

## **Islamic Law as a Foundation of Halal Industry: The Role of Shariah-Driven Governance in Enhancing Industry Competitiveness**

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### **Abstract**

The halal sector is emerging on a global scale, expanding into other industries including pharmaceuticals, cosmetics, logistics, finance, and travel. This study examines the Islamic law from the shariah governance perspective and its foundation on the halal industry's competitive advantage. Having utilized a literature based methodology, the study integrates and synthesizes islamic jurisprudence, policy and regulations, technology and consumers, and empirical studies undertaken from 2015 to 2025. The study concludes that halal certification is a competitive advantage only when Islamic law is embedded with foundational regulations, effective controls, and a fetwa system. The study also suggest that the artificial intelligence, block chain and digital certification improve governance transparency and traceability. The study concludes that Islamic law is a religious requirement but also serves as a strategic governance framework that enhances global competitiveness.

**Keywords** : Islamic Law; Shariah-Driven Governance; Halal Industry; Industry Competitiveness.

### **Pendahuluan**

The halal sector has moved beyond the confines of simple religious consumption and has grown into an international economic giant encompassing the food industry, pharmaceuticals, and cosmetics, and extending into Islamic finance, tourism, logistics, fashion, and digital services. This growth exemplifies the transformation of Islamic law as it operates in the industrial sphere. Instead of merely functioning as a normative framework for the determination of what is haram and what is halal, Islamic law now forms an institutional logic that is at the center of

building frameworks for governance, legitimacy of industry, market strategy, competition, and permeates all sectors. The ongoing halal market growth in new non-Islamic markets and the global interest in these markets raises questions of the role of *sharī'ah* in the governance of organizations, the acquisition of social position, and the attainment of competitive advantages. This evolution of the market stimulates the need to assess Islamic law not as a static system of law, but as a malleable guide to strategic industrial management.

Halal ecosystems continue to grow, however, the intertwining of *sharī'ah* and industry management remains complicated. Countries like Indonesia and Malaysia, predominantly Muslim, have halal certifications, Shafi'i jurisprudence embedded within them, leading to an intensified regulatory oversight and a more formalized compliance (Al-Masri & Ibrahim, 2025; Almunawar et al., 2025; Kirihara, 2025). In contrast, in the minority Muslim countries like Japan, Europe and the United States, halal governance relies significantly on *fiqh al-aqalliyāt*, promoting an alteration of the law and a more flexible cultural legal style (Azizah, 2021; Chanifah et al., 2025; Krismono & Lutfi, 2024; Mohiuddin et al., 2024; Zuhdi et al., 2024). Though these differing interpretations contribute to the ability to adapt within particular contexts, they also serve as a source of the global fragmentation of halal certification. The fragmentation also affects the inconsistencies in governance and enforcement, as well as accountability in the supply chain. This results in the inability to unify market access and reduce the global competitiveness of the halal industry (Johan & Planas-Casado, 2023; Koeswinarno, 2020; Maulana et al., 2022).

It should be noted that within organizations, halal compliance is still often viewed as a formal step rather than a foundational building block for a competitive business strategy. Firms that obtain halal certifications often do so as a marketing strategy or merely for the sake of fulfilling an administrative obligation, rather than integrating the principles of *sharī'ah* into their primary management, risk governance, and innovation

frameworks. However, empirical research is beginning to demonstrate that halal competitiveness is not a given as a result of merely having certifications. In fact, the principles of Islamic legacies will provide an organization with greater sustainable consumer confidence, business resilience, supply chain robustness, and market competitiveness. These principles shape an organization's governance, including the structure of its procurement, the ethical standards of its production, the transparency exercised, and the behavior of its employees (Giyanti et al., 2021; Iskandar et al., 2023; Kristanto & Kurniawati, 2025; Mahsun et al., 2023; Salindal, 2019). These perspectives support the belief that halal is not simply a legal entity, but rather an organizational ethos that must be embedded and assimilated into the management frameworks of the organization in order to provide a competitive benefit.

