



Maqasid Al-Shariah-Based Measurement Constructs In The Halal Economy: A Bibliometric Analysis Of Key Themes

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Abstract

Maqasid al-Shariah provides a foundational ethical and welfare-oriented framework for the halal economy. However, its application remains largely theoretical, with limited translation into concrete operational constructs capable of guiding business operations, policy formulation, and consumer protection. While existing literature emphasises the conceptual relevance of *Maqasid al-Shariah*, empirical measurement instruments for evaluating industry performance against Islamic objectives remain underdeveloped. This study addresses this critical gap by proposing a *Maqasid al-Shariah*-based conceptual framework to inform future benchmarking instruments and governance standards across the halal economy. Employing a mixed-methods bibliometric design, the study systematically analyses 130 peer-reviewed documents published between 2009 and 2024 and indexed in the Scopus database. Quantitative and qualitative analyses were conducted using VOSviewer and complementary analytical software to map research trajectories, keyword co-occurrences, and thematic clusters. The bibliometric mapping reveals a fragmented literature landscape characterised by single-sector evaluations and a lack of unified measurement frameworks. To address this gap, the study proposes an integrated conceptual framework establishing operational constructs and indicators across key halal sectors, including halal food, Islamic finance, Muslim-friendly tourism, and pharmaceuticals, explicitly mapped to the five essential objectives (*daruriyyat*) of *Maqasid al-Shariah*. The proposed framework provides an analytical foundation for ethical benchmarking, *Shariah*-compliant performance evaluation, corporate governance, and consumer protection mechanisms. By operationalising theoretical *Maqasid* principles into measurable criteria, this study advances a value-driven and sustainable governance model for the global halal economy.

Keywords: *Maqasid Shariah, Measuring Instrument, Halal economy, Issues, Future Direction*

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1. Introduction

The global halal economy encompasses a broad spectrum of sectors engaged in the production, distribution, and consumption of *Shariah*-compliant goods and services, including food and beverages, logistics, Islamic finance, Muslim-friendly tourism, and pharmaceuticals (Mohd Fauzi et al., 2022). Driven by an expanding Muslim population and growing global demand for ethically produced goods among both Muslim and non-Muslim consumers, the sector has experienced rapid market expansion (Prayuda et al., 2023). This rapid growth across diverse supply chains highlights the need for a *Maqasid al-Shariah*-based evaluative framework capable

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of assessing commercial performance through both financial and ethical perspectives (Al-Ayubi, 2023; Rahman et al., 2017). Because *Shariah* principles govern both temporal socio-economic interactions and spiritual well-being, *Maqasid al-Shariah* (the higher objectives of Islamic law) has increasingly emerged as an important conceptual framework in contemporary economics. However, the operationalisation of *Maqasid al-Shariah* into empirical measurement constructs and validated performance models remain significantly underexplored (Abdullah & Azam, 2020).

Despite the theoretical prominence of *Maqasid al-Shariah* in articulating the protection of human welfare and societal well-being (*maslahah*), a substantial gap persists between normative theory and practical governance (Ashur, 2013; Zuhlilmi et al., 2023). Much of the existing literature focuses on qualitative descriptions of Islamic principles rather than developing standardised, empirically testable measurement tools. The economic significance of such tools is evident: for instance, the halal economies estimated 7.5 per cent contribution to Malaysia's Gross Domestic Product (GDP) underscores its importance and highlights the need for robust, *Maqasid*-grounded performance metrics (World Bank Group, 2022). Developing such evaluative instruments is important for strengthening institutional governance, consumer protection, ethical compliance, and long-term sustainability. Yet, systematic frameworks capable of measuring the extent to which commercial products, financial instruments, and operational processes align with *Maqasid al-Shariah* objectives remain sparse and fragmented across sectors.

To address this gap, this study presents a comprehensive bibliometric analysis of peer-reviewed literature to examine the evolution of *Maqasid al-Shariah*-based measurement constructs and map prospective research trajectories. By systematically evaluating the publication landscape from 2009 to 2024, the study identifies core intellectual themes, methodological approaches, and structural gaps in contemporary scholarship. The resulting insights inform the formulation of an integrated conceptual framework that translates abstract *Maqasid al-Shariah* principles into concrete, measurable indicators applicable across the primary sectors of the global halal economy.

2. Literature Review

Maqasid al-Shariah provides a foundational framework for ethical measurement across commercial production, financial transactions, and consumer behavior (Junus et al., 2024). The fundamental objectives (*essentialia* or *daruriyyat*) of *Maqasid al-Shariah* seek to safeguard five vital human interests: faith (*din*), life (*nafs*), intellect (*'aql*), lineage (*nasl*), and wealth (*mal*), offering a comprehensive basis for ethical governance and policy formulation in Islamic economics (Kholish et al., 2020). Scholars such as Chapra (2008), Asutay (2012), and Ahmed (2013) emphasize that *Maqasid al-Shariah* advances distributive justice, social equity, and public welfare (*maslahah*), providing an evaluative framework that extends beyond technical legal compliance and *halal-haram* dichotomies. While the global halal economy spans diverse sectors—including food, finance, tourism, logistics, pharmaceuticals, and cosmetics—research on holistic, *Shariah*-aligned performance measurement instruments remains limited, with existing evaluative models focusing predominantly on product-level ingredient verification rather than broader socio-ethical impacts. Current regulatory and certification regimes, such as those governed by JAKIM in Malaysia and BPJPH in Indonesia, focus primarily on product-specific technical standards, emphasizing the exclusion of non-halal (*haram*) substances. However, these frameworks systematically omit broader dimensions, including environmental sustainability, labor rights, and socio-economic justice, which are central to the wider objectives of *Maqasid al-Shariah*. Scholars including Warde (2010), Abdullah and Yusoff (2014), and Bouzenita and Al-Salem (2017) criticize this narrow technical scope and call for integrated measurement tools that reflect the holistic ethical and socio-economic objectives of Islamic jurisprudence. Furthermore, Laluddin et al. (2019) and Mohd Fauzi et al. (2022) argue that addressing structural challenges in halal governance, such as ambiguous compliance guidelines, high certification costs, and institutional fragmentation, is essential for sustaining regional halal market leadership. In evaluating existing assessment tools, international standards such as ISO 22000, alongside national halal standards, play important roles in quality assurance but remain largely product-centric. As Alserhan (2016) highlights, such technical instruments fall short of addressing broader corporate social responsibility and long-term sustainability. Because these conventional frameworks lack explicit alignment with *Maqasid al-Shariah*, they possess limited capacity to evaluate how commercial operations affect human dignity, wealth distribution,

and environmental stewardship (Kamil et al., 2025).

