

Halal Entrepreneurship by Using the Global Gotong-Royong (G2R) Tetrapreneur Approach: a Bibliometric Review and Research Framework

Rozaq Muhammad Yasin^{1,2*}, P.L. Rika Fatimah³, Diana Shofa⁴

¹ Doctoral Program in Islamic Economics and Halal Industry, Graduate School, Universitas Gadjah Mada, Jl. Teknik Utara, Pogung Kidul, Sleman, Daerah Istimewa Yogyakarta 55284

² Department of Management, Faculty of Economics and Business, Universitas Muria Kudus Jl. Lkr. Utara, Kayuapu Kulon, Gondangmanis, Kec. Bae, Kudus Regency, Central Java 59327

³ Department of Management, Faculty of Economics & Business, Universitas Gadjah Mada Jl. Sosio Humaniora No. 1, Bulaksumur, Caturtunggal, Depok, Sleman Regency, Special Region of Yogyakarta 55281

⁴ Department of Metallurgy, School of Metallurgy and Environment, Central South University No.932 South Lushan Road, Changsha, Hunan 410083 P.R. China.

Correspondence email: rozaqmyasin@mail.ugm.ac.id

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Abstract

This study aims to examine publication patterns on halal entrepreneurship by using the global gotong-royong (G2R) tetrapreneur approach. This study conducted a quantitative bibliometric analysis using the Scopus database from 2004 to 2025. The search terms "Entrepreneurship" and "Halal entrepreneurship", combined with "Islamic entrepreneurship", "halalpreneurship", "halalpreneurial", "halal success story", "halal digital entrepreneurship", "Halalan-Toyyiban" yielded 89 articles. The data were processed in RStudio using the Bibliometrix R package, specifically the Biblioshiny component. The results of the bibliometric analysis indicate a significant increase in research interest in halal entrepreneurship from 2010 to 2025. This analysis also explains the relationships among the most productive authors based on the country of their university affiliation, collaborations, the most cited documents, keywords, and the scientific knowledge used. A comprehensive literature review will be invaluable to future researchers seeking to build a strong conceptual framework. Scientific mapping in this study is limited to the Scopus database and programming languages. To the author's knowledge, this study is the first to describe a research pattern that focuses on halal entrepreneurship by using the Global Gotong-Royong (G2R) Tetrapreneur approach to illustrate future research.

Keywords:

Bibliometric; halal entrepreneur; halalpreneurship; tetrapreneur

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JEL: G10; M31; M54



1. Introduction

Halal entrepreneurship (HE) is becoming a global trend, driven by growing demand for halal products and services among Muslim consumers. The global halal market is estimated to reach US\$1.3 trillion by 2025, making it one of the fastest-growing sectors worldwide (Hasan, 2024). This form of entrepreneurship is characterized by adherence to Islamic principles and values, which influence business practices and decision-making processes (Abdur-Rauf & Raimi, 2023; Raimi, Abdur-Rauf, & Raimi, 2023; Salaheldeen, 2022). Halal entrepreneurship practices are a transformative approach to business that integrates Islamic values with modern entrepreneurial practices.

The issue of halal entrepreneurship is becoming increasingly important. Governments in countries such as Malaysia and Indonesia have implemented policies to support halal entrepreneurship, including providing incentives, simplifying certification processes, and promoting halal standards (Jalaluddin et al., 2024). This trend is not only transforming business practices but also contributing to sustainable economic development and societal well-being.

Unlike entrepreneurship in general, halal entrepreneurship is deeply embedded in various cultural, political, social, and economic conditions. Islamic values and cultural practices heavily influence halal entrepreneurship. Entrepreneurs' awareness of halal principles and their intrinsic motivation to adhere to these principles play a crucial role in their entrepreneurial activities (Anwari et al., 2020; Ismail et al., 2025; Soltanian et al., 2016).

On the other hand, the entrepreneurial with the Global Gotong Royong (G2R) Tetrapreneur as a sustainable entrepreneurial approach for creating independence and authority over global iconic products, can accelerate (Makhasi et al., 2025). Cooperative entrepreneurship (Gotong-Royong) is a form of collective entrepreneurship rooted in Indonesian cultural values, mutual assistance, and social concern (Lohjiwa et al., 2025). This concept rejects the individualistic paradigm of entrepreneurship and replaces it with a spirit of collectivity, social solidarity, and value co-creation.

Research conducted by Devi & Fatimah (2025), offers the tetrapreneurship approach, an innovative and relevant way to integrate halal entrepreneurship principles across all aspects. Tetra I aims to ensure efficiency and halal compliance in the supply chain; Tetra II focuses on developing a competitive halal market; Tetra III emphasizes the importance of quality control at every stage of production; and Tetra IV is oriented towards creating a credible and globally recognized halal brand image. While many existing literature studies have discussed HE (Haleem et al., 2020; Haris et al., 2025; Salaheldeen, 2022), none have systematically examined G2R Tetrapreneur. Even if bibliometrics were to be used, the available data would be insufficient because G2R Tetrapreneur is a relatively new approach.

G2R Tetrapreneur approach in halal entrepreneurship even offer significant opportunities, they still face several challenges that entrepreneurs must overcome to succeed. These challenges can be broadly categorized into regulatory, operational, market, and technological aspects. Entrepreneurs must continually adapt to changing consumer preferences, such as the growing demand for plant-based and organic halal products. Meeting these evolving demands requires support, innovation, collaboration, and flexibility (Tubastuvi & Wiliantoro, 2023). Therefore, studies on halal entrepreneurship are important for stakeholders such as entrepreneurs, academics and the government.

Knowledge of halal entrepreneurship is crucial for establishing the Halal, Safe, and Healthy Culinary Zone (KHAS), which aims to create a dedicated area that provides food and

beverages that meet sharia-compliant halal standards, are safe for consumption, and are healthy. The innovative development of the KHAS Zone enables businesses to adopt it. This process is essential to ensure the goals and benefits are felt by all of humanity (Ismail, 2025; Ismail et al., 2025; Ismail et al., 2020).

Halal entrepreneurship, embodied in the G2R Tetrapreneur approach, must have a clear framework and strategic approach to ensure continuous improvement, both individually and organizationally. Halal entrepreneurship can thrive by developing various sectors, including food, pharmaceuticals, cosmetics, services (such as transportation and logistics), and finance, to be credible and effective (Muhamed et al., 2014). Although research on entrepreneurship increases every year due to support from government entrepreneurship programs and the large number of MSMEs. Research by Ngo (2025) found a steady annual increase in publications, with the United States leading in academic output and influence. A gap was identified in the absence of studies that review and map the literature on Halal Entrepreneurship by using G2R Tetrapreneur approach.

