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**DYNAMICS OF ECONOMIC GROWTH OF THE GLOBAL HALAL  
INDUSTRY: A SYSTEMATIC LITERATURE REVIEW OF BUSINESS  
INNOVATION MODELS AND ITS IMPLICATIONS FOR THE ECONOMIC  
DEVELOPMENT OF THE HUMANITY**

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**Abstract**

This research analyzes the dynamics of global halal industry economic growth through a systematic literature review of business model innovation and its implications for Ummah economic development. Implementing Systematic Literature Review methodology with PRISMA protocol, the study identifies ten primary articles from 2015 to 2025 sourced from Scopus and Web of Science databases. Findings reveal three fundamental dimensions: first, halal industry business model innovation evolution driven by digital technology 4.0 integration creating value ecosystems based on blockchain, Internet of Things, and e-commerce with USD 6.49 trillion market projection by 2034; second, implementation success disparities across Muslim countries determined by digital infrastructure maturity, certification regulation harmonization, and multi-stakeholder strategic collaboration; third, digital technology and global standardization convergence accelerates economic development through consumption expansion, employment creation, and foreign investment enhancement. The research contributes to developing an integrative conceptual framework connecting business innovation, digital transformation, and sustainable economic development within the halal industry context, providing a strategic roadmap for policymakers and industry practitioners.

**Keywords:** Business Model Innovation, Global Halal Industry, Ummah Economic Development



## INTRODUCTION

Global economic transformation has positioned the halal industry as one of the most dynamic segments of economic growth, with projections reaching USD 5.2 trillion by 2030, reflecting an annual growth rate of 10.5 percent since 2024. This phenomenon is not solely driven by the growth of the global Muslim population, which has reached 1.8 billion, but also represents a broader shift in consumption paradigms toward products that emphasize ethical values, sustainability, and halal compliance (*halalan-toyyiban*). The halal industry has expanded beyond its traditional sectoral boundaries, which were initially focused on food and beverages, into more complex dimensions encompassing halal tourism, modest fashion, cosmetics, pharmaceuticals, and Islamic financial services. This multidimensional expansion indicates an urgent need for an in-depth understanding of business model innovation capable of accelerating sustainable economic development for the Muslim community.

Previous literature has identified several critical dimensions within the halal industry ecosystem. Harsanto et al. (2024), through a systematic review of 70 articles, revealed that the adoption of Industry 4.0 digital technologies—particularly blockchain technology, the Internet of Things (IoT), and Radio Frequency Identification (RFID)—has become a key enabler in enhancing transparency and traceability within halal supply chains. These findings are reinforced by Alamsyah et al. (2022), who demonstrated the implementation of blockchain-based traceability systems as a comprehensive solution to strengthening Indonesia's halal supply chain ecosystem. From a marketing perspective, Ruiz-Muñoz et al. (2025) identified strategic opportunities in halal tourism, which remains at an early growth stage but holds significant potential for economic development, recommending the integration of artificial intelligence and augmented reality technologies to optimize Muslim consumer experiences. Meanwhile, Noviyanti & Hakim (2025), through a systematic analysis using the PRISMA framework, confirmed the substantial contribution of the halal industry to Gross Domestic Product, job creation, and foreign investment, particularly in countries such as Malaysia, Indonesia, and the United Arab Emirates.

Despite significant developments in the literature, the identification of research gaps reveals several dimensions that remain insufficiently explored. First, there is a lack of studies that holistically integrate business model innovation with its implications for global Muslim economic development. Second, limited research has examined cross-country knowledge transfer



mechanisms and innovation adoption within the context of the halal industry. Third, comprehensive analyses linking technological innovation, regulatory standardization, and economic performance of the halal industry in an integrated manner remain scarce. Fourth, no systematic studies have yet identified typologies of specific business model innovations that can be adapted to differing regional socioeconomic characteristics. These gaps indicate an urgent need for a systematic literature review capable of consolidating fragmented existing knowledge and providing a more structured roadmap for halal industry development.

The novelty of this study lies in three fundamental aspects. First, this research represents the first systematic literature review to comprehensively analyze the dynamics of global halal industry business model innovation through the lens of Muslim economic development by integrating technological, managerial, and Islamic economic perspectives. Second, this study develops an integrative conceptual framework linking business model innovation, digital transformation, and sustainable economic development within the context of the halal industry. Third, this research provides a taxonomy of business model innovations that can be contextually applied according to the stages of economic development in Muslim-majority countries.