To address these evaluative gaps, several scholars have proposed *Maqasid*-oriented alternatives. Siddiqi (2009) advocates embedding explicit social and ethical metrics within halal certification schemes, while Ismail and Alhabshi (2018) and Busari et al. (2024) propose evaluating Islamic financial institutions based on their contributions to equitable wealth preservation, social welfare, and transparent governance. Similarly, Kahf (2004) outlines *Maqasid*-aligned indicators across healthcare, food production, and finance, focusing specifically on fair labor practices, public health impacts, and ethical supply chain management. Despite advancements in halal certification, existing instruments remain constrained by their relatively narrow regulatory focus. Transitioning toward multidimensional *Maqasid al-Shariah*-based measurement frameworks is therefore vital for capturing the broader socio-ethical mandate of the global halal economy. Operationalizing these higher objectives into measurable performance constructs will align industry practices with Islamic moral economy principles, fostering a sustainable, value-driven market model.

3. Conceptual Framework

Conceptual Structure of the Halal Economy: Exploring Keywords and Terms in the Dataset

This section maps the conceptual structure of the field by analysing themes and trends using the Scopus dataset and VOSviewer. It visualises keywords, clusters, and co-authorship patterns to assess the current state of halal economy research, identify gaps, and suggest emerging directions for future studies. Keywords and Terms in the Dataset. The first step involves generating keywords from the dataset using VOSviewer (Öztürk et al., 2024). The “Create a map based on text data” option is selected in the software interface to generate a term co-occurrence map (Passas, 2024). The subsequent steps are as follows: (a) An RIS-format file containing the dataset is imported into the software, and the Title and Abstract fields are selected to indicate where terms and keywords are to be extracted from the dataset. “Full counting” is selected to capture term occurrences, and a threshold of 5 is set, meaning that a term must occur at least five times to be included in the analysis. Any term occurring fewer than five times in the dataset is excluded from the generated list of terms (Bukar et al., 2023). (b) A total of 324 words meet the threshold out of 3,756 words identified in the titles and abstracts of the documents in the dataset. For each of the 324 terms, the software calculates a relevance score to identify the most relevant terms. The default setting in VOSviewer is to select the 60 per cent most relevant terms (Bukar et al., 2023).

Based on the input dataset for this study, 194 terms were initially selected. However, the software provides an option to review the terms and remove those considered less relevant for reasons related to the research objectives or study design. This process is intended “to ensure insightful and accurate analysis can be performed on the text of interest” by removing, for example, generic or irrelevant terms (Bukar et al., 2023). Accordingly, 119 keywords were retained for the analysis, while 75 were systematically removed using a four-point, replicable exclusion protocol: (1) filtering out generic academic filler terms; (2) excluding geographical names; (3) removing general methodological terminology; and (4) consolidating plural and synonymous variants using a VOSviewer thesaurus file.

Table 1: Top High-Frequency Terms Extracted from VOSviewer Bibliometric Mapping

Term	Occurrences	Relevance Score
Consumer	94	0.1817
Opportunity	63	0.5591
Challenge	54	0.7155
Attitude	44	0.5437
Marketing	32	0.4732
Framework	31	0.5489
Performance	27	1.1425
Knowledge	26	0.3481
Muslim Country	25	0.3637
Export Performance	9	2.6374
Customer Satisfaction	6	2.4686
Muslim Traveller	7	2.2641

Corporate Halal Reputation Index	5	2.2195
Corporate Halal Reputation	6	2.1085
Muslim Minority Country	8	1.9097

Network and Overlay Visualisation Maps: Presentation and Analysis

Based on the generated terms, a set of visualisation maps (see Figure 1) was created using VOSviewer version 1.6.19 to capture the occurrence and co-occurrence of the 119 terms. The resulting map contains 1,417 links, with a total link strength of 13,157. This section thematically explores the dataset using these maps to provide deeper insights into the research landscape and identify potential directions for future research.

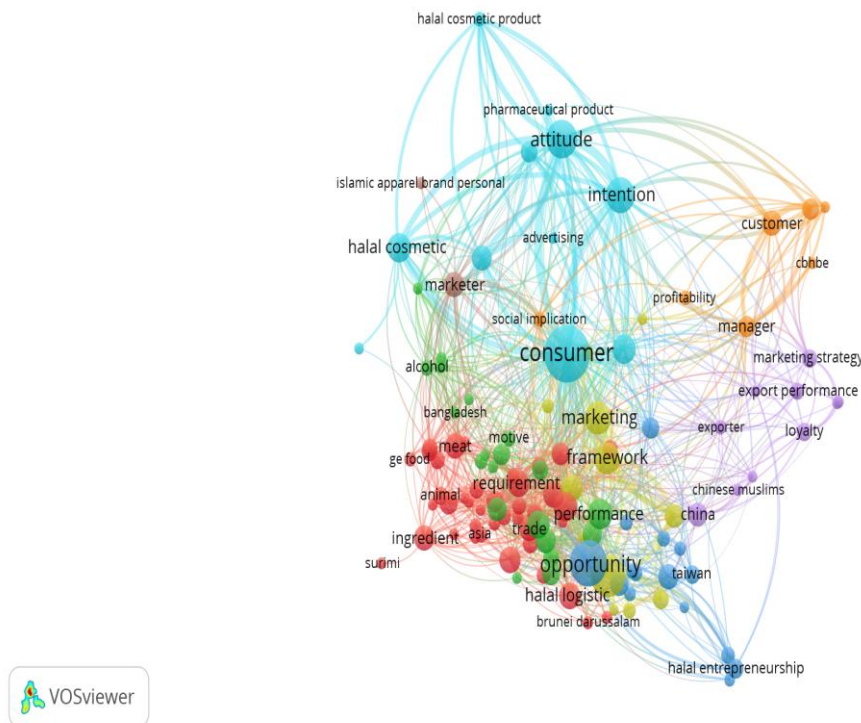


Figure 1: Network Visualization

The map produces eight clusters, where a cluster refers to a group of terms that are classified together and represented by different colours in the text network (Bukar et al., 2023). Figure 1 illustrates distinct issues related to the halal economy through colour-coded clusters. In VOSviewer, each non-overlapping cluster comprises closely related terms (nodes) assigned by the software. The number of clusters depends on the resolution setting; a higher resolution value generally results in a greater number of clusters. These clusters form the basis for analysing and discussing the key themes and issues identified in the field (Guest & McLellan, 2003). See Table 2.

CLUSTERS	KEYWORDS/TERMS (Representative)	THEMES (Concise)
CLUSTER ONE (40 ITEMS)	Animal, Asia, Blockchain, Certification, Halal Integrity, Logistics, Supply Chain, Hygiene, Islamic Law, Regulation, Safety, Technology, Trade	Global Halal Ecosystem, Trade, Standards, Food Safety, Emerging Technologies, Regional Aspects