At the same time, the halal industry is experiencing very rapid technological innovation, bringing both new opportunities and new challenges. Technology such as the blockchain, artificial intelligence, and digital certificates enhance the ability to eliminate failures in traceability, data transparency, and fraud within supply chains (Alourani & Khan, 2025; Mahsun et al., 2023; Munawar et al., 2025; Rahman, 2024). However, there is no guarantee of technological integrity. Research shows the digitization of an industry is most effective when supported by an integrated *shar'ah*-based governance system which crystallizes process standardization, responsibility allocation, and stakeholder alignment to ethical production flows. Therefore, the primary source of halal competitiveness is no longer innovation in itself, but the extent to which it is incorporated under the governance of the Islamic legal system. Without such governance, the ethical risks of halal standards leave technological adoption fragmented, superficial, and partial.

The past ten years have seen an expansion of scholarly study on the halal industry, yet the majority of such research remains siloed in a handful of disciplines, primarily law, regulatory frameworks for certification

(Negi Advocate, 2024), supply chain management (Ghalih et al., 2024), and consumer behavior (Ashraf, 2019), to the exclusion of the other fields. While such studies are undoubtedly useful, they rarely, if ever, make a theoretical connection between the *Shari'ah* inspired governance of an industry and its competitiveness. Halal law, to be sure, is an important topic, but its predominant focus seems to be the extent to which the products of a given industry are halal rather than the extent to which the businesses that comprise an industry engage in competitive strategies (Azam & Abdullah, 2020; Fernando et al., 2024). As for certification, governance studies may suggest that the frameworks of compliance regulation set out the boundaries of what compliance governance may be built, but they rarely, if ever, point out that such governance may also be the catalyst for a competitive advantage in a given market. Risk management and traceability of goods may be the primary concern of research focused on the logistics of supply chain management (Faradina et al., 2018; Patel et al., 2023), but the role of the *Shari'ah* in improving the competitiveness of an organization is rarely, if ever, discussed. While research on the consumer side of an industry may identify purchase intentions and the trust which motivated such intentions, the governance of the organization purported to be the *Shari'ah* compliant of the industry (Abdullah, 2017), is rarely, if ever, discussed. Overall, halal focused research has, perhaps, misplaced its primary focus from the competitor, and consequently, the understanding of halal in the context of industrial law has also been misplaced. Consequently, there exists a significant research gap with the absence of a conceptual model that views Islamic law beyond a compliance mechanism to a strategic governance framework that augments performance in the industry. There exists a dominant belief in the current scholarship that halal certification leads to increased competitiveness (Abbas et al., 2025). However, some recently emerging data proves the contrary as certification only increases competitiveness when firms incorporate compliance with *sharī'ah* in their corporate

governance, operational culture, supply chain, and innovation frameworks. Such data provide an impetus for the direction of research to consider halal beyond mere compliance to procedural legality (Dinar Standard, 2018), as having the potential to positively engage and influence the sustainability of a business, its value, and the scale of the market (Deku et al., 2023; Mat et al., 2020). The absence of such a framework only widens the gap in the current discourse and demonstrates the fragmented research with respect to the strategic economic potential of Islamic law.

To address this gap, the current research reframes Islamic law as a model for industrial governance. This study considers the law of Islam as not only a touchstone of normative guidance for the assessment of value but also as a repository of management principles that can foster ethical leadership, determine the frameworks for both the operational and strategic elements of decision making, the policies of the supply chain, and even the management of the enterprise's stakeholders. In this regard, competitiveness is seen as a result of governance by the Islamic legal system, not a mere by product of the certification of products. This shift in perspective is unique because it unifies law, governance, and performance, three factors that have been considered independently in scholarship on halal. This study advances the debates in both Islamic economic jurisprudence and strategic management by proposing a model that incorporates ethical-legal principles and industrial competitiveness.

Building on the previous theoretical and empirical motivations, the present research aims to explore the role of Islamic law as a primary mechanism of the management of the halal industry and how *shari'ah*-governed management garners a competitive advantage in the halal markets worldwide. By examining compliance, governance, and performance relationships in a unified construct, the study contributes to theory and aims to serve key stakeholders, policymakers, and practitioners with sufficient faith to support industry ideals. The overarching ambition of the model is to foster halal industries that are legally compliant, competitive

in a global marketplace, resilient in their operational structures, and ethically sound in Islamic teachings.