This study fills the gap with a bibliometric analysis and an in-depth study of Halal Entrepreneurship by using G2R Tetrapreneur approach from the Scopus database. Using Vosviewer and Biblioshiny tools, bibliometric analysis enables the uncovering of trends and patterns in the literature on halal entrepreneurship in G2R Tetrapreneur approach, offering valuable insights for researchers and practitioners. The novelty of this study is the first use of bibliometric analysis to uncover trends and patterns in the literature on Halal Entrepreneurship by using G2R Tetrapreneur approach. This research complements previous research (Abdur-Rauf & Raimi, 2023; Anwari et al., 2020; Haris et al., 2025; Ismail et al., 2025; Salaheldeen, 2022; Soltanian et al., 2016; Tubastuvi & Wiliantoro, 2023) in various variations of entrepreneurship. Still, the global gotong-gotong royong concept of tetrapreneur has not been discussed comprehensively.

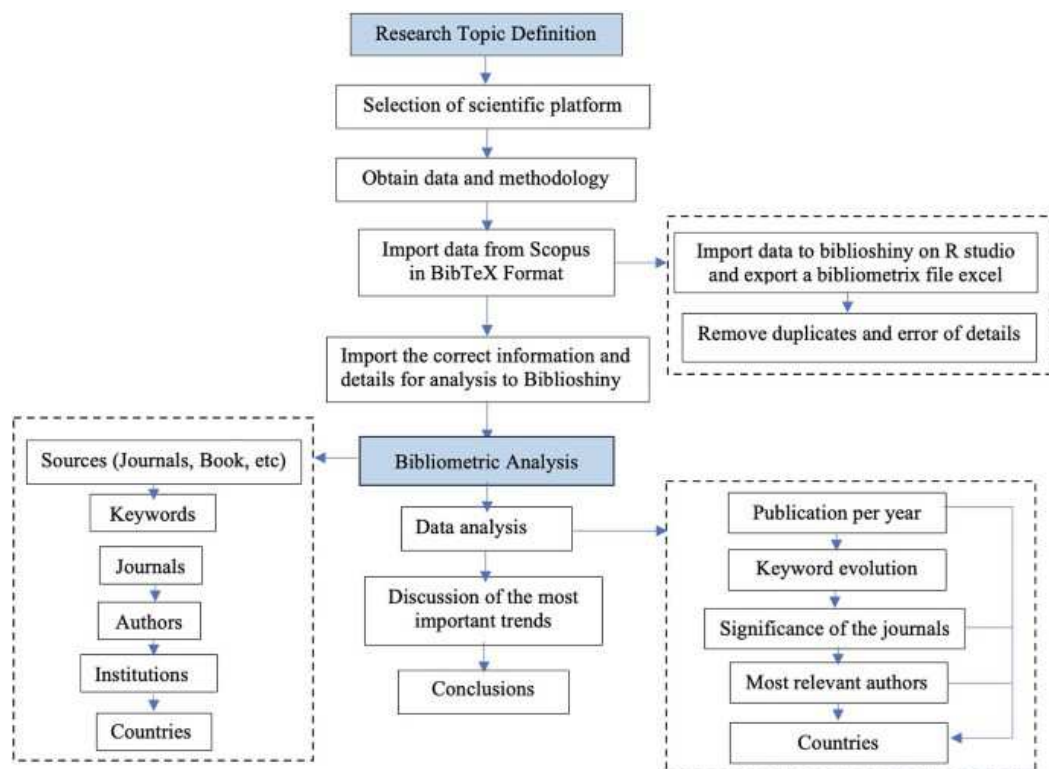
Previous studies have focused on different areas, such as entrepreneurship or halal entrepreneurship. To the author's knowledge, no bibliometric study has combined halal entrepreneurship and the G2R Tetrapreneur approach. By expanding the scope to Halal Entrepreneurship by using the G2R Tetrapreneur approach, this study adds a new dimension to understanding the future of halal entrepreneurship in the business sector. This study is an expanded systematic review and uses a qualitative interpretative process to answer the following two questions:

- RQ1 : What are the trends in Halal Entrepreneurship studies in terms of themes, methodologies, country settings, data levels and publication quality?
- RQ2 : What are some under-explored themes of Halal Entrepreneurship in the existing literature as a basis for future research?
- RQ3 : What is the framework for future research on Halal Entrepreneurship by using the G2R Tetrapreneur approach studies?

G2R Tetrapreneur is a part of the Tetrapreneur Model, while halal entrepreneurship is the context/applicable domain. The integration of halal entrepreneurship with the Global Gotong-Royong Tetrapreneur (G2RT) approach represents a strategic alignment of ethical business practices within a collaborative global framework. Global Gotong-Royong Tetrapreneur is a novel approach. This integration has the potential to increase the global reach and impact of halal businesses by leveraging the collective strengths and resources of the G2R Tetrapreneur, making it a best practice of the Tetrapreneur Model.

2. Method

This section discusses the nature of the review, the research methods, and the strategies used to answer the research questions. This research is theoretical in nature and is classified as a bibliographic study that analyzes existing publications on a specific subject (namely Halal Entrepreneurship; look Creswell, 2017). This research primarily aims to find specific information about what is being researched for exploratory and descriptive purposes. The procedure for conducting this bibliometric analysis is based on García-León et al., (2021). As shown in Figure 1, we collected data for this study after identifying and selecting appropriate databases. This study used the Scopus database to collect data.



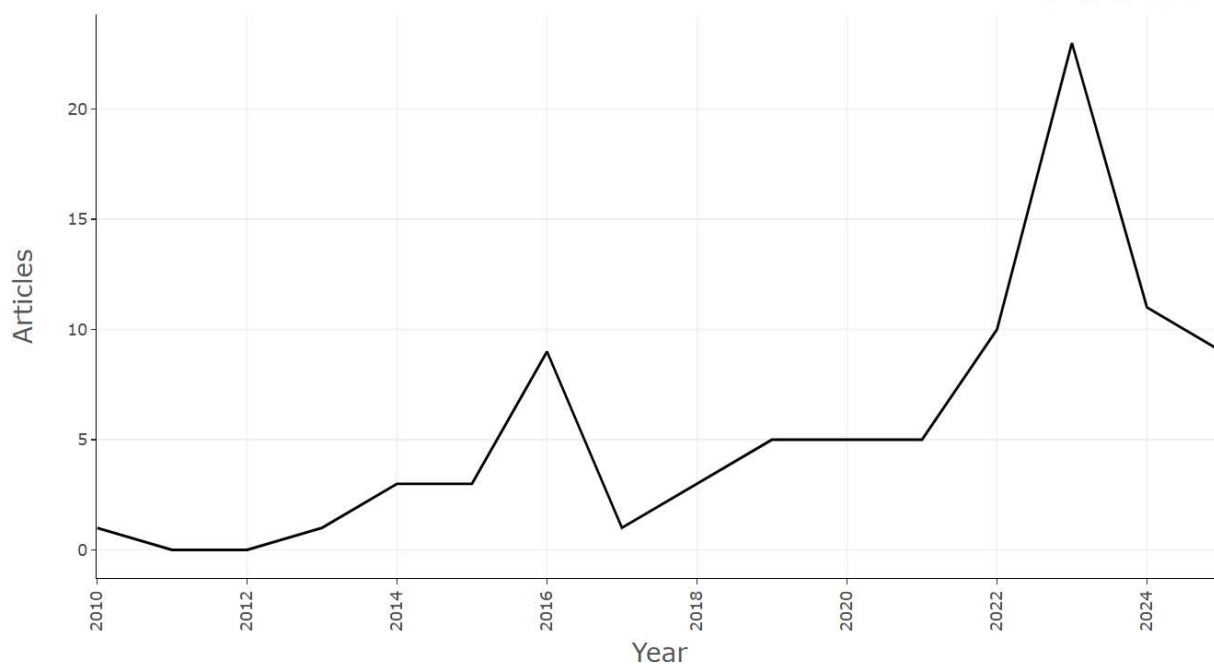
Source: (García-León et al., 2021)