CLUSTER TWO (20 ITEMS)	Animal Fat, Business Performance, Export, Halal Certificate, Food Industry, Jakim, Manufacturer, Muslim Lifestyle, Shariah	Halal Food Industry and Business Business Performance, Manufacturing, Consumer Trends, Certification
CLUSTER THREE (15 ITEMS)	Entrepreneur, Halal Entrepreneurship, Halal Tourism, Hospitality, Muslim Minority, Traveller, Opportunity, Sustainable Economy	Halal Tourism and Entrepreneurship Entrepreneurial Opportunities, Innovation, Challenges in Muslim Minority Countries
CLUSTER FOUR (13 ITEMS)	Challenge, Corporate Halal Reputation, Certification Body, Halal Economy, Marketing, Metaverse, Stakeholder	Halal Industry Development and Challenges Industry Challenges, Stakeholder Roles, Reputation, Marketing, Virtual Interaction
CLUSTER FIVE (11 ITEMS)	China, Chinese Muslims, Customer Satisfaction, Export, Exporter, Halal Brand, Loyalty, Marketing Strategy, Policy Maker	Halal Market and Consumer Behavior, Consumer Preferences, Brand Development, Policymakers' Role, Chinese Muslim Market
CLUSTER SIX (11 ITEMS)	Advertising, Attitude, Consumer, Halal Cosmetic, Food Product, Intention, Knowledge, Personal Care, Pharmaceutical, Religiosity	Halal Consumer and Product Perception Attitudes, Intentions, Marketing, and Religiosity Influence on Consumption
CLUSTER SEVEN (7 ITEMS)	Customer, Family Takaful, Manager, Pakistan, Profitability, Social Implications	Halal Finance and Social Impact Islamic Banking, Social Impact, Profitability, and Sustainability
CLUSTER EIGHT (2 ITEMS)	Islamic Apparel Brand Personality Model, Marketer	Halal Marketing and Branding Branding Strategies, Brand Development, Islamic Apparel Branding

Table 2: Clusters Generated from Terms in VOSviewer and Their Reformulation into Themes

Having identified the conceptual and thematic issues related to the halal economy through the network visualisation, the next step is to examine trends in the evolution of concepts and themes using the VOSviewer overlay visualisation as the point of departure. These trends are subsequently discussed to highlight key insights emerging from the data.

Trends: Current Research Status and Emerging Issues

The overlay visualisation map, another feature of VOSviewer, is used to capture and visually represent key dimensions of the dataset in addition to the network visualisation. The two visualisations are similar in structure, but the items are coloured differently according to the selected overlay attribute (van Eck & Waltman, 2020). The overlay visualisation enables researchers to identify trends, developments, and relationships among issues and themes within a research field over time. It can also facilitate the identification of recent research trends by allowing items to be classified according to a timescale, which serves as a key for interpreting the map (Shvindina, 2019) (see the bottom-right corner of Figure 2).

Figure 2 illustrates the timeline of how selected concepts within halal economy research have evolved based on the publication years of the documents. The items are coloured according to the years of publication, representing the average publication year associated with each item or cluster. In VOSviewer, items can also be coloured according to their scores, whereby the colour of an item is determined by its corresponding score. By default, the colour scale ranges from blue, representing the lowest scores, through green to yellow, representing the highest scores (van Eck & Waltman, 2020). As shown in Figure 2, terms that appeared more recently, with an average publication year of 2024, are represented in yellow. The colour bar in the bottom-right corner of the visualisation (see Figure 2) indicates the relationship between the scores or publication years and the corresponding colours, thereby providing a visual guide for interpreting the temporal trends in the research field.

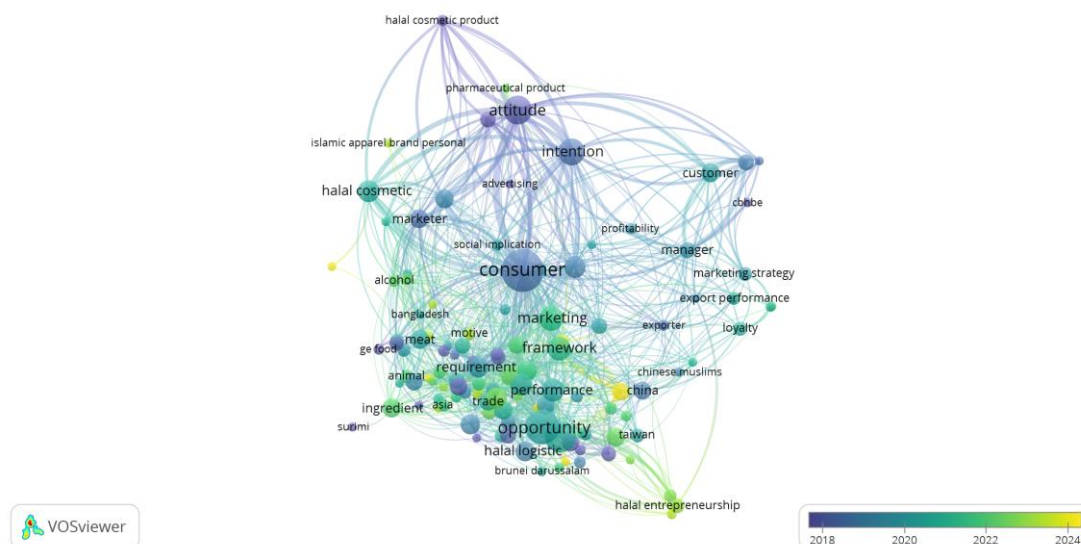


Figure 2: Overlay Visualization

The colour of each cluster, consisting of interconnected nodes, is represented on the colour bar to indicate the range and temporal trends based on the average publication year of the documents in which the terms occur (see Figure 2). In some cases, labels may not be displayed in the visualisation to avoid overlapping labels (van Eck & Waltman, 2020). The blue cluster represents themes that received research attention from around 2018 but have become less prominent in more recent publications, whereas the green cluster represents themes that have received increasing research attention. The yellow cluster represents the most recent themes and has attracted the highest level of research attention in the dataset. The areas or issues represented by each colour-coded cluster are presented in Table 3.

Table 3: The keywords and their Research focus trends

YELLOW	Metaverse, Personal care industry, technological acceptance model (TAM), Sustainable economy, motive, Halal entrepreneurship, blockchain, etc
GREEN	Customer satisfaction, Export performance, Loyalty, Framework, Marketing, Spain, Compliance, Halal sector, integrity, Meat, Animal, Asia, Perception, Islamic apparel brand, pharmaceutical product, Alcohol, Halal cosmetic, Islamic law, Middle East, Opportunity, Challenges, Ingredient, Certification process, Hospitality, Muslim, minority country, Muslim traveller, etc.
BLUE	Religiosity, GE food, Halal status, Halal food industry, Jakim, Cross contamination, Halal supply chain, Consumer, knowledge, Attitude, etc.

Next section explores the foregoing data presented, discussing the salient detailed therein

4. Research Methodology

4.1 Research Method and Data Analysis Process

The study employs descriptive and bibliometric analysis using data retrieved from bibliometric databases and presented through tables, graphs, and visualisations. By combining quantitative and qualitative analytical approaches, the study maps existing knowledge and identifies emerging research issues (Shvindina, 2019, p. 1), thereby providing insights into potential directions for future research. The bibliometric analysis captures the intellectual and conceptual landscape of the halal economy literature (Öztürk et al., 2024) using documents

retrieved from the Scopus database. The findings are subsequently used to propose and develop a holistic *Maqasid al-Shariah*-based framework of measurement constructs.