Based on the identified gaps, this study is formulated around three fundamental research questions: (1) How do the evolution and characteristics of business model innovations in the global halal industry influence economic growth? (2) What determinant factors distinguish the successful implementation of business model innovations across different Muslim countries? (3) How do the integration of digital technologies and global standardization contribute to accelerating Muslim economic development through the halal industry? Accordingly, this study aims to: (1) identify and classify business model innovations implemented within the global halal industry, (2) critically analyze the factors influencing the successful adoption of business model innovations across diverse socioeconomic contexts, and (3) formulate strategic implications for Muslim economic development through sustainable halal industry growth.

The benefits of this study can be classified into three dimensions. Theoretically, this research contributes to the development of the body of knowledge on business model innovation within the context of Islamic economics by providing a comprehensive synthesis of recent literature. Practically, the findings offer strategic insights for policymakers, industry practitioners, and investors in designing adaptive and sustainable halal industry development strategies. Methodologically, this study provides a systematic literature review



protocol that can be adapted for similar research in other Islamic economic sectors, while also opening avenues for further research on innovation transfer mechanisms within the global halal industry ecosystem.

## RESEARCH METHOD

This study implements a systematic literature review (SLR) approach as the research methodology to analyze the development of business model innovation within the global halal industry and its implications for Muslim economic development. The SLR approach was selected due to its capacity to provide a comprehensive overview of literature relevant to the research questions and to synthesize previous research findings in order to strengthen the knowledge base while adhering to the principles of transparency and bias reduction (Snyder, 2020).

The SLR process was conducted through three systematic stages. The first stage, planning the review, involved the formulation of research questions and the development of a comprehensive review protocol, including search strategies, inclusion and exclusion criteria, and an analytical framework. The second stage, conducting the review, began with a literature search in the Scopus and Web of Science databases using a combination of keywords: ("halal industry" OR "Islamic economy") AND ("business model innovation") AND ("economic development"), covering publications from 2015 to 2025. The inclusion criteria comprised peer-reviewed journal articles indexed in the selected databases, published in English, focusing on business innovation within the halal industry, and discussing economic implications. The selection process was carried out in multiple phases, starting from title and abstract screening to full-text evaluation.

The third stage, reporting and dissemination, encompassed data extraction and findings analysis. Data extraction was conducted using a structured form that included bibliometric information, methodological characteristics, business model innovation typologies, implemented technologies, geographical contexts, and reported economic impacts. The literature synthesis was performed using a narrative–thematic approach by identifying theoretical and practical patterns through in-depth analysis (Lim, 2025; Page et al., 2021). An inductive approach was adopted to identify dominant themes, categorize findings based on conceptual similarities, and construct an integrative framework linking multiple dimensions of halal industry business model innovation.

To ensure validity and reliability, this study applied cross-checking procedures among researchers at each stage of selection and analysis. The entire process was transparently documented to facilitate replication, in line with best



practice principles for systematic literature reviews in the fields of management and economics.

