

Halal Business and Halal Technology in Korea: History, Concepts, Research Opportunities

Nor Aida Abdul Rahman¹

¹*Universiti Kuala Lumpur, Malaysian Institute of Aviation Technology (UniKL MIAT), MALAYSIA
¹*noraida@unikl.edu.my

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Abstract

Purpose -This paper focuses on the Halal business opportunity, Halal technology and Halal research in Korea. This paper seeks to provide knowledge and generate new insight on Halal business potential in Korea, as well as proposing area for future research opportunities.

Design/methodology/approach-This review paper used content analysis method to organize Halal related paper in Korea context to provide future research direction to scholars. The review process covers three databases namely Science direct, Scopus and Ebsco Business Source Complete. Content analysis on the web are also undertaken to develop conceptual deliberation on Halal History in Korea, as well as Halal technology application and Halal business potential in Korea.

Findings – There is a growing demand on Halal product in Korea and there are seven category of halal business in Korea that industry and policy maker could focus on. Technology is considered as a key for competitive advantage in Halal industry especially in traceability and tracking purpose, communication within the Halal network. It is clearly shows a big opportunity for Korea to expand on Halal business and Halal research should also be commenced in Korea. Exploratory study is seen to be the appropriate method in developing Halal study and enhancing Halal theory in Korea. The findings indicate that very little number of research on Halal has been conducted in Korea, from the three database search, less than 10 articles are focus on Halal studies in Korea (two in 2018 and the rest was published in 2016).

Research Limitations/ implications – The review is limited to articles appears in three databases only and published in academic year of 2015 to 2018. This research should be supplemented by empirical research, particularly in case study method.

Originality/Value –The principal contribution of this paper is to facilitate both Korea government and Halal business players in Korea to foster their Halal business in Korea and achieve business optimum in the evolving global Halal economy. In addition to this, this paper also provides frontiers topic in Halal business for researchers to be explored.

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1. Introduction and Halal History in Korea

There is an increasing interest in the subject of Halal in recent years amongst the western and eastern academician. An empirically based study is still lacking in Halal related issue. Halal business study is vital to lead the emergence of new Halal business opportunity. Scholars and businessrs are dependent to each other to facilitate academic and business sector in widening the areas of research, as well as business creation. The notion of Halal is wide, it covers the foods, ingredients, the process, things and also action. According to report by Statistica (2018), global Halal market is expected to increase to US Dollar 2.6 trillion in year 2023. At the moment the value for Halal foods market has reached 1.4 trillion US Dollars in 2017. In general, it can be stated that Halal is a new source of economic growth worldwide (Rahman et al, 2018 and Khairuddin et al 2018). It has been apparent that Halal industry is a powerful source for competitive advantage in many countries and it support many other industries such as food industry, tourism industry, logistics, banking, hospitality and recently in medical.

Boosting Halal industry is already on the agenda for many countries including Korea. Historically, Islam in Korea has exist more than six decades ago. The onset of this new religious opens a new spectrum for Halal business business in Korea. According to statement reported by Al Jazeera, Islam was brought to Korea by Turkish troops during the Korean War in 1950 to 1953. It is a starting point of Muslim population to grow in Korea, as well as business business. According to the Korea Muslim Federation, there are about 100,000 Muslims living in South Korea, both Koreans and foreigners. After almost seven decade, at present, the number of Muslim population has been increased slowly. Even though the number of Muslim population is increased, however it is still minority which is about 0.2 percent from total population in South Korea which predominantly Christian and Confucian society. Having noticed great opportunity for generating a significant future business for Halal product and services, many non-Muslim countries including Korea start focusing on Halal based business to encourage Muslim to visit their country.

In Korea, the Muslim community is centered in Seoul which capital city of South Korea. South Korea has received many Muslim tourist since 2000s. The number of Muslim tourist visited Korea has been increased from year to year. Recently, the number of tourist visited South Korea in June 2018 is 1,282,093; which is 3.55% increased from May 2018, 1,238,0121 tourists. From this statistics, the larger number of tourist visited Korea is Muslim tourist. This can be seen as evident there is a big potential of Halal market in South Korea. Herein is the focus of this paper.

