by Sharia (Islamic law), which covers every aspect of human life, including business activity. Therefore, businesses following Sharia requisites are considered Halal (lawful, permitted, admitted), and CSR demonstrates Sharia-compliant corporate social activity (Hossain, 2021).

Islamic scholars emphasise Sharia-based CSR in the Halal sector (Ibrahim et al., 2010). Halal requires businesses to perform Sharia-based CSR (Hossain, 2021). Although research on Halal is growing with an upward trend (Alzeer et al., 2018), the concept of CSR in the Halal sector lacks depth discussion compared to other aspects of Halal (Haleem et al., 2020). Recently, the concept of Halal has emerged in the global market, intending to secure and provide safe and wholesome consumption. Halal products are emerging as a new

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paradigm for ensuring quality and safety for Muslim consumers worldwide by considering their attitudes, tastes, and values based on religious obligations (Khan & Haleem, 2016; Lada et al., 2009). Errorneously, public belief dominates that Halal is merely a dietary standard rather than the parameter of every aspect of Islamic life, including social responsibility in business (Hossain, 2021).

In Malaysia, much research has been conducted on Halal from the consumer goods and services perspective (Haleem et al., 2020). Researchers focus on dietary standards prescribed in Sharia to promote safety and security for Muslims. Research limits Halal to the realm of consumables free from pork, alcohol and their derivatives and Sharia (ritual) compliant animal slaughtering (Haleem et al., 2020). However, previous research does not focus on Halal from a broader perspective as it applies beyond the dietary requirements and covers every aspect of life, including business activity (Alzeer et al., 2018; Demirci et al., 2016; Khan & Haleem, 2016).

Malaysia has an influential research record on Halal compared to other countries (Haleem et al., 2020); however, as the findings of this study indicate, there is barely any research conducted on CSR in the Halal sector in Malaysia using bibliometrics and network analysis techniques. This study, therefore, reviews the past literature on Halal dating back to the year 1997, when Malaysia set up the Department of Islamic Development Malaysia (Malay: Jabatan Kemajuan Islam Malaysia, in short JAKIM) to strengthen the development and progress of Muslims in Malaysia in line with Malaysia’s growing status as an Islamic nation and to gain international attention (Mohamed et al., 2012). Therefore, this study aims to know Malaysia’s research status on Halal from the perspective of CSR since the establishment of JAKIM. The study investigated the following research question: what is the research status of Malaysia on CSR in the Halal sector?

Through bibliometric and network analysis, the study identified top contributing authors, affiliations, journals, and main keywords. It also identified influential research works, clustered them based on citations, and suggested future research directions related to different sub-research areas of Halal. The applied analysis helped the researchers analyse the research systematically and transparently to inform prospective researchers about the trend and evolution of a subject area. Furthermore, it helped minimise research bias through exhaustive mining/audit trails of literature databases. The following sections perform a literary study to gain more in-depth insight into various aspects of research on Halal in Malaysia, followed by the methodology undertaken to conduct this research.

2. LITERATURE REVIEW

Any investigation must start with a thorough literature search (Khurana et al., 2019), examining the existing literature on the subject, drawing out a road map of the work done, and pinpointing prospective research gaps that could be addressed to strengthen the existing body of knowledge (Tranfield et al., 2003). The term “Halal” is derived from Arabic and refers to any legal action to consume under Islamic law (Elasrag, 2016). Although Halal standards are implementable in many different contexts, the phrase is most commonly
used to define the high quality of certain items such as food and meat products, cosmetics, personal care, pharmaceuticals, and food components (Azam & Abdullah, 2020).

In Malaysia, a company can only receive a Halal certification if it demonstrates its commitment to Halal values by following the rules set forth by the JAKIM (Rahim, 2020). Moreover, it demonstrates that they care about Halal and consider their client's needs. In Malaysia, financial services like banking and insurance, travel and tourism, educational institutions, and training facilities have begun offering their customers Halal-certified products and services (Ambali & Bakar, 2013; Kamali, 2012; Nor et al., 2019; Rahim, 2020).

According to past research, businesses that adhere to the Halal concept have social responsibilities that transcend their stakeholder commitments (Nor et al., 2019); CSR demonstrates Sharia-compliant corporate practices that positively contribute to societal well-being (Hossain, 2021). Acting responsibly toward consumers, employees, and other elements of society helps create community trust and assists businesses in enhancing their position and value within the Halal framework (Nor et al., 2019). Unfortunately, this concept of CSR is not being implemented in the Halal sector, and unethical and immoral business activities are on the rise (Ibrahim et al., 2010; Nor et al., 2019; Rahim, 2020).