Figure 1. Bibliometric Analysis Flowchart

The next step is data collection, which is done by using a combination of keywords for the search strategy: keywords "Entrepreneurship" AND "Halal entrepreneurship" OR "Islamic entrepreneurship" OR "halalpreneurship" OR "halalpreneurial" OR "halal success story" OR "halal digital entrepreneurship" OR "Halalan-Toyyiban" used to identify research contributions, and 89 documents were extracted. The dataset was then imported in BibTeX format and analyzed using RStudio's Biblioshiny platform. This software enables comprehensive analysis involving data deconstruction and visualization. Data were analyzed from journals based on keywords, journals, authors, institutions, and countries. A more in-depth data analysis was then conducted by examining journal productivity by theme each year, keyword evolution, journal significance, number of relevant authors, and countries involved.

This method provides a comprehensive sample to capture recent developments. As

academic attention has grown to halal entrepreneurship studies, Figure 2 shows a significant increase in the number of publications beginning in 2010. We collected data from 89 publications published between 2004 and 2025.



Source: Figure by author, 2025

Figure 2. Number of publications per year

3. Result and Discussion

Descriptive analysis

We selected samples for all articles published in English that met the above requirements. This method yielded the most significant sample that remained relevant to the research topic. Table 1 displays the complete analysis results using RStudio. Data published between 2010 and 2025 showed an upward trend in 2022 and 2023. This increase illustrates how topics related to halal entrepreneurship remain attractive to researchers (Haris et al., 2025). This study also investigated document categories, authors, and author partnerships over time. Figure 2 depicts the annual development of article publications. Certain years show significant spikes in publications, indicating a substantial focus on this research, which may be due to technical breakthroughs or significant events in the field (Ngo, 2025). Based on the data analysis in Table 1, it is clear that 76 authors from various countries wrote 89 documents. Furthermore, these documents had an average number of citations of 10.40.

Table 1. Main Information

Description	Result
General information about the data	
Timespan	2010-2025
Sources (journal, books, etc)	41
Document	89
Average citation per doc	10,40
Document contents	
Author's Keywords (DE)	431

Authors	76
Authors collaboration	
Single-authored docs	76
Co-author per doc	5
International co-authorship(%)	62
Document types	
Article	78
Book	9
Book chapter	2
Conference paper	0

Source: Table by authors

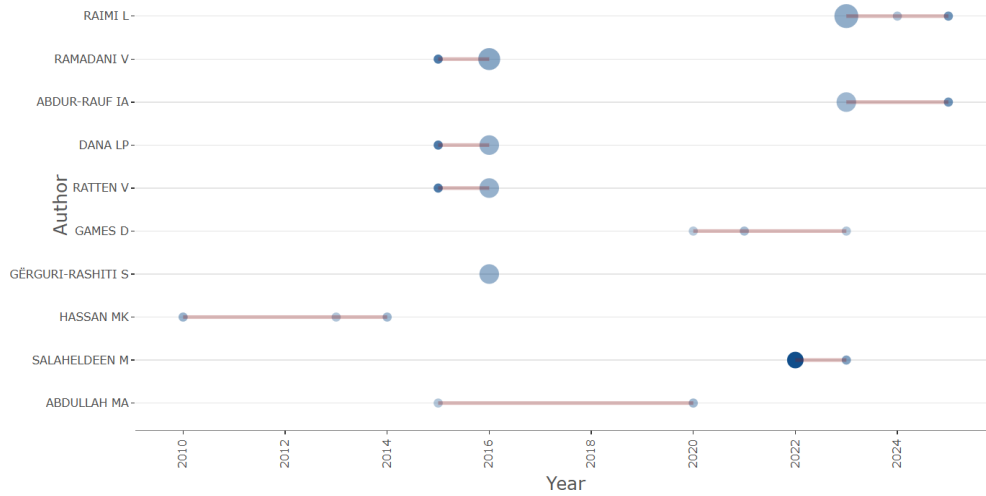
Sources

Based on the data in Table 1 and Figure 2, the number of publications discussing halal entrepreneurship continues to increase during the 2010–2025 period. This year is crucial for observing the evolution of halal entrepreneurship performance. The presence and crucial role of halal entrepreneurship (HE) in improving the social and economic well-being of communities are key drivers of this growth. In this context, through halal entrepreneurship, companies and other organizations can increase their capacity to learn new things, encourage innovation, implement it into their daily operations, and evaluate and revise their internal plans and procedures (Ismail et al., 2025; Muhamed et al., 2014; Soltanian et al., 2016; Tubastuvi & Wiliantoro, 2023). A new approach to applying Islamic values to entrepreneurship, through strategic alliances between various stakeholders and the use of technology, will improve efficiency. To achieve this noble goal, HE must adopt a proactive and flexible approach.

Author's contribution

This section examines the contributions of the most productive authors in this research field. In Table 2, we provide detailed information on the articles these authors have written on halal entrepreneurship. Our analysis identifies Lukman Raimi as the author with the highest number of publications —seven studies—and the highest number of citations. Other authors with the same number of publications, Ramadani and Abdul-Rauf, show differences in the number of citations and the period of productivity. Table 2 shows that Lukman Raimi began publishing in 2023, while Ramadani began writing on this topic in 2015. Despite these differences, these two authors still hold the leading positions in the number of works produced in their fields of expertise.

Lukman Raimi, as a new author, has received significant recognition, as evidenced by the consistency of his research topics and citations each year. This demonstrates a dynamic and evolving field where new contributions are quickly accepted and integrated into ongoing discussions. This section examines the evolution of the author's work productivity over time, with a focus on halal entrepreneurship.



Source: Biblioshiny, 2025

Figure 3. Author productivity

Figure 3 shows the percentage of research topics by theme, indicating that Islamic entrepreneurship, entrepreneurship, and halal entrepreneurship are the most frequently discussed.