Underlying this important potential of Halal business in Korea, hence this study is aim to provide a review

paper on the Halal related history in Korea by considering looking at the Halal concept; Halal business and Halal study in Korea, which will then provide future research direction and focused Halal business area for both academician and businessrs. To fulfill this purpose, the main, this study aims to answer the following question:

- Q1: What is the main focus of Korea Business?
- Q2: How could Korea embark into Halal business?
- Q3: What are the future research opportunities available for scholars to study on Halal in Korea?
- Q4: What are the potential roles of technology in expanding Halal industry in Korea?

Within these four research questions developed, the findings of the study could be used as a main reference for business players to focus on multifarious opportunity in Halal market. This paper starts with conceptual discussion on the history of Halal and Muslim people in Korea. Then, followed b y Halal business in Korea. This reflects the evolution of halal industry in Korea. The definition of Halal and discussion on potential to develop Halal businesses in Korea is also discussed. On this basis, the researcher builds on the analytical framework for Halal business development in Korea. The paper continues with research context and methodology. This paper concludes with suggesting a number of research opportunities to focus on Halal related issues.

2. Literature Review

Halal History and the Evolution of Halal Business in Korea

The development of Halal business is already becoming an agenda for many countries (Rahman, 2019). Research has come out with a figure of Muslim population to lead total population in the world by 2070. According to Pew Research Center (2017) and World Economic Forum (2016), Islam or Muslim population is expected to overtake Christian and becoming the world's dominant religion by 2070. This reflects meaningful opportunity for business businessr to offer Halal product locally and internationally as the demand on Halal product will be increased from year to year.

Prominently, the number of Muslim tourist to travel to other countries is also expected to increase. Muslim tourist is not only travel to other Muslim countries, but also non Muslim countries. Korea is one of the favorite place that received many Muslim visitors, largely from southeast Asia such as Malaysia, Indonesia and Middle East (Premack, 2017). This is a good indicator to enhance Halal related businesses in Malaysia.

Below Figure 1 shows the increasing number of Muslim tourist to Korea from year 2001 to present. Figure 1 display that in year 2001, Korea has received 202,000 Muslim tourists. After almost two decade, the number has increased significantly from year 2001 to 2016 whereby Muslim tourist visited Korea has increased

about 79.34%. This is followed by 33% increase in year 2017 and it is expected to reach 2 million Muslim tourist in year 2020. All these data have been provided by Korea Tourism Organization (KTO). Figure 1 below shows positive development of Muslim tourist growth in Korea. This also reflect the increased demand on Halal market in Korea.

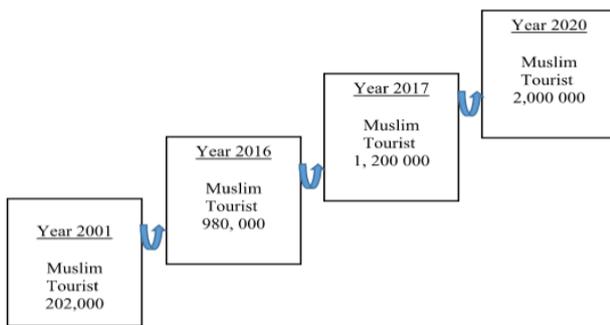


Figure 1: Muslim tourist growth in Korea (Source: Drawn by author)

Halal market in Korea – Seoul (Itaewon) and Gangwon (Namisum)

Yet, having noticed this increased number of Muslim tourist visited Korea, the Korea government has taken some aggressive effort to tap this economic potential. Recently, since 2015, Korea country has organized Halal Business Expo. Additionally, in year 2017, Korea has signed a memorandum of understanding with the UAE to develop its Halal food industry, with the aim of almost doubling its current \$680 million Halal food exports to \$1.23 billion by year 2017. The two city identified in Korea with Halal food industry development are in Seoul (Itaewon) and Gangwon (Namisum). From the Halal expo Korea, there are about 200000 Muslim traveler visited Namisum. In Namisum (Gangwon) itself, there is one (1) Halal certified restaurant which becoming the popular location for Muslim traveler to find Halal food. On the other hand, there are five (5) restaurants in Seoul. This number is expected to increase as the demand on Halal food is not only coming from Muslim tourist only, but also to non-conventional markets in Korea (Suk, 2015). Halal has becoming a trending and a good brand as Halal definition itself carries two elements namely permissible and also cleanliness. In other words, Halal food is recognized to be quality and wholesomeness to be eaten.