According to research on the relationship between CSR and Malaysia’s Halal sector, Malaysian customers are concerned about the safety and components of food goods (Jaiyeoba et al., 2021; Nor et al., 2019). Muslim consumers require to ensure that not only the end products but also the components and production processes are Halal (Rahim, 2020). The food sector must comply with comprehensive JAKIM requirements for Halal products to be manufactured following the procedure (Wan et al., 2014). Priority should always be given to Halal-related concerns when selecting various consumables. Halal practitioners are responsible for ensuring their products acquire Halal certification to meet the demands of consumers and the community (Nazri & Omar, 2017).

Research on CSR in the Malaysian Halal sector further reveals some significant insights that signify the need for responsible business practices. Considering the idea of Halal and its significance from the perspective of business activities and social demands, Rahim proposed that food manufacturers should seriously evaluate firm procedures regarding Halal concerns to engage in productive and legal operations (Rahim, 2020). Several cases concerning Halal food and products in Malaysia have implicated businesses in unethical and perilous behaviour, with widespread consequences for Muslim customers. According to him, Halal-certified status carries a significant obligation towards the Muslim community; therefore, businesses must ensure that the finished products, components, and manufacturing processes are Halal.

A significant research work, Halal Business Corporate Social Responsibility observed that the Halal sector in Malaysia could be one of the country’s most significant economic contributors (Ibrahim et al., 2010). The participation of businesses in the Halal sector is regularly escalating due to the enormous market segment locally and globally. Unfortunately, many companies do not comprehend their obligations to Muslim consumers as makers and sellers of Halal items. They attribute such shortcomings to a lack of public attention and discussion. However, academics, scholars, researchers, and
practitioners have debated and contested CSR in the Halal sector emphasising Sharia directives; proposed that the concept of CSR in the Halal sector must be built on Islamic business ethics, which emphasises humanity’s benefit while upholding God’s order (Ahmad, 1991; Ibrahim et al., 2010).

Nor et al. investigate the CSR awareness of consumers in Malaysia’s Halal sector, which is frequently overlooked. They discovered that Halal consumers are well-aware of and comprehend the basic concepts of CSR, such as giving back to society and emphasising ethical problems in the company, such as transparency and good governance. According to them, consumer acceptance of CSR is based on a strategic perspective that includes both moral concerns and value creation for the business. As a result, embracing CSR would result in corporate sustainability (Nor et al., 2019).

CSR is a crucial endeavour for the Halal sector Rahim (2020). Islam is the source of Halal and CSR concepts (Latif et al., 2014). The primary goals of any Halal business should be Al-Falah (everlasting success in the world and hereafter) and Barakah (God’s blessings) (Muhamad et al., 2008). The shareholders, customers, suppliers, governments, employees, public authorities and debtors must all be considered by an Islamic firm to ensure that environmental and social problems are addressed (Muhamad et al., 2008; Zain et al., 2014).

Malaysia’s Halal sector is expanding, and the government has taken numerous steps to foster its development (Ibrahim et al., 2010). As authorised bodies and non-governmental organisations expand their enforcement efforts, businesses become more conscious of the need to obtain Halal certification for their products and establishments (Noordin et al., 2009). However, while Halal, from a commercial perspective, is a very lucrative sector locally and globally, many businesses may not be aware that having a Halal-certified business entails a great deal of responsibility toward Muslim consumers (Ibrahim et al., 2010). In reference to both Islamic business principles and the concept of CSR, Halal business owners must also prioritise CSR in their activities. In addition, Halal business people are expected to conduct their businesses according to business ethics, which emphasise respect for God’s creation, fairness, honesty, and Akhlaq (Good Character) to earn God’s favour (Jaiyeoba et al., 2021).

The Halal industry in Malaysia can potentially become one of the country’s most important economic contributors. The involvement in the Halal business is escalating due to the enormous market segment locally and internationally (Aziz & Chok, 2013). As Halal business, particularly food production and processing, is founded on Islamic principles, the primary purpose of Halal food and products is to safeguard Muslim consumers from ingesting and utilising non-Halal items that may have detrimental effects on their life.