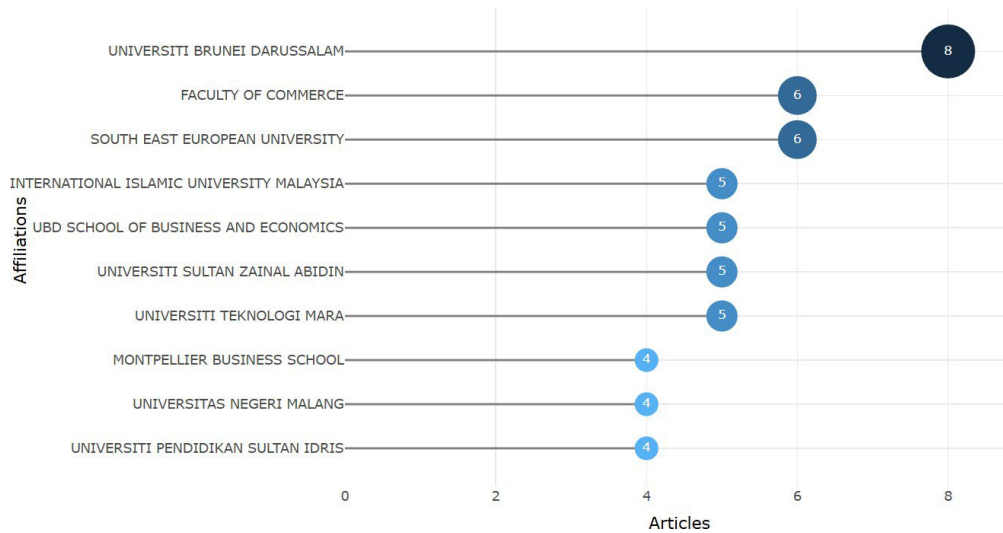


Source: Biblioshiny, 2025

Figure 4. Tree Map

Institution and country dissemination of publications

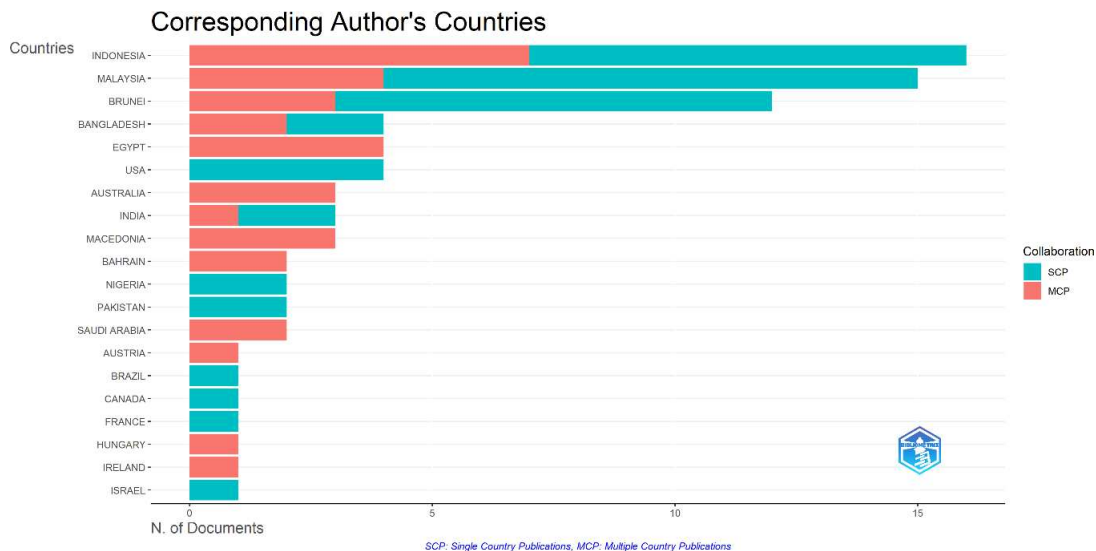
This section analyzes the geographic distribution of publications, accounting for authors' countries and institutions relative to the total number of publications. Figure 5 shows the most productive institutions by the number of publications. The University of Brunei Darussalam contributed the most articles, with eight.



Source: Biblioshiny, 2025

Figure 5. Author Affiliation

The distribution of authors in the bibliometric study demonstrates a strong research tradition and substantial funding support on the topic. Figure 6 shows that Indonesia and Malaysia dominate the number of publications with significant author contributions. This pattern confirms the concentration of research productivity in certain regions and also demonstrates a positive trend toward greater involvement of authors from various countries, particularly in Southeast Asia, in the global scientific publication landscape on



halal entrepreneurship.

Source: Biblioshiny, 2025

Figure 6. Corresponding Author's Countries

Top journals contribution

The diagram illustrates the number and significance of research themes, with darker colors representing higher citation frequencies. According to the figure, the Journal of Islamic Marketing is the most cited source, with seven citations. The Journal of Islamic Accounting and Business Research follows as the most influential source. The Journal of Islamic Marketing has shown significant growth in its publications within the theme. This diversity in journal representation signifies the interdisciplinary nature of the research field. Thus, high citations from various journals demonstrate the relevance and impact of the research themes, as well as their applicability and integration into various disciplines.

Source: Biblioshiny, 2025

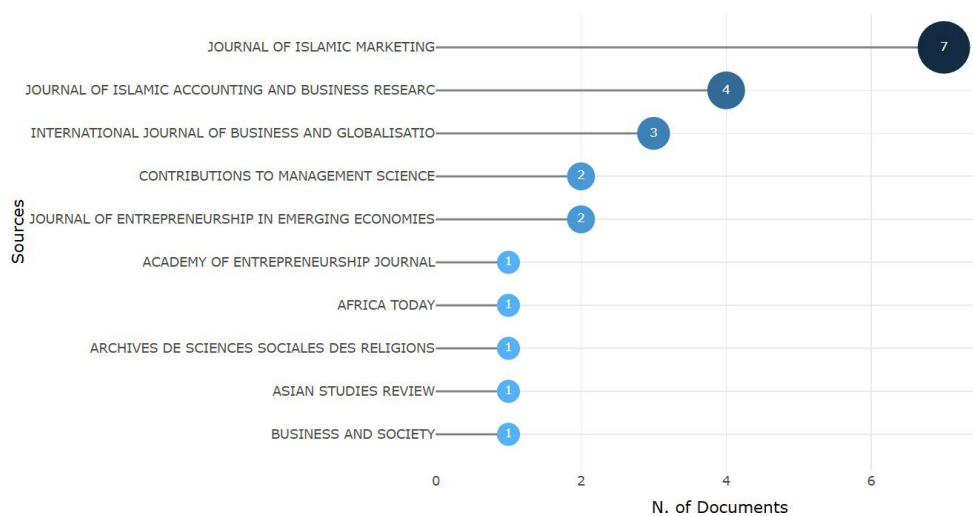
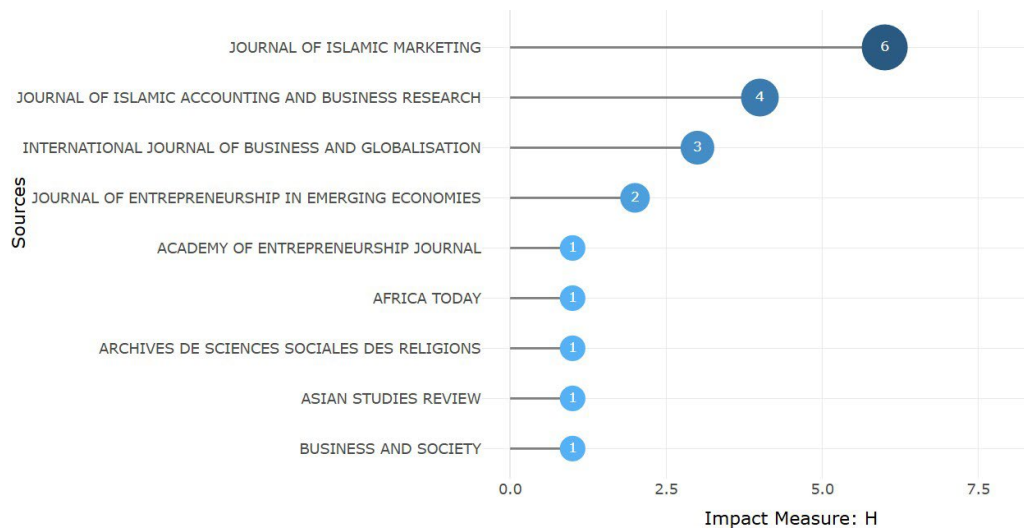