4.2 Data Collection, Data Source, and Data Presentation Methods

4.2.1 Search Terms and Data Source

The following search terms were used in the Scopus database, taking into consideration their direct or indirect relationship with the halal economy:

TITLE-ABS-KEY ("Halal market" AND "Maqasid Shariah" OR "Shariah compliance in business" OR "Islamic economic principles" OR "measurement tools" OR "Shariah governance" OR "Sustainability" OR "Shariah-based key performance indicators" OR "Halal Economy" OR "ethical" OR "Shariah Compliance" OR "industry" OR "Systematic literature Review" OR "Halal Certification" OR "Governance" OR "Islamic Finance" OR "Innovations" OR "Future Trends" OR "Digital transformation").

4.2.2 Inclusion Criteria

The search terms were entered using advanced Boolean queries involving the operators “AND” and “OR”. The database was instructed to retrieve documents containing the specified terms in the title, abstract, and keywords. The initial search generated 131 documents and associated bibliographic information. Although no specific publication-year limit was imposed during the initial search, the retrieved documents were published between 2009 and 2024.

4.2.3 Main Data Source

Scopus was used as the primary data source. The search was conducted on 9 January 2025 and generated 131 documents. Following a review of the titles and abstracts, one document that was considered not directly relevant to the research scope was excluded. Consequently, 130 documents constituted the final dataset for analysis. The dataset was subsequently exported in CSV format and contained detailed bibliographic information for each document, including citation information, title, authors, abstract, publication year, and source or publisher information.

4.3 Instruments/Tools for Data Collection, Presentation, and Analysis

The study employed three main tools. First, the Scopus database was used to identify and retrieve the relevant documents and their bibliographic information. Second, Microsoft Excel was used to capture, store, and verify the bibliographic information generated from the Scopus database, particularly the abstracts of the retrieved documents, thereby facilitating access to the data without repeated login to Scopus. Third, VOSviewer Visualisation Software (version 1.6.19) was used to present the data through tables and visualisations, generate terms for analysis, and map the intellectual structure of the field to identify research trends, key authors, and potential directions for future research. The analysis was based solely on the Scopus database. This approach was adopted to maintain consistency in the bibliographic metadata and ensure compatibility with the VOSviewer analysis. Following bibliometric guidelines proposed by [Donthu et al. \(2021\)](#), the study maintained a single-database approach to ensure consistency in data retrieval and metadata processing.

4.4 Construct Derivation and Analysis Procedure

This procedure synthesises the *Maqasid al-Shariah*-based constructs derived from the bibliometric dataset through three stages. The first stage identifies the core thematic clusters generated through VOSviewer keyword co-occurrence analysis. The second stage examines the specific clusters and identifies operational metrics associated with the *Maqasid* dimensions (*Kulliyyat al-Khams*). The third stage synthesises these codes into a structured taxonomy of measurement constructs applicable across non-financial halal sectors.

4.5 Construct Validation and Investigator Triangulation Procedure

The study employs a three-author investigator triangulation protocol to address potential subjective bias in

cluster-to-theme labelling and the mapping of constructs to measurement instruments (Miles et al., 2014). The lead author initially conducted the thematic analysis and categorisation of the core keyword clusters for mapping to the *Maqasid* constructs. The second and third authors independently audited the initial coding framework against the raw bibliometric data and the relevant primary literature. The three authors subsequently conducted a joint peer-briefing session to discuss and resolve discrepancies in theme categorisation and content labelling until full consensus was achieved.

5. Results and Discussion

5.1 The Conceptual Landscape and Thematic Clusters in the Halal Economy

The VOSviewer text-mining and co-occurrence mapping revealed eight distinct thematic clusters capturing the intellectual structure and prominent research themes within the global halal economy literature.

Cluster 1: The Global Halal Ecosystem

This cluster encompasses foundational concepts, macro-level principles, regulatory frameworks, and product and service ecosystems (Qadri, 2024). Comprising approximately 40 core terms, the cluster focuses on international halal trade, standardised guidelines, food safety protocols, emerging supply-chain technologies, and regional operational practices. Fundamental to this cluster are the core concepts of *halal* (permissible) and *haram* (prohibited), which define the primary legal and ethical boundaries of Islamic jurisprudence (Abdullah & Azam, 2020). The cluster highlights the central role of *Shariah* governance across supply chains, emphasising compliance, integrity, consumer safety, and the deployment of distributed ledger technologies, such as blockchain, to enhance traceability and stakeholder trust.

Cluster 2: Halal Food Industry and Business Operations

This theme focuses on the operational, manufacturing, and commercial dimensions of the food and beverage sector (Riaz & Riaz, 2023). Key sub-themes include food processing technologies, firm-level business performance, consumer purchasing behaviour, and global trade dynamics, including import and export activities and certification regimes governed by bodies such as JAKIM. The co-occurrence of terms such as *halal cosmetics* within this cluster indicates diversification beyond traditional food processing and reflects expanding consumer demand for halal products across related sectors.

Cluster 3: Halal Tourism and Entrepreneurship

This cluster highlights two prominent service domains: Muslim-friendly tourism and entrepreneurship within the halal sector. The development of halal tourism reflects growing research interest in entrepreneurial activity, service innovation, and the opportunities and challenges associated with establishing halal-compliant service environments in Muslim-minority jurisdictions (Busari et al., 2024b). Key terms such as *halal tourism* and *halal entrepreneurship* demonstrate substantial scholarly interest in specialised hospitality services for Muslim travellers. Furthermore, geographical terms such as *Taiwan* and *Thailand* illustrate the international scope of halal tourism and highlight the challenges and opportunities associated with developing culturally inclusive and halal-friendly travel destinations (Biancone et al., 2019).

Cluster 4: Industry Development, Strategy, and Governance

This theme reflects strategic issues involving key stakeholders in the halal economy, including Muslim consumers, halal entrepreneurs, halal certification bodies (HCBs), regulatory agencies, and policymakers (Aulia & Azizah, 2024). The main research trajectories address national halal industry development strategies (Nu'man et al., 2023), corporate halal branding, and the formulation of evaluative indices and key performance indicators (KPIs). The prominence of terms such as *corporate halal reputation*, *framework*, and *index* suggests growing research interest in corporate reputation, governance frameworks, and multidimensional performance evaluation within the halal industry (Rahman et al., 2017).

Cluster 5: Halal Market Dynamics and Consumer Behaviour

This cluster examines market segmentation, branding, and promotional strategies, alongside the influence of regulatory bodies in shaping market access (Akram, 2020). Dominant terms include *halal consumer behaviour*,

brand development, and *marketing strategy*, together with institutional topics involving exporters and high-growth markets such as Chinese Muslim consumer segments. Terms including *customer satisfaction*, *brand loyalty*, and *consumer attitudes* underscore the importance of empirical research into consumer preferences and market behaviour. The cluster also highlights export expansion and trade strategies for halal products, particularly in non-Muslim-majority markets where halal products represent an important niche segment (Muhamad et al., 2016).