Even though the government, authorised organisations, and NGOs actively promote Halal certification and Halal commerce, the number of unethical business practices is rising (Ahmad et al., 2011). Businesses believe that Halal is only a means to obtain certification and increase market share by labelling their products with the Halal symbol. The companies do not comprehend their responsibility as makers and sellers of Halal items to Muslim customers (Fathi et al., 2018; Ibrahim et al., 2010). Academics, scientists, researchers, and practitioners have extensively analysed and debated CSR in different businesses and
research on Halal covers various aspects of consumables, excluding CSR. Public belief dominates that a business should incorporate CSR into its strategic planning for its business to be socially engaged with the community. In the Halal sector, the concept of CSR must be founded on Islamic business ethics, which prioritise helping humanity while upholding God’s directives (Ahmad, 1991). Unfortunately, such a concept of Sharia-based CSR remains unexplored and undiscussed, essential to promoting the vast Halal sector in Malaysia.

All the reported research works emphasised responsible business practices under the concept of Halal. Halal businesses worldwide are progressing due to global needs. Halal products are accepted irrespective of region, religion and nation (Elasrag, 2016). However, irresponsible and business malpractices are always a significant concern among Halal practitioners (Jaiyeoba et al., 2021; Nor et al., 2019). Malaysia has a significant contribution to the global Halal sector, and the Malaysian Halal sector has the potential to be the most significant contributor to the national economy. Therefore, the Malaysian Halal sector should focus on a socially responsible business culture per Sharia requisites so that public reliance will be firm, and the Halal sector will benefit from the broader market.

3. METHODOLOGY

The purpose of this study is to conduct an in-depth analysis of the research field of Halal to gain valuable insights into the evolution of this subject over time via the use of bibliometric analysis and network maps (Apriliyanti & Alon, 2017; Garg et al., 2008). This study focuses on the bibliometric analysis methodology used to assess and classify the corpus of literature published in Halal. The bibliometric analysis used in this study gives the author a clear picture of the breadth of the research and assists in managing all the current studies in the field of interest. Numerous past bibliometric studies on related subjects share a similar framework to the one used in this study (Fahimnia et al., 2015; Fosso Wamba & Mishra, 2017). The applied methodology helped the author reach this study’s objective and develop answers to the research question.

3.1. DEFINING KEYWORDS

The first step in the bibliometric analysis is the identification of the keywords employed in the selection of literature. A broad phrase used to describe a wide range of topics, “Halal”, is the focus of this research. It can refer to everything from the food industry to tourism, higher education, government, and finance. The researchers conducted a comprehensive literature search in the Scopus database using all relevant keywords for the topic, including “Halal”, “Malaysia”, “Halal Food”, “Halal Tourism”, “Halal Certification”, “Halal Industry”, “Halal Product(s)”, “Halal Authentication”, “Halal Slaughter”, “Halal Logo”, “Halal Logistic”, “Halal Market” “Halal Cosmetics”, “Halal Awareness”, and “Halal Meat” in order to cover every facet of the chosen domain. This study encompasses certain major subject areas about the elements of Halal goods and services. This study covers business, management and accounting; social sciences; arts and humanities; economics, econometrics, and finance.
3.2. Initial Results

The next crucial step of bibliometric analysis is the selection of databases to be examined for the research. This study explored Scopus, one of the most extensive bibliographic databases of peer-reviewed articles, with huge publications in diverse fields, including science, technology, social sciences, and medicine. This study used the keyword “Halal” to conduct the initial search without triggering any refining or filtering. The initial search yielded two thousand seven hundred twenty-two (2722) documents, further trimmed based on the criteria listed in the following subsections.

3.3. Selection Criteria

This study applies selection criteria based on the PRISMA statement (D et al., 2009). This study accepts all open-access literature published or in the final stages of publication between 1997 and 2021; any publication outside this search span is not the focus of this investigation. This study accepts certain document types such as articles, reviews, and conference proceedings; their source types are journals, books, conferences and published in English. Since the investigation focuses on Malaysia, materials published in other nations are not subject to reporting. The following diagram (Fig.1) represents the complete process via PRISMA 2009.

![PRISMA 2009 diagram](image)

Fig. 1. PRISMA 2009 diagram
3.4. Quality Assessment

This study exclusively includes original research, review articles, and conference papers in its scope. It runs a thorough check to eliminate duplicate documents to maintain the review’s quality. In addition, it conducts a comprehensive assessment of the abstracts of the documents for the analysis and purification of the material in order to ensure the quality and relevance of the academic literature included in the review process. Finally, the system stores all revised documents in CSV (Excel) format for subsequent analysis.