## RESULTS AND DISCUSSION

### Journal Article Screening

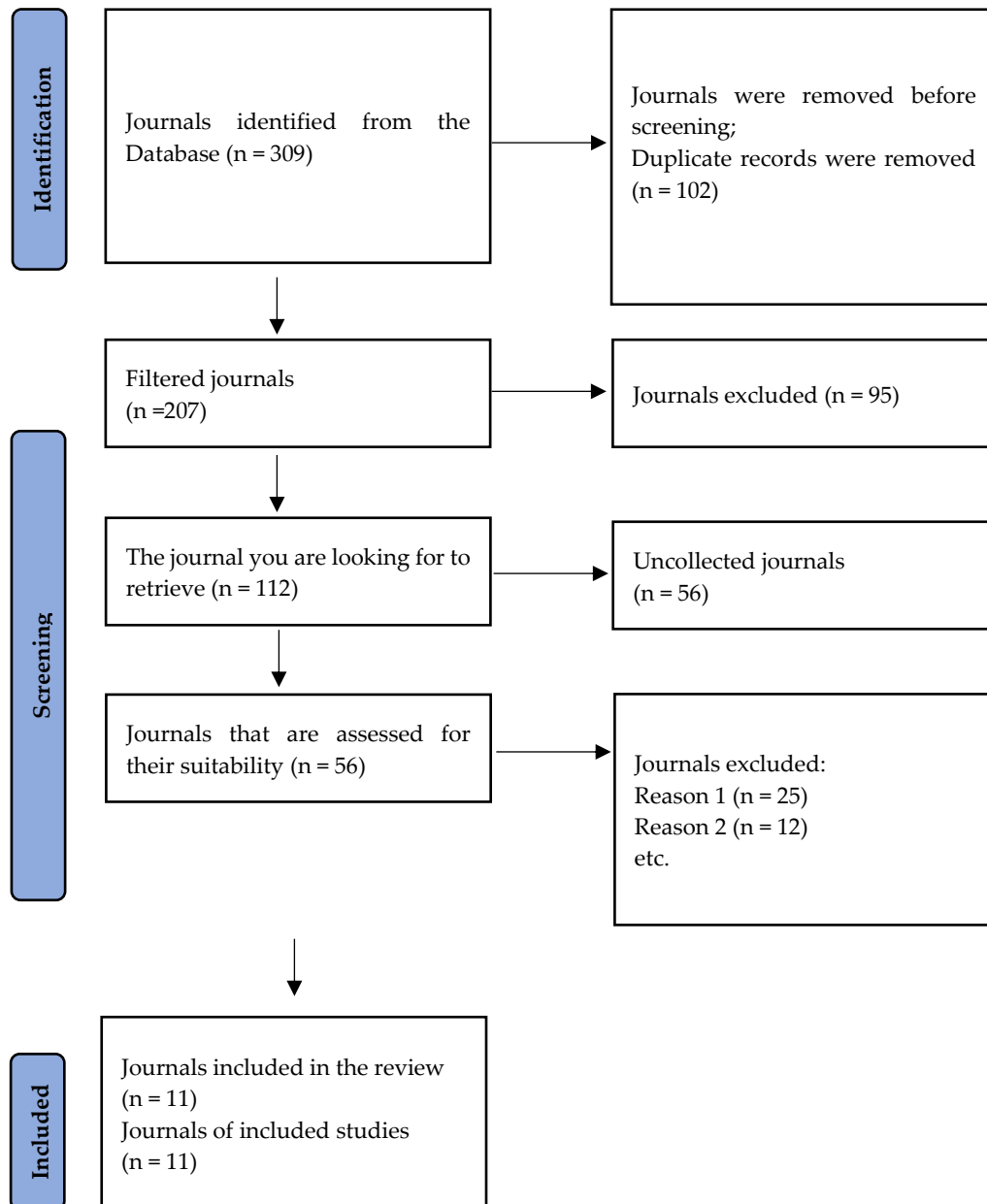


Figure 1.  
Prisma Flowchart



The systematic literature selection process implements the PRISMA protocol through four stages of multilevel elimination. The identification stage yielded 847 articles from the Scopus and Web of Science databases using a combination of thematic keywords for the 2015-2025 period. The title and abstract screening stage reduced the corpus to 156 articles relevant to the focus of halal industry business innovation. Full-text evaluation yielded 43 articles that met comprehensive inclusion criteria, including methodological rigor, theoretical contribution, and practical implications. The final quality selection stage yielded 11 primary articles with high impact factors and substantial novelty for in-depth analysis, reflecting geographic heterogeneity with a predominance of Indonesian, Malaysian, and Muslim Asian contexts, as well as qualitative and quantitative methodological diversification that affirms the complexity of the global halal industry business innovation model phenomenon.

**Summary of Key Findings**

**Table 1.**  
**Literature Synthesis**

No	Author(s) & Year	Title	Research Focus	Subject	Method	Key Findings	Implications	Relevance to This Study
1	(Ovsiannykov, 2025)	<i>Analysis of Global Halal Product Market Development Trends: Socio-Cultural and Economic Dimensions</i>	Exploring the evolution of the global halal market within socio-economic and technological transformation contexts	Global halal product market	Systematic secondary data analysis, comparative analysis, and synthesis	The halal market shows stable expansion at USD 4 trillion with a projection of USD 6.49 trillion by 2034. The food segment dominates 70%, with Asia-Pacific contributing 50.2%. E-commerce is projected to grow from USD 0.3 to 1.5 trillion by 2034. Blockchain innovation and organic production enhance digital traceability	Growth is driven by the synergy of demographic, socio-economic, and technological factors. The halal industry is evolving into a global segment of a socially responsible economic paradigm	Provides macro-level context of global halal market dynamics and highlights the importance of technological innovation aligned with business model innovation
2	(Setiawan & Arifin, 2025)	<i>Competitive Advantage of Digital Business</i>	Analyzing competitive advantages of digital	Digital business models in the	Qualitative descriptive library research,	Three pillars of advantage: digital infrastructure	Requires infrastructure investment, skilled human	Provides theoretical and empirical foundations for