Figure 7. Most frequently published and cited journals

Assessing the best journals in halal entrepreneurship goes beyond quantity or relevance. The h-index, a key metric indicating journal impact, is used in this study and is visually represented in a bar graph. In this graph, color intensity correlates with the journal's impact; the more intense the color, the greater the journal's influence. Figure 7 presents the h-index of the top ten scientific publications in this field. The h-index is valuable for evaluating the relative quality of journals based on their citation impact and publication volume. In the context of the h-index, a maximum value of "n" indicates that there are "n" journals with "n" published articles, each of which has received "n" citations.

The h-index is a way to understand how journals contribute to a particular theme. It shows the journal's impact in terms of reach and depth. Figure 7 illustrates the journal's impact on the theme of halal entrepreneurship. This h-index reflects the journal's quality, quantity, and relevance to the topic discussed. The Journal of Islamic Marketing is marked in a darker shade, indicating a high h-index or impact, with a value of 6. The next category is the Journal of Islamic Accounting and Business Research, which covers management, accounting, and entrepreneurship and has an h-index value of 4, as illustrated in Figure 7.



Source: Biblioshiny, 2025

Figure 8. Impact sources based on h-index

Based on the results of this study, we identified five key articles by total citations, as depicted in Figure 8. These articles discuss halal entrepreneurship. The article by Ramadani et al. (2015), "The context of Islamic entrepreneurship and business: concept, principles, and perspectives," was the most cited. This indicates that authors frequently cite Ramadani's work when discussing entrepreneurship from an Islamic perspective. This aspect is relevant to discuss in the context of halal entrepreneurship, especially to achieve the objectives of the KHAS zone.

Keyword analysis

This section presents research keywords related to halal entrepreneurship that have evolved and have been used by researchers. Figure 9 illustrates how the theme "halal entrepreneurship" has evolved. Set the graphical parameters "minimum word frequency is five" and "number of words per year is five" in RStudio to analyze the topic. Researchers have highlighted "Islamic entrepreneurship" 20 times; the topic was first studied in 2018, indicating it is of interest to researchers due to its relevance to entrepreneurship studies more broadly. The second trend, "halal entrepreneurship," was first studied in 2023, with 15 mentions, indicating that this topic has become an important area of entrepreneurship research. Over time, these trends indicate the field's main focus areas and the chronological development of research themes.

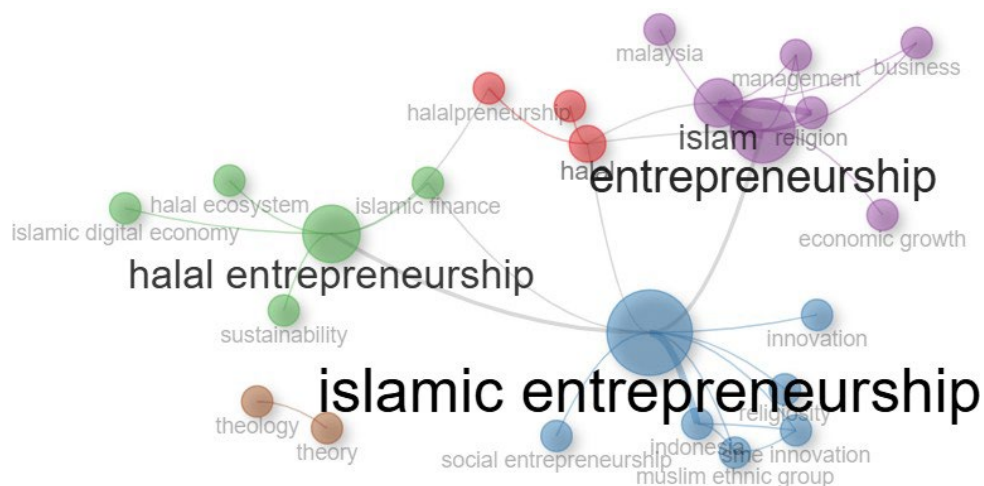
Conceptual Structure Analysis

Co-occurrence network

Co-occurrence network is used to illustrate the interconnections and mutual influences of various themes, subjects, and trends within the topic of halal entrepreneurship. In this section, we present Figure 10. This method aims to uncover concepts and motifs prevalent within the research network. Bibliometric software uses Multiple Correspondence Analysis (MCA) to construct this conceptual structure. MCA is a highly detailed numerical and graphical analysis of multivariate nominal data. This analysis is ideal for exploring and understanding complex relationships within a research domain. In this research topic, MCA is applied to keywords and units of analysis.

This figure uses the Louvain clustering algorithm to group the data into communities

with strong intra-community relationships. The network has 50 nodes, facilitating analysis and interpretation of the results. Figure 10 illustrates this network. It shows the relationships between various keywords and themes, revealing their significance and interconnections. This graph is more than just a visual tool; it effectively identifies important themes, emerging trends, and research gaps. The results of this study provide insight into the intellectual structure of the halal entrepreneurship field. This figure serves as a foundation for further research, providing analytical results in the form of areas that have been well-explored and areas that need further study. During this analysis, we gathered information using "Author Keywords" selected from the articles. In Figure 10, three distinct clusters are illustrated in blue, green, and purple. Each color indicates a separate cluster. The space between nodes indicates the relationships between them. Here, nodes represent words. The size of each node indicates the frequency of occurrence of those words.



Source: Biblioshiny, 2025

Figure 10. Co-occurrence Network

The blue cluster focuses primarily on the keyword "Islamic entrepreneurship," with keywords such as "innovation," "religiosity," "social entrepreneurship," and "Muslim ethnic group." This aligns with the understanding that Islamic entrepreneurship is important in developing social entrepreneurship, innovation, and religiosity. In the red cluster, the connection between the main keyword and the topic being studied is thin, indicating that the topics in this cluster are important for discussing the relationship between Islamic entrepreneurship and several areas of entrepreneurship.