4. Data Analysis

Data analysis in this study follows a two-step technique that includes bibliometric analysis and network analysis. Bibliometric analysis is an efficient method for measuring and evaluating a sizable body of scientific literature and citations (Ismail et al., 2012). Network analysis is a sophisticated method for identifying emerging and existing research areas in a given topic using the same bibliometric instrument (Fosso Wamba & Mishra, 2017; Mishra et al., 2018). This study uses Microsoft Excel for bibliometric analysis, which offers data statistics containing the keyword, author, affiliation, and other information.

4.1. Bibliometric Analysis

This study employs Microsoft Excel due to its adaptability in managing data from various databases such as Scopus, Dimensions, Lens, Pubmed and Web of Science in CSV format. This study uses Microsoft Excel to obtain accurate statistical data on author participation, their respective associations, journals, and commonly used keywords, as determined by bibliometric analysis. The following subsections provide detailed statistics on various aspects of bibliometric analysis.

4.1.1. Annual publications

2011 is the opening year to publish three (3) literary works on Halal in Scopus. The maximum amount is eight (8) picked from 2014 and 2020, which has been focused widely on literature compared to other years. Almost every following year, it has publications focused on Halal in Malaysia. Fig. 2 exhibits the annual publication on Halal in Malaysia.

![Fig. 2. Annual Publications](image-url)
4.1.2. Document type

The quantity of document-wise publications reveals that the highest publication is articles, followed by reviews and conference papers. Fig. 3 shows that the research trend has been strong in the article.

![Document Type-wise Publications](#)

**Fig. 3.** Document Type-wise Publications

4.1.3. Subject area

Fig. 4 depicts the number of publications broken down by field of study throughout the study period, with social science having the most and business, management, and accounting having the second highest. The third focused area is the arts and humanities, and the fourth is economics, econometrics and finance. Almost every subject area has publications focused on Halal in the country.

![Subject Area-wise Publications](#)

**Fig. 4.** Subject Area-wise Publications
4.1.4. Authors involvement

This study exhibits fields including author information collected from the data file. Haque, A. and Zailani, S., with three (3) publications on the subject of Halal, dominate the list, followed by Adham, K.A., Ainin, S., Anuar, N.B., Batt, P.J., Chamhuri, N., Chew, B.C., Feizollah, A., Ghazali, M.A. with two (2) literary works, as seen in Fig. 5 depicting the contributions of the leading authors.

![Contribution of Leading Authors](image1)

**Fig. 5.** Contributions of the Leading Authors

4.1.5. Affiliations statistics

This study exhibits affiliations of the authors with universities. Fig. 6 displays the number of publications produced by the leading institutes in the field of Halal. Fig. 7 depicts the top sponsoring institutes for Halal research. Universiti Putra Malaysia has the highest affiliations in researching Halal in Malaysia, whereas the Ministry of Higher Education, Malaysia, has sponsored maximum research on Halal.

![Publications Produced by Leading Institutes](image2)

**Fig. 6.** Publications Produced by the Leading Institutes
4.1.6. Journal statistics

This study extracted the top journals that have the publication in the field of Halal. Fig. 8 depicts the leading journals regarding the number of papers produced between 1997 and 2021. It demonstrates that the Journal of Asian Social Science has the highest number of publications.

4.2. Network Analysis

This study uses VOSviewer software for network analysis due to its adaptability in managing data from various databases such as Scopus, Dimensions, Lens, Pubmed and Web of Science. Another rationale for using the VOSviewer data analysis tool over other tools/applications, such as HistCite, Publish and Perish, and BibEXcel, is that most of them, except for VOSviewer, have some limitations regarding the source of data. The VOSviewer programme offers network inspection with a variety of visual aids. It features a robust filtering function and supports data formats such as CSV(Excel). This study provides a variety of analyses using VOSviewer, including citation and co-citation analysis, as well as the ability to cluster them with visual presentation, as described in the following subsections.
4.2.1. Co-authorship analysis

Co-authorship analysis indicates the participation of two or more authors (Newman, 2004). Co-authorship analysis is commonly employed to comprehend and evaluate scientific collaboration patterns despite the controversy surrounding its meaning and interpretation. In co-authorship networks, nodes represent authors, organisations, or countries linked when they co-authored any literary work (Laudel, 2002). The following Fig. 9 and Fig. 10 exhibit the co-authorship analysis of the selected documents based on the authors and organisation unit of analysis. Fig. 9 establishes a co-authorship relationship among authors with at least two (2) documents. Fig. 10 represents co-authorship among various organisations with at least five (5) citations.