## Method

This study employs a literature-based research design to synthesize and evaluate scholarly developments concerning the role of Islamic law as the foundation of halal industry governance and its contribution to industry competitiveness (Bazel et al., 2023; Miles et al., 2018; Sugiyono, 2011; Wahyudi & Alafiah, 2016). Academic databases including Scopus, Web of Science, ScienceDirect, Emerald Insight, SpringerLink, and Google Scholar were systematically searched for publications between 2015 and 2025 using keywords such as *Islamic law*, *shariah governance*, *halal industry*, *halal certification*, *fiqh al-aqalliyāt*, *maqasid al-shariah*, and *industry competitiveness*. Boolean operators (AND, OR, NOT) were utilized to refine search precision.

Articles were included if they met the following criteria: peer-reviewed scientific publication, direct relevance to halal standards, Islamic legal governance, or industrial competitiveness, and written in English or Bahasa Indonesia. Publications were excluded if they were non-academic, focused solely on ritual worship, or lacked methodological clarity. The review process involved initial screening of titles and abstracts, followed by full-text reading to extract theoretical constructs, conceptual arguments, and empirical insights.

The collected literature was analyzed through thematic synthesis (Chhabra et al., 2025; Coskun, 2025; Li & Lemke, 2025), clustering findings into four dominant themes: (1) Islamic jurisprudence and halal standards; (2) jurisprudential diversity and legal flexibility; (3) *fiqh al-aqalliyāt* and halal governance in minority-Muslim contexts; and (4) the interaction between Islamic law, cultural norms, and industry competitiveness. To enhance validity, critical assessment and triangulation of sources were applied, ensuring coherence and minimizing contextual bias. Through this method, the study builds an evaluative and

interpretive foundation to conceptualize Islamic law as a framework for *shariah-driven governance* that supports global halal industry competitiveness.

## Results and Discussion

### Islamic Jurisprudence as the Foundation of Halal Industry Standards

The findings consistently demonstrate that *sharī'ah*, particularly the legal principles of *mu'āmalah*, constitutes the normative backbone of halal standards in the global marketplace. Beyond regulating the permissibility of consumable products, Islamic commercial law embeds ethical and moral dimensions—prohibiting exploitative contractual arrangements and emphasizing fairness, integrity, and transparency in economic exchange. Under this paradigm, the concept of *ḥalāl* situates halal not merely as a legal status but as a comprehensive framework that includes hygiene, safety, quality assurance, and ethical production (Arif & Sidek, 2015; Kartika et al., 2024; Shadan et al., 2023). Thus, Islamic jurisprudence functions as both a legal and managerial foundation for halal industry practices.

The application of Islamic law within the halal industry unfolds through two dominant modes: statutory enforcement in Muslim-majority jurisdictions and ethical-social authority in minority-Muslim contexts. In Malaysia, Indonesia, and Brunei, Islamic law is institutionalized as a component of state regulation through centralized certifying bodies such as JAKIM and BPJPH, endowing halal standards with legal enforceability and regulatory power (Kiriara, 2025). In contrast, in secular nations, such as Japan, North America, and parts of Europe, *sharī'ah* operates primarily within the domain of voluntary ethics through Muslim associations and local fatwa councils that adapt halal requirements without contradicting national food laws (Mohiuddin et al., 2024; Rosidi, n.d., 2024). These different operational forms highlight that the authority of Islamic law within halal governance is inseparable from the sociopolitical structure of each region.

Jurisprudential plurality further shapes the configuration of halal standards across regions. Countries influenced by the Shafi'i school adopt

relatively stringent requirements regarding ingredient origin and production integrity, whereas Hanafi and Maliki traditions permit greater legal flexibility in specific industrial contexts (Faizi & Ali, 2024; Hassan & Batool, 2024). Contemporary scholarship also notes the growing importance of *maqāṣid al-sharī'ah* as an interpretive approach to address new issues such as genetically modified food, cross-border food trade, and biotechnology (Kasim et al., 2018). Meanwhile, *fiqh al-aqalliyāt* has emerged as a doctrinal instrument for maintaining halal authenticity in minority-Muslim communities without severing engagement with local culture and law (Azizah, 2021; Zuhdi et al., 2024). Collectively, these dynamics affirm that Islamic jurisprudence functions not only as a normative source but as the intellectual architecture underlying shariah-driven governance in the halal industry.