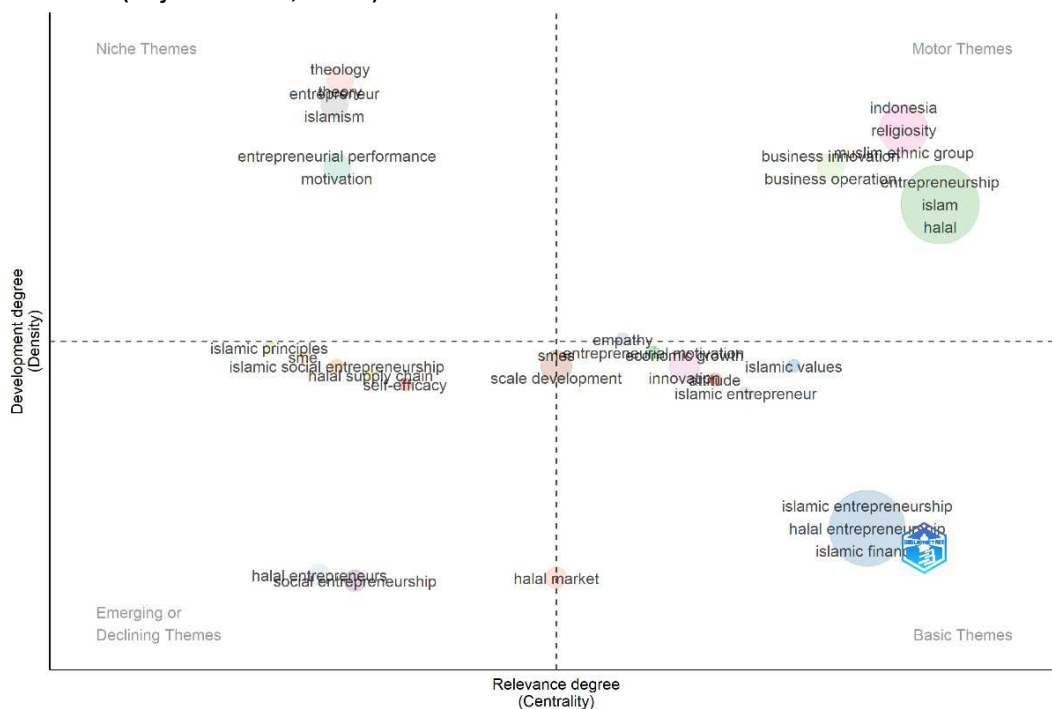
The green cluster is the second most frequently used keyword for "halal entrepreneurship." This cluster focuses on "halal ecosystem," "Islamic digital economy," "Islamic finance," and "sustainability," each accounting for 4%–5% of total usage. Within this cluster, the primary keyword, "halal entrepreneurship," has a strong relationship with the keyword "Islamic entrepreneurship," indicating that many researchers have addressed the discussion on this keyword. This suggests that halal entrepreneurship can enhance social strategies and impacts on society (Tubastuvi & Wiliantoro, 2023). Some keywords that have not been widely discussed, such as "Muslim ethnic group," need to be further explored in future entrepreneurship research, as they have little relationship with the main keywords.

Thematic map

This mapping helps identify key research themes and terms. This method uses word co-occurrence network analysis. This mapping produces a thematic map that clearly shows scientific claims across various fields (Figure 11. Thematic map). This mapping helps identify well-developed, emerging, and underexplored themes. Researchers gain valuable insights into the evolution of their field. This knowledge enables us to identify gaps, trends, and opportunities for future research.

Figure 11 illustrates an example of such a map. A thematic map sorts research themes by centrality and density, visually representing the research landscape. Centrality indicates the theme's importance and relationships within the research network. Density, on the other hand, indicates the theme's coherence and growth through relationships between keywords. The x-axis indicates the degree of relevance or centrality. This axis indicates the theme's importance or centrality to the research area. Themes on the right side are more central or related to themes in other fields, making them more relevant or general. The y-axis shows the theme's internal development or cohesion. A higher placement on the axis indicates that the theme is well-developed, with a structured body of research or a cohesive series of studies.

Keyword analysis was used to identify groups of keywords used by the authors; the aim was to identify themes within the research topic, "halal entrepreneurship." These themes were categorized into four quadrants (Q1–Q4) based on their density and centrality in both dimensions. These dimensions are important for determining the development status of an issue and its significance. The more connections a node has in a thematic network, the more central and significant the node is, thus occupying a key position in the network (Sujono et al., 2025)



Source: Biblioshiny, 2025

Figure 11. Research Theme Map

In this context, we use a strategic map (Figure 11) to visually represent the research

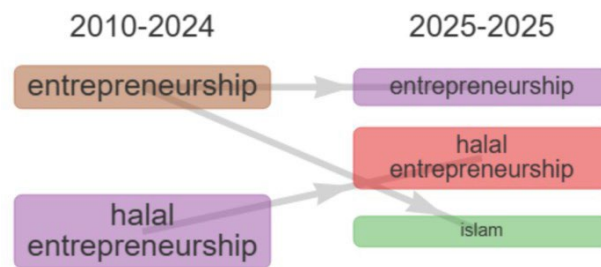
themes that have developed, advanced, and transformed alongside the theme of halal entrepreneurship. These themes are detailed below:

First quadrant (Q1), the upper right quadrant, known as the Motor Themes, we identified themes that significantly influence and shape the research landscape in the field, characterized by high density and internal centrality. The three most influential motor themes identified were "Religiosity," "Business operations," and "entrepreneurship." These themes currently have the greatest influence and do not necessarily dominate other themes based on the number of citations. Rather, these themes represent areas that have received significant impact and attention. Research conducted by Hosain (2021) has recognized religiosity as a crucial factor in navigating the complexities and challenges of business. This study shows that religiosity can mediate business performance. However, little research has addressed "business operations"—how businesses can be run effectively. This is crucial for advancing entrepreneurship theory on adaptability in today's era of information transparency. It offers new insights into the theory and practice of halal entrepreneurship to better respond to rapid, unpredictable environmental changes.

The second quadrant (Q2), the upper left quadrant known as Niche Themes, is characterized by strong internal relationships but limited external associations, indicating its lower regional significance. The specific themes identified are "theology," "entrepreneur theory," "entrepreneurial performance," and "motivation." Despite the high citation potential of this category, the number of publications is still limited. Research in this area represents a unique, high-quality, and influential aspect of entrepreneurship, poised to contribute significantly to future research. This study identified that business performance that follows a good theology and high motivation can significantly support entrepreneurial performance. However, there has been little exploration of how theology and entrepreneurial theory create business performance in the existing literature. Therefore, it is interesting for future research.