**Fig. 9. Co-Authorship by Author**

![Co-Authorship by Author Diagram]

**Fig. 10. Co-Authorship by Organization**

4.2.2. Co-occurrence analysis

Co-occurrence analysis is a bibliometric analysis visualisation approach that identifies the commonly used and strongly correlated phrases or words discovered in publications relevant to a given research topic (Griffith et al., 2016). The following Fig. 11 and Fig. 12 exhibit the co-occurrence analysis of the selected documents based on author keywords and index keywords unit of analysis. Fig. 11 represents co-occurrence among author keywords having
at least five (5) occurrences. Fig. 12 represents co-occurrence among Index keywords having at least three (3) occurrences.

**Fig. 11. Co-Occurrence by Author Keywords**

**Fig. 12. Co-Occurrence by Index Keywords**

### 4.2.3. Citation analysis

An efficient way to determine the impact of any publication in the academic community is by assessing citations. Any author, affiliation, or publication with a higher citation index has more influence in the relevant field (Haleem et al., 2020). It aids in determining the top researchers in Scopus based on the number of citations they receive. Fig. 13 to Fig. 16 exhibit the citation analysis of the selected documents based on authors, documents, sources, and organisation unit of analysis.

**Fig. 13. Citation/Author**

**Fig. 14. Citation/Document**
4.2.4. Bibliographic coupling analysis

Bibliographic coupling is a metric that employs citation analysis to build a similarity relationship between two literary works. Bibliographic coupling is when two works reference the same third work in their bibliographies (Martyn, 1964). It indicates that there is a possibility that the two works deal with a similar subject. Two documents are bibliographically coupled if each cites one or more common documents. The number of shared citations between two given documents increases their “coupling strength.”

Similarly, two authors are bibliographically coupled if the cumulative reference lists of their respective ouevres each contain a reference to a shared document. Their coupling strength increases with the number of shared citations (Zhao & Strotmann, 2008). The following Fig. 17 to Fig. 20 exhibit the bibliographic coupling analysis of the selected documents based on the Author, Documents, Organisation, and Source unit of analysis.
4.2.5. Co-citation analysis

The frequency with which two documents are mentioned jointly by other documents is called co-citation. These documents are considered to be co-cited if at least one other mentions both (Small, 1973). When two documents are co-cited frequently, their co-citation strength increases, making them more likely to be semantically linked. Like bibliographic coupling, co-citation is a semantic similarity metric for documents that employ citation analysis (Small, 1973). The following Fig. 21 to Fig. 23 exhibit the co-citation analysis of the selected documents based on cited authors, cited references, and cited source unit of analysis.

5. CLASSIFICATION OF LITERATURE

Among the selected literature in the field of Halal concerning this study, a majority have investigated topics such as consumers' attitudes toward products that have been certified as Halal (Al-Mamun et al., 2020; Chamhuri & Batt., 2015; Haque et al., 2018; Mohezar et al., 2016; Suki & Salleh, 2016), the biological and chemical aspects of Halal meat that are
necessary to determine its integrity and quality (M. E. Ali et al., 2014; Chamhuri & Batt, 2013; Hakim et al., 2020; Siddiqui et al., 2021) and a parametric evaluation of the effect that stunning has on ritually slaughtered animals and the animals' welfare (Hakim et al., 2020). This section summarises the significant literature on Halal in Malaysia classified in the analysis.

Bidin et al. discovered four primary characteristics that affect the organisational performance of Halal businesses: 1) the strategic management of Halal businesses, 2) the management of Halal requirements, 3) the comprehension of consumer expectations, and 4) the development of the optimal organisational environment. They provide comprehensive advice for the management and success of Halal businesses based on significant research findings (Bidin et al., 2021).

Jaafar et al. designed a Halal-friendly sustainable port concept and its implementation to achieve the goals of sustainability practices to stimulate innovation. To integrate sustainability into port organisations, emphasis is placed on fostering a culture of creativity and integrative thinking. Based on qualitative data collected from thirty-eight (38) port stakeholders in southern Malaysia, the respondents supported a Halal-friendly sustainable port as a viable innovation for achieving the sustainable practices' goals (Jaafar et al., 2021).