Cluster 6: Psychological Determinants of Halal Consumption

This cluster addresses the socio-psychological and behavioural drivers of consumer choice, focusing on attitudes, perceptions, knowledge, and purchase intentions. Terms such as *attitude*, *intention*, *knowledge*, and *religiosity* emphasise the importance of understanding the cognitive and behavioural factors influencing halal consumption (Abd Rahman et al., 2015; Farah, 2021; Muhamad et al., 2016). The presence of terms related to pharmaceuticals, personal care, and cosmetics indicates expanding research interest beyond dietary compliance, highlighting consumer perceptions of halal products and the roles of marketing, advertising, and religiosity in shaping product adoption across multiple sectors.

Cluster 7: Halal Finance, Social Impact, and Governance

This cluster covers the financial infrastructure and socio-economic contributions of the halal economy. Its primary sub-themes include Islamic banking operations, social finance integration, corporate profitability, and broader social welfare (*maslahah*). The co-occurrence of terms such as *profitability* and *social implication* reflects the coexistence of commercial and social dimensions within the halal sector (Güney, 2024). The inclusion of *family takaful* also demonstrates the relevance of specialised *Shariah*-compliant financial products within the broader halal ecosystem. Overall, the cluster reflects research interest in halal finance and its wider *Shariah*-related and socio-economic dimensions.

Cluster 8: Halal Marketing and Strategic Branding

This cluster represents an emerging research domain centred on brand positioning and market differentiation. It examines how halal-certified brands can communicate core values and differentiate themselves in the market while respecting Islamic ethical sensitivities (Sari et al., 2023). Sub-themes include Islamic apparel brand personality models, strategic brand development, and the role of market knowledge and research in supporting product innovation and understanding consumer needs (Idris et al., 2020).

5.2 Emerging Research Trajectories and Future Directions

While thematic clustering outlines the current intellectual structure of the field, text-mining relevance scores and overlay analyses reveal several emerging research trajectories and potential directions for future empirical inquiry. The relatively high occurrence of the term *challenge* indicates continued research interest in addressing obstacles facing the halal industry (Aulia & Azizah, 2024), including regulatory barriers (Badrudin et al., 2012), limitations in market access (Akram, 2020), and consumer trust issues (Farah, 2021). These areas warrant further investigation, particularly in relation to how regulatory and institutional arrangements influence the development and international competitiveness of the halal economy. Similarly, the relatively high occurrence of the term *opportunity* indicates growing research interest in emerging commercial possibilities within the halal sector (Talib & Ali, 2009). Potential areas include market expansion, the development of innovative halal products and services (Yener, 2014), and the exploration of new business models (Abdullah & Azam, 2021). These developments suggest opportunities for future research to examine how innovation, market diversification, and institutional support can contribute to the continued development of the halal economy.

The prominence of the term *consumer* highlights continued research interest in purchasing motivations, consumer preferences (Zulhilmi et al., 2023), behavioural intentions (Maulida & Ali, 2023), and the role of religiosity in halal consumption (Abd Rahman et al., 2015; Hong et al., 2019). Future studies could further examine how these factors interact across different halal product and service categories and geographical contexts, particularly as the halal economy expands beyond traditional food-related consumption.

The prominence of *export performance* indicates continued research interest in improving the international

competitiveness of halal products and services (Ahmad-Fauzi & Md Saad, 2024). Concurrently, *Muslim travel*, with a relevance score of 2.2641, indicates research interest in the needs and preferences of Muslim travellers (Al-Ansi et al., 2023), the development of Muslim-friendly tourism products and services (Battour et al., 2022; Biancone et al., 2019), and related aspects of destination and environmental design (Said et al., 2022). These themes provide potential avenues for future research into international halal market development and the provision of inclusive tourism environments.

The prominence of *corporate halal reputation* suggests growing research interest in building and maintaining corporate reputation in halal business settings, strengthening consumer trust, and attracting investment (Tieman, 2020). It also highlights a potential research gap concerning the development of standardised evaluation indices and key performance indicators (KPIs) (Ali Alamer et al., 2015; Rahman et al., 2017; Ramya, 2022). Similarly, *business performance*, with a relevance score of 1.5059, indicates continued interest in factors influencing firm-level performance within the halal sector, including profitability (Dalir et al., 2020), operational efficiency (Mohd Noor et al., 2016), technological innovation (Kabiraj et al., 2014), political and legal issues (Hassan et al., 2017), and certification effects (Salindal, 2019). Further research could also examine how financing, mentorship, and market access support halal entrepreneurship (Alidinar et al., 2022; Azmi et al., 2019). Several emerging technological and sustainability-related themes also offer significant potential for future research. The term *metaverse* highlights an emerging domain for examining digital halal experiences, including virtual mosque visits, immersive halal retail, and digital heritage tourism (Hindolia et al., 2024; Noor et al., 2024). Broader digitalisation initiatives (Salaheldeen, 2022), particularly blockchain applications for supply-chain transparency and traceability (Alamsyah et al., 2022), also warrant further investigation. Related technological research includes applications of the Technology Acceptance Model (TAM) in the halal economy (Noor, 2024). Finally, the prominence of *sustainable economy* indicates growing research interest in sustainability within halal operations, including environmentally friendly practices, green certification, and circular economy models (Busari & Sitiris, 2021; Shovkhalov, 2024; Zain et al., 2017).

Proposing A Maqasid Shariah-Based Measuring Constructs In Halal Economy

Thematic Issues in the Measurement of the Halal Economy

The key findings related to the measurement of the halal economy emerging from the foregoing thematic analysis revolve around several terms identified in Cluster Four (see Table 11), based on the VOSviewer analysis. This cluster contains several prominent terms related to measurement constructs, instruments, indices, and frameworks and was thematically labelled “Halal Industry Development and Challenges”. Although Cluster Four provides the primary point of departure for exploring measurement constructs and instruments, the study considers all eight clusters to provide a comprehensive overview of the major issues and research themes within the halal economy represented in the dataset.

Table 5. Showing cluster 4, segments from generated clusters from VOSview

CLUSTERS	KEYWORDS/TERMS	THEMES
CLUSTER FOUR (13 ITEMS)	Aceh, challenge, corporate halal reputation, corporate halal reputation index, framework, halal certification body, halal economy, halal marketing, marketing, metaverse, sale, stakeholder, Uzbekistan	Halal Industry Development and Challenges This section focuses on key players, challenges, and frameworks shaping the halal economy. Main themes include: industry development strategies, challenges, stakeholder roles, branding and reputation, KPI and measurement tools, and virtual marketing and customer engagement.

This cluster includes terms such as “corporate halal reputation”, “corporate halal reputation index”, and “framework”, which are closely associated with measurement and performance indicators. It reflects ongoing scholarly discussions on halal economy measurement frameworks and complements the broader themes identified across the eight clusters.

Corporate Halal Reputation/Reputation Index

The presence of these terms as prominent keywords in the cluster suggests a focus on measuring the reputation of businesses within the halal economy. This indicates potential interest in developing metrics or indices to assess how consumers perceive a company's commitment to *halal* standards, ethical practices, and social responsibility. Such measures could serve as useful tools for companies seeking to strengthen consumer trust and potentially gain a competitive advantage in the halal market.