		<i>Models in the Halal Industry: A Comparative Analysis of Traditional Approaches</i>	business models versus traditional approaches	halal industry	content analysis of 25 studies	(blockchain, IoT), market access expansion (e-commerce, social media), and operational efficiency (automation, optimization). Digital models significantly improve transparency, global reach, and consumer trust	resources, and supportive regulation. Integration of Sharia principles is essential for ethical compliance	analyzing business model innovation and digital transformation frameworks
3	(Prayitno et al., 2025)	<i>Halal Food and Safety Trends in the 2021–2025 Era</i>	Trends and challenges in the halal industry related to market growth, technology, and food safety	Halal food industry	Qualitative literature review	Rapid growth driven by global consumer awareness. Key challenges include certification disharmony, fraud, and expert shortages. Blockchain, IoT, and data analytics enhance supply chain transparency and traceability	Strategic collaboration among government, industry, and academia is needed. The halal industry serves as an engine of Muslim economic growth and sustainable global food systems	Emphasizes the role of technology adoption in product integrity and sustainable economic development
4	(Kusuma & Muttaqin, 2025)	<i>The Prospects of the Halal Industry in the Next 10 Years: China's Role</i>	Interaction between global halal market trends and China's socio-economic landscape	Global halal industry with a focus on China	Qualitative literature and document analysis	China is a strategic player with advanced manufacturing and extensive trade networks. Corporations such as H&M, Zara, and COFCO expand halal markets; Sinopharm develops halal pharmaceuticals; halal tourism grows in Xi'an and Shanghai	China plays a dual role as producer and investor. Strong prospects through infrastructure investment, technology, and partnerships; challenges include cultural integration and certification credibility	Demonstrates that halal business model innovation is not limited to Muslim-majority countries



5	(Musaada & Muttaqin, 2025)	<i>The Intersection of the Halal Industry and the Sharia Economic Lifestyle</i>	Impact of Islamic economic lifestyle on halal industry growth and the global economy	Global halal industry with a Sharia lifestyle focus	Qualitative literature review and secondary data analysis	Global halal consumption reached USD 2.29 trillion, projected to USD 3 trillion (CAGR 6.11%). Halal cosmetics reached USD 81 billion in 2021. Indonesia and Malaysia are key players; Islamic finance via sukuk supports halal infrastructure	Islamic lifestyle drives growth. Principles of justice and transparency attract non-Muslim consumers, fostering inclusive and sustainable global economic development	Provides philosophical grounding of Islamic economic values as drivers of inclusive innovation
6	(Nurzaman & Luthfiyah, 2024)	<i>Does the Halal Industry Impact Economic Growth?</i>	Empirical impact of the halal industry on economic growth in Asian Muslim countries	Asian Muslim countries	Quantitative panel data regression (2015–2022, Global Islamic Economy Indicator)	Halal food shows a significant positive effect. Halal pharmaceuticals and cosmetics have a negative impact due to import dependence and certification costs. Islamic finance, tourism, and media are insignificant	Development of halal food and pharmaceuticals is crucial. Governments need targeted strategies to address sector-specific challenges	Provides quantitative evidence supporting the need for appropriate business model innovation across different halal sectors
7	(Jauhari, 2025)	<i>Analysis of Projected Growth in Halal Product Consumption in Indonesia Until 2025</i>	Projection of halal product consumption growth across sectors in Indonesia	Halal product consumption in Indonesia	Literature review and secondary data analysis	Consumption projected at USD 282 billion by 2025 (53% increase from USD 184 billion in 2020). Food and beverages grow from USD 135 to USD 204 billion. Media and recreation from USD 20.73 to USD 31.82 billion. National halal labeling by BPJPH accelerates growth	Growth strengthens domestic economy, investment, and exports. BPJPH builds consumer trust and supports industry expansion	Provides empirical consumption projections highlighting Indonesia’s domestic market potential