Essentially, The Korea government via Tourism Organization is also promoting a series of video that promote Muslim friendly restaurants around the capital. In fact, the number of Halal certified restaurants is also increased with prayer rooms facilities. The understanding of Halal concept among the business players in Korea is vital. By having the right understanding of halal concept will help the Korean business players to open up new spectrum of business opportunity. It will then encourage

the new development of the business idea on both Halal product and services, gradually transforming and widening their perception on Halal innovation product and services. The next subsection will discuss about Halal definition, which could help the business businessrs to further understand the Halal concept and fit in their business. Simultaneously, this will help to position their halal strategy in creating Halal branding of their product and services.

The concept of Halal

Halal is an Arabic term and connected to Muslim. It is also acknowledged that Kosher is for Jew and Taboo is for Christian. Essentially, Halal concept consist of two main elements namely permissible (means you are allowed by Islamic law), and thayyib (means clean). While Haram is an opposite to Halal, it means prohibited and not allowed in Islamic Law. Halal and Haram here is not only dedicated to food, but also including things, product to consume and also human action. Halal definition has been extensively stated and explained in two main sources namely Quran and Hadith. Rahman et al (2018a) explains Halal definition has been mentioned in four surah in Al Quran namely surah Al Baqarah, Surah Al Anfal, Surah Al Maidah and Surah An Nahl. In a later publication by Rahman et al (2018b), ensuring Halal status throughout the supply chain activity is significant to ensure the Halal status of the product at each point of supply chain is uphold. To have clearer understanding on the concept of Halal in supply chain, below figure 2 is provided to illustrate the importance of upholding the halal integrity is not only about the ingredients or sources of the product, but also cover handling process in supply chain activity. This include every process of Halal logistics including during the product being transported, during storage as well as at the retail. Logistics branding is becoming a key issue in getting more business and Halal businessrs should be responsive to the newly emerged term in business namely Halal logistics (Rahman et al 2014; Rahman et al 2018b). The aim of Halal logistics activity is to ensure there is no cross contamination happened throughout the supply chain activity from point of origin to point of consumption by consumer.

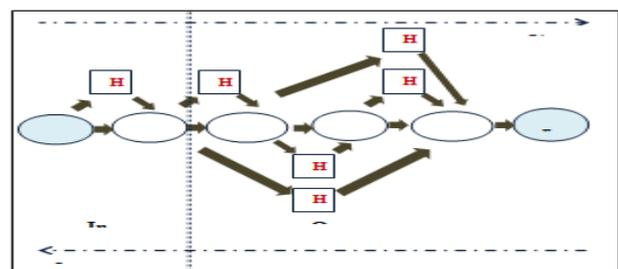


Figure 2: Ensuring Halal logistics status throughout supply chain activity

Source: Rahman et al (2018b)

Considering the importance of maintaining the Halal status, ensuring Halal integrity of the product carried and stored at end-to-end point is a must. Further, this need can be recognized as a business opportunity to logistics players in Korea to also venture in Halal logistics business. The availability of innovative logistics provider that embed Halal element in their services would be a basis for leading in halal logistics market (Rahman et al, 2018b). In fact, in supporting Halal ecosystem, Halal logistics players plays a critical role to ensure the status of Halal product that they carry is still Halal. Many business businessrs outsource their logistics activities to focus on their core activity such as manufacturing of the Halal product (Rahman et al, 2017). As mentioned by Shariff and Ahmad (2015), the fundamental of Halal transportation and warehousing is to ensure physical segregation of halal product with no halal product. This means dedicated transport is necessary to avoid cross

contamination during transportation activities (Khairuddin et al 2018). The ability to offer Halal transport and Halal warehouse for example would present exciting opportunities for businessrs in Korea and their business partner to venture in Halal market locally and internationally. Logistics is the central activity in business as it moved the product from one location to another, as well as other related logistics activities such storing, packaging and managing inventory (Abdul Rahman,2012 and Abdul Rahman et al. 2014).

Apart from Halal logistics and halal food, there are many more halal sector that businessr could focus such as Halal cosmetics, halal pharmaceutical, halal banking, halal medical devices, halal tourism, halal leather, Halal textiles and recently halal jewelry and halal cleaning. Below table explain short description on each halal opportunities review.