Azmi et al. determined that the Halal food supply risk (agency uncertainty) includes quality, delivery, and price/cost risk. Behaviour-based management, buffer-based management, and traceability-based management comprise the mitigation technique. Consequently, Halal food supply risk substantially increases firms' mitigation plan efforts. However, price and cost risk does not increase behaviour-based management much. As a practical implication, enterprises are advised to invest more in buffer-oriented investments to alleviate agency uncertainty (Azmi et al., 2021).

Yahaya et al. assess Malaysian hoteliers' conformity to the Maqasid Syariah concept using three standards: MS 2610: 2015 Muslim Friendly Hospitality Services Requirements, Crescent Rating Standard, and Salam Standard. Criteria for meeting these norms were provided and assessed per the five (5) kulliyat in the Maqasid Syariah, including religious, life, intellect, lineage, and wealth preservation (Yahaya et al., 2020). They discovered that these standards place a strong emphasis on safeguarding religion, such as praying and fasting; safeguarding lives, such as eating Halal food; safeguarding the mind, such as refraining from consuming alcoholic beverages; and safeguarding familial lineages, such as separating individuals based on gender in swimming pools and spas. However, safeguarding lives, from the standpoint of self-security, and safeguarding property were not included in the standards' criteria, although both are essential demands of hotel visitors. Because these factors were not included, the standards lost their holistic aspect and were thus incapable of evaluating measures entirely separated from present conventional norms.

Ali and Hassan explore the phenomenon of Shariah non-compliance (SNC) in the practice of Tawarruq (Islamic commodity financing) in Malaysia (Ali & Hassan, 2020). They discovered that specific Tawarruq processes in Malaysia might not comply with Shariah, primarily due to the incorrect sequencing of contracts. In addition, Islamic Banks (IBs) have diverse
techniques when dealing with SNC occurrences and the resulting profits. Consequently, there is a board of directors/management influence over certain Shariah judgments, particularly on treating non-Halal (prohibited) income.

Arif et al. highlight the reasons that impede the successful implementation of online Halal certification (Arif et al., 2019). They identified three (3) obstacles to successfully using the MYeHalal [Malay: Sistem Pencertifikan Halal Malaysia] system. The factors were classified into three (3) groups: applicants, technological, and operational problems. The applicants themselves caused the issues of the applicants. At the same time, the non-performing dysfunctions of the technology produced technical problems, and the certifier’s inefficiency caused operational problems in completing tasks and delivering services to applicants.

Masrom et al. emphasise the strongest and weakest parts of the Malaysian Halal food production sectors based on AT&T criteria. They discovered that the performance of Halal-certified food manufacturers is silver-level. This study offers fresh perspectives on business excellence, particularly concerning Halal manufacturing (Masrom et al., 2019).

Recently, Islamic goods and services have contributed significantly to the economy. This contribution has motivated Malaysia to establish its global Halal hub goal. Halal hub largely depends on the awareness among Muslims, particularly their ability to comprehend the central notion of Shariah-compliant products and services. Musa et al. examine the Shariah-compliant hotel business by elaborating on the essential criteria from the authority’s perspective for attaining Shariah-compliant hotel status in Malaysia (Musa et al., 2019). They discovered that JAKIM and JAHEAIK (abbreviation of the Malay term Jabatan Hal Ehwal Agama Islam Negeri Kelantan) specified only a few conditions for a Shariah-compliant hotel. However, JAKIM and JAHEAIK have provided some insight into fully attaining Shariah-compliant characteristics.

Hassan et al. explore the impediments to Islamic tourism and propose potential solutions and policy recommendations (Hassan et al., 2018). They discovered that the country had executed ten (10) master plans, but those inadequate policy guidelines, a lack of research, and market difficulty were some of the obstacles facing the sector. In contrast, other obstacles to Islamic tourism in the areas of Shariah-compliant hotels and the promotion of halal products were underutilised. Two propositions were developed to identify the study region’s barriers and opportunities for Islamic tourism. They recommend, as policy guidelines, the resuscitation of the image of Islamic tourism, the development of modern infrastructure, and the use of natural, historical, and other Islamic centres to attract tourists from around the globe. Islamic tourism necessitated market variety, particularly regarding individual demands, beliefs, tastes, expectations, and worldwide competitiveness.