The third quadrant (Q3), known as Emerging or Declining Themes, is located in the bottom left and includes themes such as "Halal supply chain," "Islamic Social Entrepreneur," "halal entrepreneurs," and "social entrepreneurs." These areas have fewer publications and low citation rates, indicating that they are under-researched or still in the early stages of development, especially in the context of SMEs. This is an interesting situation and could be further explored through the emerging themes with the G2RT approach, which focuses on identifying the unique business opportunities owned by SMEs to remain competitive in the global market. According to Musyarofah & Djasuli, (2024) companies must implement intensification strategies by improving supply chains, marketing, quality, and brands.

The fourth quadrant (Q4), located at the bottom right, is known as Foundational Themes, representing themes that are core to the research topic but are still in the development stage. This quadrant highlights three research themes: "Islamic entrepreneurship," "halal entrepreneurship," and "Islamic finance." These topics are known for their broad publication coverage and low citation rates, indicating their fundamental and significant nature. This requires integration with other research streams to enhance their future research impact.



Source: Biblioshiny, 2025

Figure 12. Evolution Theme

Intellectual Structure Analysis

Cocitation network analysis

Analysis of citation patterns can help us see how journals and works by different authors have changed over time (Ji et al., 2022). This analysis explains how specific publications are relevant to a particular theme and can influence future research paradigms. This study uses a 33-node Louvain clustering approach to group influential thinkers into three distinct clusters; the first cluster is led by Lukman Raimi, a leader in the blue cluster, who focuses on the theoretical foundations of halal entrepreneurship. The second cluster is Ramadhani. This purple cluster is a pioneer in Islamic entrepreneurship. This cluster highlights how entrepreneurship draws on Islamic values in unique ways.

Furthermore, the third cluster is the green group, which includes more authors on halal entrepreneurship, demonstrating diverse uses and perspectives in this field. In conclusion, this study highlights the importance of "halal entrepreneurship" in fostering collaborative innovation for social and economic benefits. Therefore, the government strongly encourages the implementation of halal entrepreneurship to maintain interpersonal relationships between individuals and foster group progress within the framework of Islamic values. This analysis examines citation patterns to see how journals and works by various authors have changed over time. This analysis explains how specific publications are relevant to specific themes and can influence future research paradigms.

Discussion

The Global Gotong Royong (G2R) Tetrapreneur approach, initiated by Rika Fatimah, is a social entrepreneurship innovation that emphasizes cross-sector collaboration grounded in global values of cooperation (Gotong-Royong). This concept is rooted in the philosophy of cooperation as Indonesia's social capital, elevated to the global level through an inclusive, values-based entrepreneurial approach.

Research Framework for Tetra 1 (Chainpreneur)

Chainpreneurs (Tetra 1) view entrepreneurial activities as part of an interconnected value chain system. From this perspective, every actor in the supply chain—from producers and distributors to consumers—has a moral responsibility for the sustainability of the business ecosystem (Kurniawati & Cakravastia, 2023). Fatimah (2020) emphasizes that the spirit of cooperation is the foundation for productive, transparent collaboration throughout the global supply chain. In the context of halal entrepreneurship, this approach broadens the meaning of the supply chain to become a halal supply chain, a system that ensures traceability and compliance with the halal-thayyib principles in every link in the production

chain (Ab Talib et al., 2025). Thus, Chainpreneur establishes an ethical foundation that integrates the principles of economic efficiency and moral compliance, in line with the values of entrepreneurship in Islam.

Future research will focus on developing collaboration models within the halal supply chain that emphasize cooperation, transparency, and sustainability. Research could explore how supply chain digitization (through blockchain, IoT, and traceability systems) strengthens trust among business actors in maintaining halal integrity in line with Social Cognitive Theory that explain the cognitive processes of entrepreneurs, which are formed by their interactions and observations in the business ecosystem (chainpreneurs) can become an entrepreneur's strength (Mostafiz et al., 2025). Furthermore, research could examine social value-based supply chain governance—namely, how the relationships among producers, distributors, and consumers are governed by the principles of mutual benefit and shared responsibility. Key research questions include: how can the principle of mutual cooperation be translated into collaborative practices within the global halal supply chain? What factors determine the success of chainpreneurial collaboration in the halal MSME sector?

Research Framework for Tetra 2 (Marketpreneur)

Marketpreneur (Tetra 2) means an innovative approach to identifying entrepreneurs' needs at each stage by projecting market activities that satisfy customers' needs, wants, and expectations. Marketpreneurs start from the view that the market is not only an arena for exchanging goods and services, but also a space for social interaction and the formation of collective good values. This approach is in line with the market orientation view (Alhamami et al., 2024), however, it is transformed through the lens of cooperative entrepreneurship, which emphasizes the balance between profit and blessings. In the context of halal entrepreneurship, Marketpreneur embodies the principle of *maslahah* (public benefit), where marketing activities are directed not only at meeting consumer needs and desires but also at maintaining social and moral balance (Wilson & Liu, 2011). Thus, halal entrepreneurs not only target financial gain but also ensure that every business process brings positive value to society and the environment. This concept strengthens the global dimension of cooperation by expanding the scope of the halal market as an ethical and collaborative ecosystem across borders.

Entrepreneurs who can facilitate the development of innovative products and services that comply with halal standards have proven capable of opening new market opportunities (Kollmann et al., 2023). For example, the marketpreneur's key measurements, namely business chain strategies and market projections, have been applied in Jogokaryan Mosque and have been very successful (Fathma et al., 2024). Future research on the Marketpreneur dimension will explore how entrepreneurs can integrate the values of *maslahah* (public benefit), justice, and ethics into global marketing strategies. Research could examine the relationship between market orientation, social innovation, and sustainability in the context of cross-cultural halal markets. Furthermore, empirical indicators are needed to measure the extent to which ethical market orientation influences customer loyalty and halal brand reputation. Key research questions include: How can the concept of marketpreneurship combine conventional market orientation with Islamic values and cooperation? What factors drive the formation of a sustainable and inclusive global halal market?

Research Framework for Tetra 3 (Qualitypreneur)

Qualitypreneur (Tetra 3) means that a Quality approach provides practical recommendations

that satisfy the stated or implied needs, wants, and expectations of entrepreneurs. Tetra 3 emphasizes the importance of a quality orientation that is not only technical, but also moral and spiritual. Based on the Continuous Improvement approach from Total Quality Management (Kang et al., 2025) Qualitypreneurship is a business framework that emphasizes holistic quality, encompassing products, processes, and human relationships. In halal entrepreneurship, this quality orientation is realized through the concept of halal assurance—a system that ensures products meet halal, hygiene, and fairness standards at every stage of production (Al-Teinaz & Al-Mazeedi, 2020). This approach broadens the meaning of quality from mere technical excellence to ethical excellence. Thus, Qualitypreneur positions entrepreneurship as a means to enhance human dignity and create added value in accordance with the principle of *ihsan* (excellence in doing good). Through global cooperation, this dimension connects technological innovation, product quality, and social piety as a unified entrepreneurial value.