Table 1: Halal opportunities for Korea businessrs

Halal application in Industry	Description	Sources
Halal food	Halal food includes foods and drinks that is prepared according to Shariah or Islamic law. AT the same times, the ingredients and additives used in preparing the food must follow Shariah law.	Talib et al 2017;
Halal logistics	Halal logistics is an activity that involves transporting and storing of Halal product throughout the supply chain activity to avoid cross contamination from happen. Throughout the activity, sertu activity may be involved as to ensure the cleanliness of the transport and machineries use in logistics process. This is performed according to Halal management system which follow Shariah requirements.	Rahman et al 2018a; Rahman et al 2018b
Halal tourism	Halal tourism or known as Halal Travel are refer to the tourism activity which cover Halal hotel, Halal spa, Halal restaurant, and halal in flight catering	Rahman et al 2018b, Battour and Ismail 2016
Halal banking	Halal banking is a banking system that is guided by Islamic law	Ireland 2018
Halal cosmetics	Halal cosmetics are body and skin care products which are known to be free from the materials that are forbidden by the Islamic society.	Hashim et al 2014
Halal textile	Islamic fashion magazine, modest fashion	Rahman et al 2018a
Halal pharmaceutical	Refer to the fatwa related to pharmaceuticals such as usage of drug, gelatine and alcohol in pharmaceutical products.	Ramli et al 2012
Halal leather	Specific regulations on the need to segregate leather, wool or bone products according to whether they are halal or not Read more at https://www.thestar.com.my/news/nation/2012/02/05/halal-guidelines-for-leather-bone-products/#1AKZ5ta8bZrKY0mR.99	Rahman et al 2018a
Halal jewelry	Halal design on jewelery	Rahman et al 2018a
Halal cleaning	specialized cleaning services as per the Syariah/Halal requirement. We perform sertu/samak services for export and import containers	www.cargomind.com

Source: Author

Halal has been seen as breakthrough industries that create many opportunities for business businessrs and scholars to focus on. The next section will discuss about Halal related past studies in Korea. As shown in Table 1 above, business businessrs could explore further Halal business opportunity to generate and enhance Korea economy by

offering multi Halal product for Muslim customers not only in Korea, but also other places in the world.

Past studies on Halal in Korea

Apparently, there are less than 10 articles published related to Halal studies in Korea. From the review of

recent article that derived from three main database (Scopus, science direct and Ebsco), only seven article did mention about Korea in their study. This is critical area that should be focus by the researcher to further explore Halal issue and Halal business activity in Korea. This significant gap in knowledge would offer significant findings for the research.

From the review, there is little evidence that indicate Halal studies in Korea. Halal related studies would be a great opportunity for academicians to explore further as Korea started to seriously jump into Halal business business.

Table 2: Halal related past studies in Korea

Author and year	Database	Journal name	Key area of study	Type of paper	Theory
Yousaf and Xiu Cheng 2018	Science Direct	Tourism Management	Use of internet to promote halal cuisine	Literature review	Nil
Battour and Ismail 2016	Science Direct	Tourism Management Perspective	Islamic principles in halal tourism	Literature Review	Nil
Ryan 2016	Science Direct	Tourism Management Perspective	Tourism in Islamic world	Editorial	Nil
Mohsin et al 2016	Science Direct	Tourism Management Perspective	Halal certification	Literature review	Nil
Samori et al 2016	Science Direct	Tourism Management Perspective	Trends on Halal tourism in Asian countries	Literature review	Nil
Carboni and Janati 2016	Science Direct	Tourism Management Perspective	Halal tourism factor	Empirical (qualitative)	Nil
Kang et al 2018	Science direct	LWT	porcine gelatin detection system targeting mitochondrial markers for Halal authentication	Lab experiment	Nil

Source: Author

From Table 2 above, there are only seven studies with regards Halal in Korea. Five from seven studies are not empirically established. Only two are published an empirically research using qualitative studies and lab experimental. Numerous research is needed within Halal business business in Korea. This is vital to support the development of Halal industry in Korea since research will provide a holistic view in any aspect of research. Consequently, businessrs could also focus in the area that requires progress of emerging streams in business.