Ab Talib et al. investigate the connection between Halal Food certification (HFC) and business performance (Talib et al., 2017). They contend that the introduction of HFC positively impacts business performance. They demonstrated that HFC positively correlates with operational performance. In addition, operational performance acts as a mediator between HFC and financial performance. The study indicates that installing Halal food certification positively impacts business performance.
Othman et al. evaluate the level of knowledge, Halal dietary quality assurance processes, and dedication of the Malaysian food industry regarding Halal application (Othman et al., 2016). The analysis was based on two categories of crucial contributors to Malaysia's Halal food supply chain: multinational corporations and small and medium-sized businesses (SMEs). They determined that the degree of knowledge, Halal quality assurance processes, and dedication were satisfactory. In contrast, the inference results indicated significant disparities between the three analysed variables.

Suki and Salleh investigate the impact of Halal image, attitude, subjective norm, and perceived behavioural control on the intention of Malaysian consumers to visit Halal establishments (Suki & Salleh, 2016). They believe that attitude, perceived behavioural control, subjective norm, and Halal image influence consumers' intentions to frequent Halal establishments. Muslim consumers create a favourable opinion of establishments that display a Halal logo, are glad to learn that every item sold in these stores is a proven Halal product and decide to patronise those stores again per Islamic teachings.

Tawil et al. assess the awareness of Halal Certification among Small and Medium-Sized Enterprises (SMEs) in the food industry (Tawil et al., 2015). They indicate that knowledge of Halal Certification among Small and Medium-Sized Enterprises (SMEs) is poor. However, this raises questions, given that the study also reveals that Muslim entrepreneurs have positive impressions of Halal food.

Sawari et al. investigate the benefits and drawbacks of using Near Field Communications (NFC) for Halal certificate detection (Sawari et al., 2015). NFC is a wireless networking technology that enables reliable communication between devices in close proximity. Consumers may quickly detect the Halal status of surrounding restaurants because their phones will vibrate if the eateries are within 500 meters and hold legal Halal certificates. Furthermore, by utilising this method, consumers can quickly report false Halal logos of restaurants to authorities, and swift action will be taken. However, it has been discovered that NFC may cause data loss and tag damage, technological restrictions in software card emulation implementations, and security loss.

The government of Malaysia established the state Islamic Religious Council to oversee Halal items on the local market. JAKIM has made numerous steps to ensure that Muslims in Malaysia consume pure Halal products on the market. The E-Halal system is one of the systems devised to assist consumers in determining the halal quality of local market products. Sawari et al. investigate the pros and cons of E-Halal usage in Malaysia (Sawari et al., 2015). E-Halal is a system that enables purchasers in Malaysia to verify the status of Halal certifications on products. Users may readily determine whether a product is Halal using cell phones and other cutting-edge technologies. Among the benefits of the E-Halal system is its ability to assist customers in choosing Halal items quickly, its ability to detect the Halal status of restaurants and products on the local market, its user-friendliness, and its ability to simplify consumer and manufacturing processes. The E-Halal system provides Muslims with several benefits, but it also has its drawbacks.

Latif et al. analyse the various global Halal certification agencies based on the Halal certification criteria (Latif et al., 2014). As the procedure of giving Halal certificates varies
among certification bodies, it is necessary to determine the distinctions between the selected certification agencies to evaluate the gap between them. In addition, they highlight the position of JAKIM, the leading Halal certification body in Malaysia, among the world’s leading certification bodies. Nine (9) categories were established when awarding Halal certification to companies. Then, a comparative analysis was conducted to determine the distinctions between these certifying bodies. Their investigation reveals that, based on the nine (9) factors mentioned, JAKIM is the most stringent organisation for granting Halal certification to businesses.

The Halal industry is vast in many areas, including food, pharmaceutical and cosmetic items, services (such as transportation and logistics), and banking and finance. All these diverse sectors are positioned individually in the current state of affairs. Muhamed et al. build on combining Halal industries with Islamic financing (Muhamed et al., 2014). These industries should not be considered separately because they are covered under Shariah. Industry collaboration can result in a harmonic structure that can assist one another.

Halim and Ahmad investigate the consumer protection and enforcement of Halal-related regulations established by the State Religious Departments of Selangor (JAIS) and Kelantan (JAHEIK) (Halim & Ahmad, 2014). This article also aims to develop and promote the enforcement and monitoring of Halal certification for the benefit of consumers and producers and to educate them on their responsibilities in creating Halal products.