Framework

The term “framework”, which occurs 31 times in the dataset, indicates the presence of various measurement instruments and constructs that form components of existing or proposed frameworks within the halal economy (Rahman et al., 2017). At the same time, its prominence reflects the continuing need for more structured approaches to measuring diverse dimensions of the halal economy (Ramya, 2022). Cluster Four particularly highlights themes related to measurement and framework development, including certifier performance, product quality, supply-chain integrity, and industry growth. Related terms such as *performance*, *halal status*, *integrity*, and *business/export performance* also appear across other clusters, underscoring the growing importance of measurement constructs within different dimensions of the halal economy. In Cluster Two, “Halal Food Industry and Business”, the presence of terms such as *business performance* points to the importance of measuring profitability, operational efficiency, and customer satisfaction. Cluster Five, “Halal Market and Consumer Behaviour”, includes terms related to export performance and consumer engagement, highlighting market reach, consumer responses, and loyalty as important areas of measurement. Across the clusters, recurring terms related to consumer perception, social impact, and market trends further highlight the importance of assessing ethical practices, consumer attitudes, and broader sectoral development. Taken together, the findings indicate that the principal measurement themes emerging from the analysis encompass business performance, corporate halal reputation, market and consumer behaviour, product perception, financial and social impact, industry development, and related challenges.

A Critical Analysis of Current Issues in the Measurement of Halal Economy

The foregoing bibliometric analysis underscores ongoing scholarly efforts to formulate measurement instruments and evaluative frameworks for managing, developing, and evaluating the halal economy. Existing literature focuses heavily on corporate reputation, firm performance, product quality, supply-chain integrity, and consumer purchasing behaviour. However, the majority of measurement constructs identified in the dataset exhibit a narrow operational scope. For instance, constructs such as “Corporate Halal Reputation” and the “Reputation Index” concentrate primarily on corporate reputation and related dimensions (Alswalmeh et al., 2019). While these measures are important for strengthening corporate reputation and building consumer trust, they give limited explicit attention to the broader ethical dimensions underlying corporate activities and reputation. Crucially, these constructs are not explicitly grounded in *Maqasid al-Shariah* as an evaluative basis for assessing the broader socio-economic implications of commercial activities. Across the reviewed literature, two overarching analytical limitations emerge: (a) a fragmented focus on isolated operational dimensions of the halal economy and (b) a lack of explicit theoretical grounding of measurement constructs in *Maqasid al-Shariah*.

A limited subset of the reviewed literature attempts to integrate *Maqasid*-informed frameworks, although their scope remains highly domain-specific. Notable examples include performance measurement models for the halal industry (Rahman et al., 2017), compatibility performance indicators (Mohiuddin & Danish, 2023), and employee motivation indices (Abdullah et al., 2023). Notwithstanding these contributions, the existing constructs remain tailored to specific products, services, or organisational dimensions. Consequently, they do not provide a holistic measurement architecture capable of capturing the interconnected ethical, social, and socio-economic dimensions of the global halal economy. Furthermore, although the literature corpus includes studies examining *Maqasid al-Shariah*, as reflected in the initial Boolean search query, the term itself did not meet the minimum occurrence threshold ($n \geq 5$) for inclusion in the VOSviewer term map. This finding indicates that explicit *Maqasid al-Shariah* terminology occurs with relatively low frequency in the title and abstract metadata of the studies included in the dataset. While this does not imply an absence of *Maqasid*-oriented research, it highlights the limited explicit operationalisation of *Maqasid al-Shariah* into standardised measurement metrics within the halal economy literature. This observation is consistent with broader critiques

that *Maqasid al-Shariah* has yet to be systematically translated into actionable empirical evaluation tools for the halal market (Maulida & Ali, 2023). Accordingly, a compelling opportunity exists to operationalise the core objectives of *Maqasid al-Shariah* into measurable constructs capable of evaluating the halal economy across its multi-sectoral ethical, social, and economic dimensions.

Proposing a Comprehensive Maqasid Shariah-Based Measuring Framework in the Halal Economy: The Dimensions and Significance

Given the paucity of studies applying *Maqasid al-Shariah* to the development of measurement tools for the halal economy, this section proposes a holistic framework grounded in *Maqasid al-Shariah* principles, emphasising a structured, values-based approach to evaluating the halal economy. The framework seeks to align measurement efforts with the objectives of *Shariah* while incorporating considerations of economic viability, ethical integrity, and societal well-being. It further expands key measurement dimensions into more specific constructs and indicators, thereby providing a structured and practical basis for evaluating performance across the halal economy.

The Constitutive elements/ideas and Characteristics of the Proposed Framework

The proposed framework for measuring the halal economy is structured around four constitutive elements: (a) *Maqasid al-Shariah* dimensions, (b) halal economy sectors, (c) measurement constructs, and (d) measurement instruments or metrics. These elements are conceptually interconnected through a set of linkages that explain how the *Maqasid al-Shariah* dimensions inform the development of measurement constructs and their application across different sectors of the halal economy.