### **Regulatory Fragmentation, Enforcement Gaps, and the Quest for Harmonized Governance**

A strong body of evidence identifies regulatory fragmentation as one of the most critical structural challenges facing the global halal industry. Divergent jurisprudential interpretations, the existence of multiple certifying agencies with different standards, and the absence of coordinated governance instruments contribute to procedural inconsistencies and increased costs of compliance (Al-Masri & Ibrahim, 2025; Koeswinarno, 2020). Firms attempting to access multiple markets frequently undergo repetitive certification processes, creating delays and bottlenecks in product distribution. Such fragmentation undermines the reliability of halal assurance across borders, especially when consumers encounter multiple certification logos with unclear or conflicting meanings.

Enforcement challenges reinforce the severity of regulatory fragmentation. Numerous studies highlight deficiencies in logistics-level monitoring—especially in warehousing, transportation, and e-commerce—leading to misuse of halal logos, product mix-ups, and failures in halal–non-halal segregation (Faradina et al., 2018; Rojak et al., 2025). In many

jurisdictions, halal enforcement remains reactive rather than preventive due to limited personnel, inadequate legal provisions, or the absence of halal-specific legislation (Ali Yusuf & Widodo, 2023; Jamshidi & Hussin, 2018). These structural weaknesses demonstrate that halal certification will not guarantee competitiveness unless regulatory agencies possess the institutional capacity to ensure consistent implementation across the food supply chain.

Attempts toward harmonization—via ASEAN, OIC, and ECFR—represent strategic initiatives to reduce certification barriers and standardize halal governance frameworks (Johan & Plana-Casado, 2023). However, harmonization that focuses exclusively on technical convergence is insufficient. Literature collectively suggests that halal governance must evolve into an integrated architecture where Islamic jurisprudence, public regulation, and industrial logistics are mutually aligned (Santoso & Rachman, 2023). In this regard, the solution does not lie in uniformity alone but in the establishment of shariah-driven governance that links legal clarity, institutional accountability, and supply-chain traceability to reinforce the global competitiveness of halal industries.

### **Technological Innovation and Traceability as Catalysts of Shariah-Driven Governance**

Digital technologies are widely recognized as catalysts for advancing halal governance, particularly through blockchain-based traceability and AI-driven fraud detection. Blockchain enables immutable documentation of every stage of the supply chain, from slaughterhouses and processing facilities to distribution nodes and retail endpoints, thereby mitigating data manipulation and enhancing halal integrity (Khan et al., 2025; Munawar et al., 2025). Artificial intelligence complements this function by automating risk mapping and identifying anomalies in certification databases and logistics activities (Nugraha et al., 2025; Rahman, 2024, 2025). These technological systems operationalize *hifz al-māl* and the ethical imperative of transparency embedded within Islamic commercial law.

Despite its potential, the adoption of digital technology across the halal ecosystem remains uneven. Barriers include high investment costs, limited digital literacy among SMEs, and a lack of standards governing the legal status of digital audit trails (Osman et al., 2024; Santoso & Rachman, 2023). Without regulatory clarity, blockchain and AI risk becoming decorative add-ons rather than structural components of halal assurance systems. Moreover, concentration of technological adoption among large corporations widens the gap between industry leaders and MSMEs, potentially producing a dual-track halal economy rather than an inclusive one.

However, empirical findings indicate that when technology is embedded within a shariah-compliant governance framework, certification becomes more efficient, market trust increases, and access to global halal trade is accelerated (Ali et al., 2025; Prikshat et al., 2023; Santoso & Rachman, 2023). This demonstrates that technological innovation is most effective not as a substitute for Islamic law, but as a vehicle that strengthens the implementation of Islamic legal principles across supply chains. In other words, technology serves as a structural enhancer of shariah-driven governance, enabling ethics, law, and logistics to converge into a competitive halal management system.