These are summaries of some of the influential research works on Halal in the Malaysian context. The findings indicate a shortage of research addressing the concept of CSR per Sharia, as described earlier, to promote the Halal sector further and gain global trust and reliance on Halal. Research reveals that CSR is essential as Halal consumers globally look for CSR activities of companies before accepting products (Hossain, 2021). The preceding discussion has made it abundantly clear that the reported research in Halal is highly diverse and calls for a strategy that draws on various academic disciplines.

6. DISCUSSION OF RESULTS

Halal is a highly diversified field of study, and research interest in its various subfields increases regularly. Surprisingly, many authors from Malaysia have contributed to several Halal-related subject areas. The main area of research seems to be “social sciences” and “the biological and chemical” aspects of Halal, especially “meat sciences” and “food technology,” and “Halal” seems to be a sub-area of these main areas. The research institutes of Malaysia have made major contributions to researching Halal. There is a need to grow this sector in order to meet the needs of the industry, and without worldwide research participation, there will always be an issue with the acceptability of Halal-based research, technology, and processes.

Much research emphasises the production, maintenance and distribution of Halal products to gain public reliance and trust in Halal goods and services. Unfortunately, there is a lack of research on CSR in the Halal sector in Malaysia. Research suggests Sharia-based CSR activities in the Halal sector as they are interlinked with the concept of Halal. CSR is essential in this sector as Halal consumers worldwide prefer the CSR activities of Halal producers.
Accepting Halal and practising CSR is a voluntary decision of a company in Malaysia; however, the concept of Halal for business, once accepted, CSR cannot be isolated from it as it is a well-established part of business activity. Hence, the practice of CSR within the concept of Halal must be based on Sharia, and the business must maintain and observe. Research on Halal should cover CSR alongside other aspects of the Halal sector to foster its expansion.

The previous study has rarely addressed CSR in the Halal sector, which is a significant drawback. There is a need for research on “Halal” from the perspective of “corporate social responsibility.” This necessitates the participation of practitioners and scholars worldwide rather than just a few countries. According to previous research, the most relevant keywords discovered in this topic area are “Halal,” “food,” “products,” “Muslims,” and “Islam.” Researchers are more interested in the gastronomic aspect of Halal, which lends credence to the notion that Halal solely refers to the dietary requirements of Muslims. Other key facets of Halal, such as Halal communication, education, management, governance and compliance, remain unexplored.

In this study, four major clusters are identical based on their shared properties in reviewing the occurrence in the abstract and title of the dealt documents. The applied citation and co-citation analysis identify and visually cluster the various phases of Halal research. Fig. 24 depicts the four primary clusters of Halal research in Malaysia. Cluster 1 represents research trends and features of various aspects of research, such as the coverage, including five items: attitude, information, halal food, Muslim consumers, and respondent. Cluster 2 includes five items: factor, Halal certification, JAKIM, world, and Halal industry. Cluster 3 consists of three items such as category, knowledge, and standard. Cluster 4 includes two items such as Halal cosmetics and tweet. Therefore, there is a gap in scientific research on CSR in the Halal sector that the future researcher can cover by doing extensive research so that the Halal sector in Malaysia will benefit from public reliance, trust and market expansion locally and internationally.
7. **CONCLUSION, LIMITATION AND FUTURE WORK**

This study aimed to explore the research status of CSR in the Halal sector in Malaysia. The study focused on literature covering Halal in Malaysia to know whether CSR in the Halal sector has been covered. Unfortunately, no selected study focused on Halal from the perspective of CSR. The selected literature covered various aspects of Halal consumables to highlight strengths and weaknesses of applied procedure, processing, maintenance, distribution, et al., mainly from the end-user perspective of Halal products. However, the social responsibility of Halal practitioners from the beginning to the end of usage is missing in the literature. It is therefore urgent to conduct research on CSR in the Halal sector to enhance the practice of Halal to secure the Halal practitioners and consumers by sharing knowledge of being socially responsible within the concept of Halal.

This study has some limitations as it has covered only the Scopus database to conduct a systematic review and bibliometric study; some peer-reviewed studies may have been missed. Since Halal is a larger research field, the keywords chosen for the literature search may not be accurate. This study used the bibliometric citation and co-citation analysis methodology to review the literature; however, other citation and co-citation analysis methods might be used. The findings of this study may help future researchers and CSR and Halal thinkers to think anew and identify potential future research directions in this field.

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