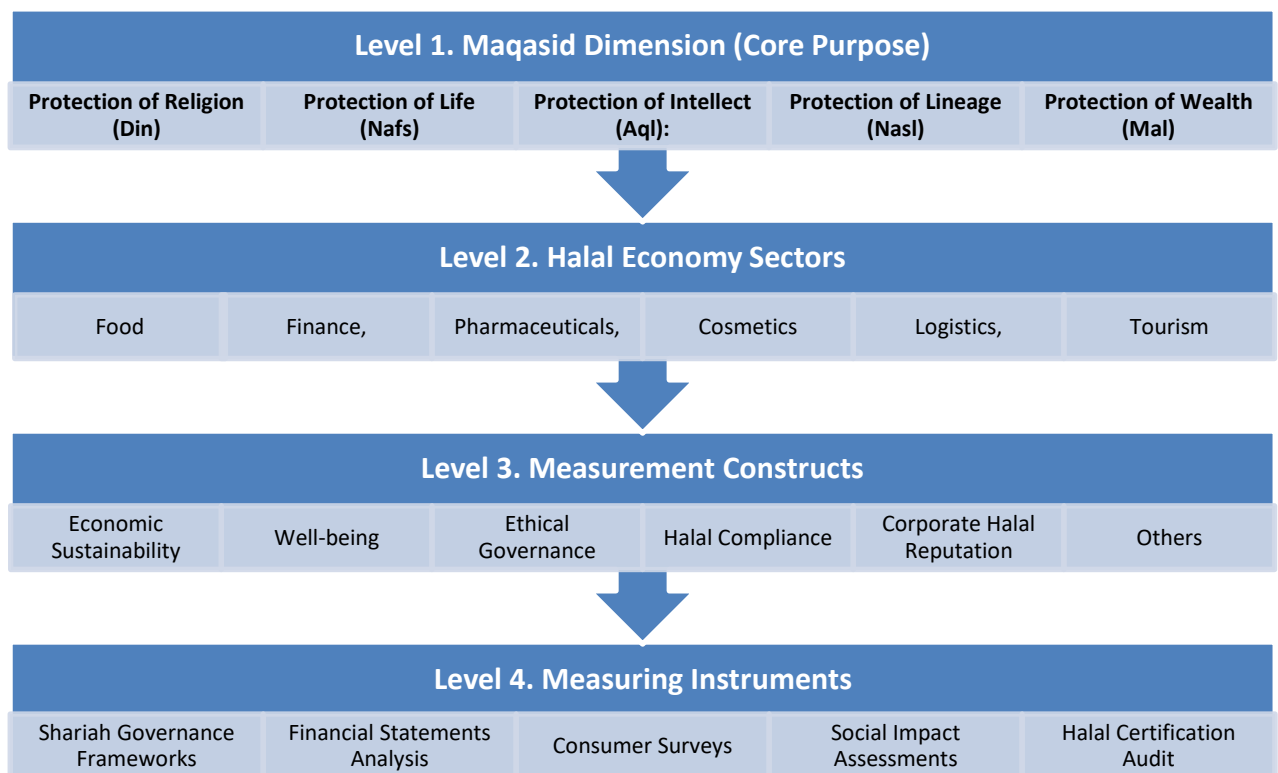


Figure 5: An estimated sketch of the *Proposed Maqasid Shariah-based Measuring Framework* (except level 1, items under other levels are not exhaustive, with level 2 being fine. Table 6 below gives the broader picture more accurately.

1. Maqasid al-Shariah Dimensions (Kulliyyat al-Khams)

The five essential objectives (daruriyyat) of Maqasid al-Shariah—safeguarding faith (din), life (nafs), intellect ('aql), lineage (nasl), and wealth (mal)—represent the foundational objectives of Islamic law aimed at promoting public benefit (maslahah) and preventing harm (mafsadah). Within the halal economy, these dimensions serve as an overarching ethical framework for orienting commercial activities beyond exclusive profit maximisation towards broader socio-spiritual and economic well-being. They establish a normative basis for distinguishing the halal economy from conventional commercial models and for aligning market activities with the higher objectives of Islamic law.

2. Halal Economy Sectors (Application Domains)

This element encompasses the specific market sectors in which Shariah principles are applied, demonstrating that the halal economy extends beyond dietary compliance. The framework covers core sectors including Islamic finance, food and beverages, pharmaceuticals, cosmetics, Muslim-friendly tourism, logistics, and modest fashion. This sectoral breadth illustrates the evolution of the halal economy from a niche market segment into a diverse global economic ecosystem characterised by complex supply chains and distinct regulatory requirements.

3. Operational Measurement Constructs (What to Measure)

Measurement constructs represent conceptual variables derived by mapping the Maqasid al-Shariah dimensions onto specific halal sectors. They translate abstract Islamic objectives into defined evaluative categories that can subsequently be operationalised through observable indicators. For instance, the preservation of wealth (Hifz al-Mal) may be operationalised through constructs relating to financial sustainability, risk-sharing, socio-economic resilience, and equitable wealth distribution. Similarly, the protection of life (Hifz al-Nafs) may be reflected in constructs relating to product safety, nutritional integrity, workplace health, and consumer well-being. This structural mapping provides a systematic foundation for developing and empirically evaluating sector-specific performance measures.

4. Measuring Instruments and Metrics (How to Measure)

This component identifies the empirical tools, quantitative indicators, and qualitative measures that can be used to operationalise the derived measurement constructs. Potential instruments include standardised certification and audit protocols, laboratory-based quality and safety assessments, consumer surveys, environmental compliance indicators, and financial stability ratios, depending on the specific construct and sector being evaluated. The selection of appropriate and reliable instruments is essential for converting conceptual constructs into observable data and supporting rigorous, consistent, and empirically testable evaluations across diverse halal economy sectors.

5. Conceptual Linkages and Operational Pathway

The central architectural feature of the framework lies in its sequential and integrated operational pathway:

Maqasid al-Shariah Dimensions → Halal Economy Sectors → Measurement Constructs
→ Measuring Instruments and Metrics

This structural pathway provides a transparent mechanism through which higher Islamic objectives inform sector-specific measurement constructs, which can subsequently be operationalised and evaluated using appropriate empirical instruments. For example, within the halal food sector, the preservation of life (Hifz al-Nafs) may inform operational constructs relating to food safety, product quality, and public health. These constructs can then be assessed through appropriate food-safety testing, laboratory-based quality assessments, and relevant halal certification and audit procedures. Through these linkages, the framework provides a multidimensional assessment architecture that remains grounded in Maqasid al-Shariah while incorporating relevant economic, environmental, and corporate governance considerations.

Table 6: Synthesized Maqasid Shariah-Based Measuring Constructs and Instruments Mapped to Empirical Bibliometric Clusters

Maqasid Dimension (Core Purpose)	Source VOSviewer Cluster & Keyword Anchors	Halal Economy Sectors (Application Area)	Measurement Constructs (What to Measure)	Measuring Instruments (How to Measure)
Protection of Religion (Din)	Cluster 1 & 2 (<i>Islamic Law, Certification, Halal Integrity, Jakim, Shariah, Blockchain</i>)	Food, Finance, Pharmaceuticals, Cosmetics, Logistics, Other	Ethical Governance, Halal Compliance, Corporate Halal Reputation	Shariah Governance Frameworks, Halal Certification Audits, Reputation Indices, Blockchain Traceability, KPIs
Protection of Life (Nafs)	Cluster 1 & 6 (<i>Safety, Hygiene, Halal Cosmetic, Pharmaceutical, Food Product, Personal Care</i>)	Food, Pharmaceuticals, Cosmetics, Tourism	Well-being, Halal Compliance, Consumer Behavior	Consumer Surveys, Social Impact Assessments, Halal Certification Audits
Protection of Intellect (Aql)	Cluster 4 & 6 (<i>Knowledge, Innovation, Metaverse, Personal Care Industry, Education/Training</i>)	All Sectors (cross-cutting)	Innovation & Knowledge, Consumer Behavior	R&D Metrics, Education/Training Program Assessments, Consumer Surveys
Protection of Lineage (Nasl)	Cluster 3 & 7 (<i>Social Implications, Family Takaful, Sustainable Economy, Hospitality</i>)	All Sectors (cross-cutting)	Well-being, Corporate Halal Reputation	Social Impact Assessments, Consumer Surveys, Reputation Indices
Protection of Wealth (Mal)	Cluster 2 & 7 (<i>Business Performance, Export, Profitability, Halal Finance, Supply Chain, Trade</i>)	Finance, Food, Logistics, Other Sectors	Economic Sustainability, Ethical Governance, Halal Compliance, Corporate Halal Reputation, Consumer Behavior	Financial Statements Analysis, KPIs, Shariah Governance Frameworks, Halal Certification Audits, Supply Chain Traceability, Reputation Indices

The analytical protocol explicates the construct derivation and traceability framework, establishing the empirical basis for the operational measurement constructs and evaluation instruments summarised in Table 6. Each construct is systematically mapped to its corresponding VOSviewer keyword cluster and the primary terms identified within that cluster. For instance, evaluative instruments categorised under the Preservation of Intellect (*Hifz al-'Aql*) dimension, specifically R&D intensity metrics and technical capacity-building assessments, are informed by high-frequency terms such as *knowledge* in Cluster 6, alongside technology-related terms such as *metaverse* and sectoral terms such as *personal care industry* identified in Cluster 4. Similarly, socio-ethical indicators under the Preservation of Lineage (*Hifz al-Nasl*) dimension are informed by terms associated with *social implication* and *family takaful* in Cluster 7, together with sustainability-related themes identified in Cluster 3. This structural alignment establishes transparent traceability between the bibliometric co-occurrence clusters and the proposed multi-sectoral measurement constructs.