### **Economic, Social, and Competitive Contributions of Halal Certification**

Economically, halal certification is strongly associated with improved business performance, particularly in product innovation, sales growth, export penetration, and supply-chain resilience. Certifications function as a *strategic signalling mechanism* that conveys quality and ethical assurance to both Muslim and non-Muslim markets (Azali et al., 2023; Salindal, 2019; Tieman et al., 2012). Firms that combine certification with digital supply-chain management and customer insights demonstrate superior competitive outcomes, suggesting that the benefits of halal certification are maximized when aligned with data-driven managerial capabilities (K(Harnika et al., 2025; Igwe et al., 2022; Kristanto & Kurniawati, 2025).

From a social standpoint, halal certification reinforces ethical and sustainable business conduct. Standards that emphasize purity, safety, and transparency compel firms to adopt socially responsible practices related to environmental care, worker welfare, and fair trade (Amelia, 2019; Hertika et al., 2022; Hwang et al., 2025). At the same time, strict certification requirements may disproportionately burden micro-enterprises and rural producers, risking the exclusion of smaller actors from the halal economy (Abbafati et al., 2020; Fathoni et al., 2025; Jaffari et al., 2024). This tension highlights the need for regulatory models that maintain religious rigor while expanding participation and inclusivity.

Competitively, halal certification enhances brand legitimacy and strengthens consumer trust. Empirical research indicates that halal logos function as *trust cues*, particularly when information asymmetry exists between producers and consumers (Huda et al., 2025; Neto et al., 2025). The governance of halal certification—rather than the certificate alone—determines whether halal status can translate into long-term competitive advantage. Transparent certification, robust enforcement, and reliable traceability systems align directly with competitive positioning based on ethical differentiation. Hence, shariah-driven governance transforms halal certification from mere legal compliance into a strategic source of global competitiveness.

### **Thematic Mapping Integration**

To visualize the relational structure across the empirical findings, a thematic mapping procedure was conducted. The analysis reveals that the competitiveness of the halal industry is shaped by the interplay between Islamic jurisprudence, regulatory governance, technological enablement, and socio-economic outcomes. These dimensions collectively form an integrated ecosystem that determines the operational and strategic resilience of halal-based industries.

Table 1. Thematic Mapping

| Theme                    | Regulatory / Legal Factors                | Technological Factors                 | Socio-Economic Contribution         | Competitive Impact                |
|--------------------------|---|---------------------------------------|-------------------------------------|-----------------------------------|
| Islamic jurisprudence    | Mazhab, fatwa, maqāṣid                    | –                                     | Legitimacy & trust                  | Market differentiation            |
| Governance               | Regulatory harmonization, law enforcement | –                                     | Consumer protection & certainty     | Access to global halal trade      |
| Technology integration   | –   | Blockchain, AI, digital certification | Efficiency & traceability           | Operational advantage             |
| Economic & social impact | –   | –                                     | Consumer confidence, sustainability | Profit, export growth, reputation |

Building on the thematic mapping presented in the table, the following model synthesizes these dimensions into a dynamic process framework. It illustrates how Islamic jurisprudence, operationalized through shariah-driven governance, interacts with technology integration and socio-economic outcomes to generate enhanced industry competitiveness. The diagram therefore translates the thematic clusters into a coherent causal logic that links legal–regulatory foundations, digital enablement, and market impacts within the halal industry.