Future research on the Qualitypreneur dimension will focus on developing a quality model encompassing technical, social, and spiritual aspects. Research can identify how halal assurance systems and total quality ethics influence competitive advantage and business sustainability. In line with research using resource orchestration theory, which reveals that the way an organization allocates its resources is as important as the resources themselves (Abukari et al., 2024). Studies can also focus on the relationship between ethical quality management and increasing social value in the halal entrepreneurship ecosystem, particularly in the halal food, cosmetics, and tourism sectors. Key research questions include: How can applying the principle of *ihsan* (moral excellence) improve the quality of halal products and services? How can quality entrepreneurship contribute to sustainable social development through the principle of cooperation?

Research Framework for Tetra 4 (Brandpreneur)

Brandpreneur (Tetra 4) means a strategic association to foster entrepreneurial growth by using a brand-value approach to assign distinct responsible stakeholders. It positions brands as symbols of value and collaborative instruments in building an ethically based global reputation. Brandpreneurship is a strategic approach that emphasizes the importance of brand value as a form of collective responsibility for stakeholders in the entrepreneurial ecosystem. In the context of halal entrepreneurship, a brand is not merely a visual identity, but rather a reflection of the integrity and trust consumers place in the spiritual values espoused by a product or service (Wilson & Liu, 2011). Brandpreneurship thus serves as a vehicle for value diplomacy—connecting entrepreneurs from diverse cultures and countries through brand narratives that reflect justice, sustainability, and universal humanity. This approach reinforces the concept of Global Gotong Royong Entrepreneurship, where halal brands can bridge the gap between global markets and Islamic ethical values, which are a blessing for all creation. Thus, the four dimensions of tetrapreneurship function synergistically in building a global halal entrepreneurial ecosystem that is sustainable, inclusive, and spiritually valuable.

The results of this study strengthen the main idea of the Resource Base View (RBV) theory that competitive advantage and development do not only come from the acquisition of resources, but also from dynamic planning, adaptability, and innovative use of resources branding (Alshebami, 2025; Hashim et al., 2024; Tehseen et al., (2024). Future research for Brandpreneurs will focus on exploring halal brand development strategies that harmoniously combine business, social, and spiritual dimensions. Research can examine how brand equity

grounded in ethical values and social justice can strengthen Indonesia's halal brand diplomacy in the global market. Furthermore, it is necessary to develop a model of brand trust and brand authenticity that emphasizes the role of cooperation as a collective brand identity across countries. Key research questions include: How can the value of cooperation be articulated as a core element in halal brand identity? How can collaboration among business actors and governments build global brand diplomacy grounded in halal entrepreneurship?

Bibliometric findings indicate that most empirical research on halal MSMEs is concentrated in the firm performance and competitiveness cluster, with dominant indicators being profitability, market orientation, and innovation adoption. In the early stages of the theme's evolution, halal MSMEs were positioned as rational economic units, while the dimensions of value, ethics, and social collaboration remained peripheral themes. However, in the latest phase of evolution, new themes such as ethical entrepreneurship, social value creation, and Islamic entrepreneurial orientation have begun to emerge, although they have not yet been systematically integrated.

A deep understanding of the role of religious values in halal entrepreneurship is very important for developing ethical and sustainable business models in the modern era (Raimi, Abdur-Rauf, & Ashafa, 2023). Previous research shows that the Halal entrepreneur model (Almunawar et al., 2025), Islamic digital economy (Raimi, Abdur-Rauf, & Raimi, 2023) and Islamic business ethics (Lusianti et al., 2025) has been accepted and adopted. As researchers continue to make efforts to enhance the growth of the halal industry, the integration of technologies, such as blockchain for supply chain transparency, can further support these G2RT practices, ensuring that businesses effectively meet ethical and regulatory requirements (Ab Talib et al., 2025; Ab Talib & Zulfakar, 2023). Thus, the implementation of HE in the G2R Tetrapreneur approach is crucial not only for MSMEs but also for entrepreneurs in general to navigate the complexities of the halal market while contributing to the broader goal of sustainable economic development.

4. Conclusion

This study contributes to the understanding of halal entrepreneurship and the concept of G2RT by conducting a comprehensive bibliometric analysis of the existing literature. Despite the growing body of research on this topic, the field remains relatively underexplored, especially compared to halal entrepreneurship in the micro-sector. Through a systematic analysis of 89 articles published between 2010 and 2025, this study reveals important insights into the field's evolution, key themes, and key contributors. From a theoretical perspective, this study highlights several important implications, including the need to apply Islamic values to entrepreneurship. The practical implications of this study are equally important for entrepreneurs. The findings underscore the need for entrepreneurs to adopt halal entrepreneurship practices to enhance collaboration, both internally and externally, particularly in implementing HE in the G2RT concept. Cultivating partnerships and engaging in knowledge-sharing practices can improve operational efficiency and better enable them to respond to the complex social challenges they seek to address. Furthermore, integrating Islamic values into decision-making processes can significantly improve their performance. Finally, this study identifies several emerging themes—such as halal entrepreneurship, Islamic social entrepreneurship, and the Islamic digital economy—that are poised to shape future discussions. These areas represent practical opportunities for entrepreneurs to

innovate and lead in addressing global social challenges.

Research Limitations

While this study provides valuable insights, it is important to acknowledge several limitations. First, the bibliometric analysis in this study only considered articles indexed in the Scopus database and excluded potentially relevant research from other databases and non-English publications. Expanding the analysis in the future to include additional databases and non-English sources would provide a more comprehensive picture of the literature. Expanding the bibliometric analysis to include other databases, such as Web of Science, Google Scholar, and regional or language-specific databases, could provide a more inclusive and global perspective on the organizational learning research landscape. This approach could facilitate the identification of trends and underrepresented contributions from different geographies and language groups in Scopus-indexed publications. Second, the results in this study depend on the authors' choice to mention "halal entrepreneurship" in their articles' titles, abstracts, and keywords. If researchers fail to include these terms across all three areas explicitly, they risk missing relevant research. However, at the very least, the articles included in this analysis represent a substantial and diverse sample, and the authors' decision to include "organizational learning" in their article titles, abstracts, or keywords is unlikely to affect our findings significantly. Alternative methods, such as full-article thematic analysis or machine learning techniques, could identify relevant literature in future research, detecting underlying themes missed by conventional keyword searches. Finally, while this study provides a quantitative overview of the field, future research should include more qualitative and case-based approaches to understanding halal entrepreneurship.

This research also has implications for public policy, as the government, as an ecosystem orchestrator, can adopt the G2R Tetrapreneur approach to develop halal entrepreneurship. The integration of HE in the G2R Tetrapreneur approach influences business resilience and long-term sustainability, enabling the dimensions of Halal entrepreneurship and G2RT to be elevated from emerging themes to driving themes in halal entrepreneurship literature. The G2RT concept has the potential to become an integrative framework that bridges this fragmentation by connecting the evolution of themes from regulatory aspects, MSME performance, to the role of supporting institutions within a single value ecosystem. Therefore, future research is highly recommended to position the G2R Tetrapreneur approach as an emerging-to-driving theme in the global halal entrepreneurship scientific map.

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