In assessing the broader literature, [Rahman et al. \(2017\)](#) observe that while *Maqasid al-Shariah*-based

evaluative models have been developed for Islamic financial institutions, non-financial halal enterprises lack similarly tailored measurement instruments. Consequently, measurement in non-financial sectors may rely heavily on conventional financial indicators, which may not adequately capture broader social and ethical dimensions. Similarly, [Mohiuddin and Danish \(2023\)](#); [Abdullahi, et al., \(2026\)](#) emphasise the utility of *Maqasid*-aligned metrics for evaluating institutional performance beyond short-term financial returns and highlight the need for empirical tools to assess broader *Shariah* compatibility. In contrast to prior bibliometric reviews that focus predominantly on Islamic banking, this study expands the scope of inquiry to the broader halal economy. By integrating quantitative bibliometric mapping with qualitative thematic interpretation, the study provides an empirically informed and traceable framework for translating higher *Maqasid al-Shariah* objectives into proposed operational measurement constructs across diverse commercial sectors.

7. Research Implications

The findings and derived conceptual taxonomy of this study offer meaningful implications across managerial and organisational practice, regulatory frameworks and certification standards, consumer rights and market transparency, and curriculum design and higher education. Although the measurement constructs derived in Table 6 require further empirical validation, they provide an actionable design blueprint for halal industry managers, corporate executives, and operational practitioners. Rather than functioning as a fully validated measurement instrument, the proposed taxonomy serves as a strategic guide for strengthening internal *Shariah* governance, structuring employee training and capacity development related to the Protection of Intellect (*Hifz al-'Aql*), and establishing ethical supply-chain traceability mechanisms aligned with the Protection of Faith (*Hifz al-Din*) and Protection of Wealth (*Hifz al-Mal*). Consequently, the framework provides organisations with a conceptual basis for aligning conventional performance measures with broader socio-ethical and *Shariah* objectives.

The framework also provides strategic insights for regulatory bodies, standard-setting agencies, and national halal certification authorities, including JAKIM in Malaysia and BPJPH in Indonesia. It offers a conceptual basis for considering the extension of halal evaluation beyond narrow product-specific compliance towards broader dimensions of corporate ethics, environmental sustainability, and socio-economic responsibility. Within the Malaysian context, the framework could complement existing halal standards by providing *Maqasid al-Shariah*-based dimensions for future policy and standard-setting discussions. Potential areas of application include supply-chain traceability, corporate reputation, technological capability, product safety and quality, and community welfare. However, incorporating such multidimensional constructs into formal regulatory or certification standards would require extensive multi-stakeholder consultation, appropriate standard-setting processes, and rigorous empirical validation. The proposed framework also has potential implications for consumer empowerment by extending the conceptual scope of halal assurance beyond technical compliance to encompass product safety, ethical sourcing, corporate responsibility, and consumer well-being. By aligning performance measures with *Maqasid al-Shariah* dimensions such as the Protection of Life (*Hifz al-Nafs*) and Protection of Intellect (*Hifz al-'Aql*), the framework provides a basis for examining how halal goods and services may contribute to broader public welfare (*maslahah*). The development of transparent and empirically validated indicators across sectors such as pharmaceuticals, cosmetics, tourism, and food logistics could strengthen consumer confidence by providing verifiable information on dimensions beyond binary *halal-haram* status. In this respect, the framework may support more informed consumer decision-making and contribute to greater transparency and trust within halal markets.

Finally, the study offers potential applications for curriculum design in Islamic economics, Islamic finance, and halal industry management programmes. The proposed taxonomy functions as a pedagogical bridge connecting abstract *Maqasid al-Shariah* principles with practical industry evaluation. Educators can utilise the derived constructs to develop case studies, field-based auditing exercises, and specialised modules addressing *Shariah* governance, supply-chain integrity, performance measurement, and socio-economic impact assessment. Such practical integration can help students understand how *Maqasid al-Shariah* principles may be translated into operational evaluative dimensions across diverse sectors of the global halal economy.

7.1 Limitations and Future Research Directions

While this study offers a comprehensive thematic mapping of the halal economy literature, several

methodological limitations must be acknowledged. First, the dataset was retrieved exclusively from the Scopus database, meaning that relevant scholarly publications indexed solely in Web of Science or published in non-indexed regional journals were not included in the bibliometric analysis. Second, although the data-cleaning protocol was guided by a three-author investigator triangulation process, manually filtering candidate terms from 194 to 119 inevitably involved a degree of qualitative judgement. Third, the operational measurement constructs synthesised in Table 6 represent a derived conceptual taxonomy rather than empirically validated measurement instruments. Future research should address these limitations by cross-validating the bibliometric findings across multiple databases, employing systematic and reproducible computational term-curation procedures, and empirically validating the proposed constructs through rigorous quantitative scale-development methods, including exploratory and confirmatory factor analysis.

8. Conclusion and Recommendations

Contemporary literature reflects ongoing efforts to formulate evaluative frameworks across the expanding sectors of the global halal economy. However, existing research remains largely fragmented and domain-specific, with limited explicit attention to structuring measurement constructs around *Maqasid al-Shariah* as an overarching analytical framework. This study contributes to addressing this gap by synthesising bibliometric evidence into a multi-sectoral conceptual framework that provides a basis for examining how the higher objectives of Islamic law can inform performance evaluation across the halal economy. The proposed framework provides an exploratory roadmap, positioning *Maqasid al-Shariah* dimensions as foundational considerations for evaluating commercial impacts across halal food, Islamic finance, Muslim-friendly tourism, and pharmaceuticals. Consequently, it provides a transparent conceptual baseline for examining how industry practices may align with *Shariah* principles while supporting ethical, sustainable, and welfare-oriented socio-economic development. Nevertheless, because the framework is derived from bibliometric mapping and thematic interpretation, the proposed taxonomy represents a preliminary conceptual baseline rather than an operationalised measurement system. Future empirical research should operationalise the derived constructs, formulate and test measurement items, and establish context-specific quantitative metrics to evaluate construct reliability, convergent validity, and practical utility. Additionally, empirical studies should examine the applicability of these constructs across diverse geographical jurisdictions and regulatory environments to enhance their generalisability. Such research could contribute to the development of a more holistic and standardised approach to evaluating the socio-economic impact of the global halal economy. Ultimately, this study represents an exploratory step towards translating abstract *Maqasid al-Shariah* principles into actionable measurement and governance dimensions, offering a bibliometric and thematic synthesis of the contemporary literature and a foundation for future empirical research.

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