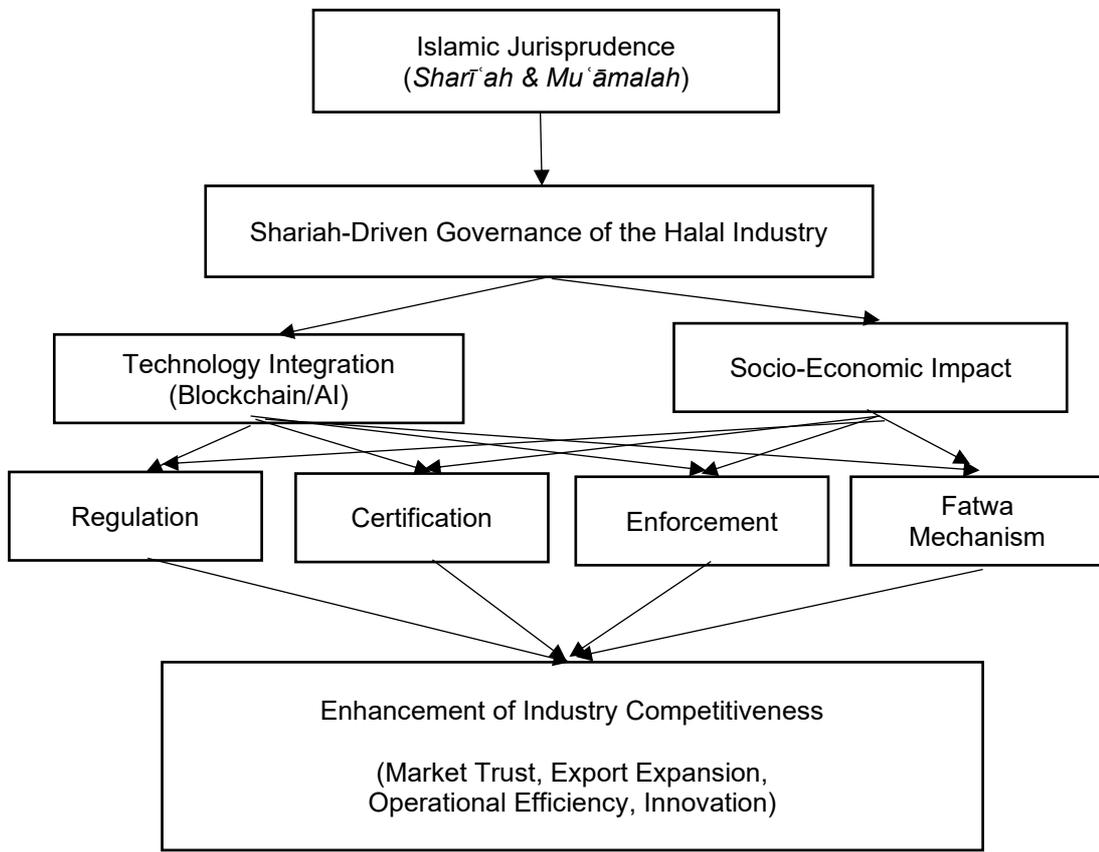


Figure 1. Thematic Integration Model of Islamic Law as a Foundation of Halal Industry

The model suggests that Islamic jurisprudence acts as the normative foundation of the halal industry, which is then institutionalized through governance mechanisms that regulate certification and compliance. These mechanisms are strengthened by technological systems that operationalize traceability and transparency, and are reinforced by socio-economic outcomes that sustain public trust and stakeholder participation. Ultimately, this interconnected structure results in sustainable competitive advantage for halal industry actors.

## Synthesis of Results

The synthesis of the reviewed studies demonstrates that the competitiveness of the halal industry is not merely a function of religious compliance, but rather an outcome of an integrated governance architecture grounded in Islamic law. Central to this architecture is shariah-driven governance, which converts the theological and jurisprudential foundation of *sharī'ah* and *mu'āmalah* into enforceable managerial frameworks that structure certification, quality assurance, enforcement, and market conduct. Prior literature stresses that the halal label becomes strategically valuable only when supported by a governance system capable of ensuring consistency and credibility across supply chains (Al-Masri & Ibrahim, 2025; Kiriwara, 2025). In other words, Islamic jurisprudence functions not only as a moral imperative but also as a regulatory asset that embeds ethical legitimacy into economic transactions (Arif & Sidek, 2015; Sujarwanta et al., 2024).

A second pillar of the synthesis concerns the relationship between governance quality and market outcomes. Findings consistently indicate that halal certification contributes to innovation capability, market expansion, and export growth when the certification ecosystem is characterized by institutional integrity, cross-agency coordination, and transparency (Johan & Plana-Casado, 2023; Koeswinarno, 2020; Maulana et al., 2022). Conversely, regulatory fragmentation and weak enforcement undermine trust, generate compliance confusion among producers, and increase consumer vulnerabilities (Faradina et al., 2018; Yong et al., 2024; Yusoff et al., 2024). The studies further reveal that countries with stronger organizational coherence—such as Malaysia—display superior global positioning in halal trade, whereas jurisdictions with fragmented standards experience reputational and logistical disadvantages (Abbafati et al., 2020; Baharun, 2012). Thus, the synthesis underscores that the competitive strength of the halal industry is mediated by the efficiency and

standardization of governance mechanisms rather than the mere existence of halal laws.