The next section below discusses briefly on the content analysis method adopted in this study.

3. Research Methodology

As recommended by Garrard (2013), screening and reading the abstract is the most important first step in identify the right article to analyse. The selection of the articles is inclusive of all research methods and both empirical and non-empirical. A review method has been selected to understand the trends and evolution of Halal research specifically in Korea. A review on literature via content analysis was performed in order to understand the path and progress of emerging theme 'Halal business' in

Korea. In this study, the researcher has completed the search on Halal related studies in Korea by desk searching using three main database. The keyword such as "Halal" and "Korea" has been used which result to many articles shown in the screen, with none of them showing the exact halal related studies in Korea. The researcher than use 'And' Boolean Operators and done the searching again using three main database namely Ebsco Business Source Complete, Scopus database and Science Direct. Using Ebsco database, only two article appeared related to Halal in Korea. Both paper was published in 2017 and 2016. The paper published in 2017 discuss about tremendous growth of Halal export to 80% in South Korea in year 2017. And earlier report talk about halal cosmetics industry in Korea.

In searching for Halal related research using Science Direct and Scopus, there are 57 articles turn up published. Fifty-seven (57) articles turn up published as both conceptual and empirical. From the total of 57 papers appeared, 18 were classified as research papers, six as book chapters, five as a conceptual paper and three as a case study paper. However, surprisingly none of these articles are talking about Halal business or halal business

in Korea. Obviously, study on halal business business in Korea is peculiarity. Despite the widely knowledge on Halal related study recently in any other country, future research that consider attempting at one specific country and one specific issue is critically needed. This shows serious theoretical gap whereby research need to be regarded from different perspective and different angles as it is a key to theory development in one specific area.

In this study, the researcher has completed content analysis to find the area of future research opportunities in halal related studies in Korea (Abdul Rahman et al, 2014). And then using halal study, a number of papers appear. The used of specified keyword with “ symbol is used to get exactly search turns to zero findings.

In addition, this gap could be considering as a critical gap since Korea received large number of Muslim tourist.

Further study and further improvement with regards Halal issue should also be the main focused. In fact, the increased number of the tourist is also reflecting to the increased number of Halal product and services. Since in Korea, Muslim tourist like to shop, perhaps venture into logistics is also significant.

4. Key Finding

Main current focus of Korea business

In responding to the first research question developed in this study, table 3 below show the focus of the current Korea business business. At present, there are ten (10) main category of top export in Korea namely electrical product, computer machine, vehicles, ships, mineral fuels, plastics, optical, chemical, iron and articles of steel. As shown in below table

Table 3: Current focus of Korea business

Products	Value	Percentage
Electrical machinery, equipment	US\$163.1 billion	28.4% of total exports
Machinery including computers	\$69.3 billion	12.1%
Vehicles:	\$61.9 billion	10.8%
Ships, boats:	\$41 billion	7.1%
Mineral fuels including oil	: \$36.3 billion	6.3%
Plastics, plastic articles	\$31.5 billion	5.5%
Optical, technical, medical apparatus	\$29 billion	5.1%
Organic chemicals	\$22.7 billion	4%
Iron, steel	: \$22.3 billion	3.9%
Articles of iron or steel	\$13.1 billion	2.3%

Source: Developed by author

In responding to the first research question posted in this study,

How could Korea embark into Halal business?

The growing number of Muslim population in the world, as well as Muslim tourist movement to Korea has made possible opportunity for business business to enhance their economy by offering varieties of products. The increase in the number of Muslim visited Korea has brought Korea to a higher level business opportunity. There are many categories of Halal business that Business business in Korea can focused to.

As discussed earlier in Table 1, there are more than ten areas of Halal business can be focused such as Halal transport, halal warehouse, halal retail, Halal spa and many more. These key opportunities can be classified to three main categories as shown in Figure 3 below. There are Halal logistics which consist of Halal transport, Halal warehouse and Halal retail; Halal Tourism including

Halal restaurants and foods, Halal hotel, Halal saloon, Halal spa and Halal in-flight catering. The third categories on Halal business development opportunity in Korea are such as Halal Education, Halal cleaning, Halal jewelry, Halal pharmaceutical, Halal cosmetics and many more. See below Figure 3.

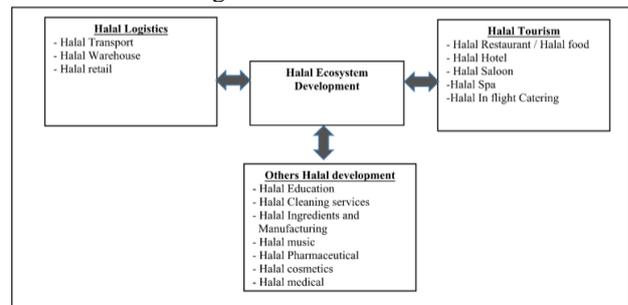


Figure 3: Halal business opportunity in Korea

Future research opportunities available for scholars to study on Halal in Korea?

In responding to the third research question developed in this study, the following findings are based on the exploration of the past studies on Halal issue in Korea. Findings suggest significant gap in halal study in Korea especially with empirical based evidence. From the seven article reviewed in this study, only two are empirical and another five are non-empirical. This shows important dearth that need further investigation to help the business businessrs grab the Halal business opportunity in Korea and outside Korea.

There is also an opportunity to relate Halal study in Korea with the Halal related theory in research work specifically on Halal consumption, Halal buyer decision making and Halal organizational decision. Novel effort by researcher by linking theories in their investigation will further develop and enhanced theoretical knowledge in the research perspective. An issue on supply chain relationship between Halal logistics providers or manufacturers with Korean business businessrs is also welcome. The exploration on Halal logistics service provider in Korea and issue on managing the relationship between this parties in channel members is vital to increase business performance (Park and Jeong, 2016; Um and Kim, 2017).

In addition to this, a specific theory that relates with halal studies could be refer. For instance, the researcher could explore their study of Halal in Korea by connecting the theory of planned behavior (TPB) (Ali et al., 2018), theory of consumption (Yeo et al 2016); , theory of reasoned action (Hussain, 2016), institutional theory (Talib et al 2016), theory of convention and actor network theory (Bonne and Verbeke, 2008)

Roles of Technology in Expanding Halal Industry in Korea

The importance of technology has been spearheading too much industry and it is recognized as a key for competitive advantage of any organization (Gandomi and Haider, 2015). The importance of technology has been recognized to many area such as aviation, construction, automotive, logistics, tourism as well as Halal Industry Abdul Rahman (2012) stress that technology is a main element in supply chain of every industry as it is recognized as a central issue in the transition era from physical distribution in 1950s to logistics management (1970s) and supply chain management (1990s) is derived from technology which subsequently has connect all channel members in supply chain. In Halal industry, technology is the main source for tracking and traceability activity. In fact, Halal laboratories in Halal industry has been in great demand all across the countries with the aim to get their Halal product as Halal certified. Further advances in technology such as internet of things, big data, block chain, can also aid in traceability, safety and security in ensuring the Halal status of product is

maintain Halal from origin to point of consumption. In Korea, it is a big potential for Halal products to be certify including Halal food, skincare and pharmaceuticals. In fact, the process, methods and communication system used in Halal business firm in Korea also could be used as example of technology that lead to successful Halal business operation and achieve sustainability. All these party involved in Halal supply chain in Korea is tied with information that is being shared by all channel members involved. As highlighted in recent article by Ellram and Murfield (2019), technology will become one of the top issue discuss in many areas including Halal logistics and supply chain management. This also reflects the big potential of Halal technology research in Korea country.

5. Conclusion, Implications, Limitation and Recommendations

To conclude this study could be a reference to the business businessrs in Korea, as well as policy maker to boost Halal economy in Korea. Scholar benefits both depth understanding on the past development of Halal industry and also research opportunities provided from this study. A better understanding of Halal industries and opportunities are discussed in this study which could lend more Halal business discussion in Korea context in future.

The scope of this paper is limited to Halal in Korea only. Future researcher could also relate Halal in Korea with other East Asia country such as China, Hong Kong, Japan, Taiwan, Macau and Mongolia.

This paper also recommends and calls for future researchers to investigate and combine the findings from business businessrs, as well as policy maker and other stakeholders as a vehicle to provide depth understanding on Halal business opportunities in Korea for both in country market, as well as export market. Future investigation on the policy, practices, and functional strategy to boost Halal business business in Korea is also welcome.

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