The third layer of synthesis highlights the transformative effect of technological enablement. Blockchain, AI-assisted inspection, and digital certification do not replace shariah principles; rather, they operationalize Islamic law through verifiable traceability and data-driven transparency (Ali et al., 2025; Das et al., 2024; Karim et al., 2025; Nugraha et al., 2025). Studies show that firms that adopt digital traceability achieve lower fraud risk, higher consumer trust, and better market responsiveness (Osman et al., 2024; A. Rachman & Sangare, 2023; M. A. Rachman & Syamsuddin, 2019). This reflects a paradigm shift from documentation-based halal compliance to surveillance-based halal assurance, where compliance can be validated in real time, especially in cross-border supply chains (Sabar et al., 2025). The technological dimension therefore functions as an efficiency amplifier that strengthens—rather than substitutes—shariah-based governance.

Across the literature, consumer trust and social legitimacy consistently emerge as the key outcomes of halal governance. Empirical studies show that consumer perception of halal is driven less by the technical content of certification and more by confidence in institutional integrity, transparency, and ethical conduct (Barbosa et al., 2025; Hasan et al., 2024; Neto et al., 2025). Trust, in turn, fuels brand loyalty, reduces price sensitivity, expands non-Muslim market penetration, and enhances business opportunity in premium and export segments (Berzina et al., 2024; Salindal, 2019). The literature also highlights that halal governance correlates with broader sustainability commitments, including environmental stewardship, labor ethics, and community welfare—indicating that halal is increasingly positioned as a global ethical standard rather than a religion-exclusive certification (Hwang et al., 2025; Jahani et al., 2024; Piatkowski, 2020).

Collectively, the synthesis confirms that sustainable competitive advantage in the halal industry does not stem from certification alone but from the alignment of four structural pillars:

1. Legal certainty based on shari‘ah jurisprudence to legitimize market conduct;
2. Regulatory enforcement and institutional integrity to ensure fairness and prevent fraud;
3. Technology integration to operationalize transparency, security, and traceability; and
4. Consumer trust and stakeholder participation to reinforce legitimacy and long-term sustainability.

Accordingly, shariah-driven governance should be conceptualized as a comprehensive industrial management paradigm—rather than a narrow religious requirement—capable of generating global competitiveness through ethical legitimacy, operational efficiency, and trusted value creation. This synthesis therefore positions the halal industry within the wider discourse of institutional economics and strategic management, demonstrating that Islamic law can function simultaneously as a normative system, a governance framework, and an economic capability—a conclusion increasingly supported by recent research across Southeast Asia, the Middle East, and emerging halal markets worldwide.

## Conclusion

This study demonstrates that the long-term competitiveness of the halal industry depends not simply on the presence of halal certification, but on the effectiveness of shariah-driven governance as an integrated managerial framework. Islamic jurisprudence provides the normative foundation of the industry, yet this foundation yields competitive advantage only when institutionalized through regulatory certainty, harmonized certification standards, and credible enforcement mechanisms. Thus,

Islamic law functions not only as a religious ethic, but as a strategic economic asset embedded within the structures of industrial governance.

The findings further reveal that technological enablement—particularly blockchain, artificial intelligence, and digital certification—strengthens rather than substitutes Islamic law. Technology operationalizes shariah principles through verifiable traceability and data-based transparency across supply chains, improving fraud prevention, compliance monitoring, and administrative efficiency. At the same time, socio-economic outcomes such as consumer trust, market access, and sustainability reinforce the legitimacy and global value of halal-certified products. This synergy confirms that the halal sector becomes most competitive when legal, technological, and social mechanisms function coherently.

Overall, the study concludes that the halal industry is transitioning from a compliance-based model to an innovation-driven, ethically anchored, and globally competitive economic system. Sustainable competitive advantage arises from the alignment of four structural pillars: jurisprudential legitimacy, institutional governance, technological integration, and stakeholder trust. Accordingly, future development of the halal sector should focus on deeper regulatory harmonization, accelerated digital transformation, and broad-based stakeholder participation to ensure that shariah-driven governance continues to serve as both an ethical foundation and a strategic driver of global halal economic growth.

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