8	(Fadlan et al., 2025)	<i>Analysis of the Economic Impact of the Halal Industry on Indonesia's GDP (2015–2024)</i>	Economic impact of the halal industry on Indonesia's GDP	Indonesian halal industry	Quantitative time-series analysis (BPS, BI, BPJPH), multiple linear regression	Significant positive contribution, led by halal food and Islamic finance. Contribution increased from USD 3.8 billion (2017) to 7.5% of GDP (2023). Creates jobs, boosts exports, and attracts investment	Strategic role in economic growth. Challenges include global competition, non-uniform standards, low awareness, and weak competitiveness	Strong quantitative justification of halal industry's role in inclusive economic growth through innovation
9	(Silalahi et al., 2024)	<i>The Halal Industry as a Solution for Economic Growth in West Nusa Tenggara</i>	Halal industry as a solution for regional economic growth in NTB	Halal industry in West Nusa Tenggara	Qualitative in-depth interviews	Optimization of the halal industry boosts NTB's economy. Strong branding attracts investors and tourists. Halal park roadmap accelerates growth. Islamic finance development remains slow	Government commitment is a key driver. The halal industry supports economic resilience and post-mining economic recovery	Provides a regional case study illustrating the role of roadmap and regulation in halal industry innovation
10	(Hermawati et al., 2025)	<i>Implications of International Halal Certification Standards for Indonesia's Global Trade</i>	Impact of international halal certification standards on Indonesia's global trade	Global trade of Indonesian halal products	Qualitative descriptive-comparative analysis of regulations and standards	International standards enhance global trust and export opportunities. OIC-SMIIC harmonization improves recognition, competitiveness, and supply chain efficiency	Challenges include regulatory differences, high costs, limited institutional capacity, and weak SME infrastructure	Highlights regulatory harmonization as a key enabler of business model innovation and global halal trade
11	(Srisusilawati et al., 2024)	<i>Trends and Development of Sharia Fashion in the Modern Era in Bandung</i>	Trends and development of Islamic fashion in Bandung	Muslim fashion industry in Bandung	Qualitative descriptive literature analysis	Rapid growth driven by religious awareness, digital technology, and e-commerce. Challenges include low halal certification among SMEs and	Strengthening halal certification, government-industry collaboration, and sustainable fashion innovation are required	Regional case study validating contextual adaptation of halal business model innovation



						import competition. Bandung has been a Muslim fashion hub since the 1990s		
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### Evolution and Characteristics of Business Model Innovation in the Economic Growth of the Global Halal Industry

The transformation of business model innovation in the halal industry has accelerated through the integration of digital technologies that shape new value ecosystems. Ovsianynkov (2025) identifies that the halal market has expanded to USD 4 trillion, with projections reaching USD 6.49 trillion by 2034, driven by demographic synergies and the penetration of e-commerce, which has grown from USD 0.3 trillion to USD 1.5 trillion. Setiawan and Arifin (2025) emphasize that digital business models construct competitive advantages through blockchain-based technological infrastructure, expanded digital market access, and optimized operational efficiency. Key characteristics include the adoption of blockchain technology to enhance halal supply chain traceability (Prayitno et al., 2025) and the implementation of Islamic financial ecosystems as financing instruments for halal infrastructure (Musaada & Muttaqin, 2025), indicating that economic growth is driven by systemic innovation that creates efficiency and global market accessibility.

### Determinant Factors of Successful Business Model Innovation Implementation Across Muslim Countries

Disparities in implementation success are determined by the convergence of structural and institutional factors. Nurzaman and Luthfiyah (2025) reveal that the halal food sector has a significant positive impact on economic growth, while the pharmaceutical and cosmetics sectors demonstrate negative effects due to import dependency and the complexity of certification costs. Fadlan et al. (2025) identify that Indonesia’s halal industry contribution increased from USD 3.8 billion to 7.5% of GDP in 2023. Determinant factors include the maturity of digital infrastructure and the availability of competent human capital (Setiawan & Arifin, 2025), regulatory harmonization and certification standardization (Hermawati et al., 2025), and strategic collaboration among government, industry, and academia (Prayitno et al., 2025). Kusuma and Muttaqin (2025) demonstrate that China has successfully emerged as a strategic player through investments in technological infrastructure, affirming that success depends on innovation capacity and strategic investment.



## **Integration of Digital Technology and Global Standardization in Accelerating Ummah Economic Development**

The convergence of digital technology and global standardization forms the foundation for accelerating ummah economic development through multiplicative mechanisms. Prayitno et al. (2025) identify that the implementation of blockchain and data analytics addresses challenges related to certification disharmony and product counterfeiting, thereby enhancing consumer trust. Hermawati et al. (2025) emphasize that the harmonization of international standards through the OIC creates uniform cross-country recognition, opening export opportunities. This integration has resulted in the expansion of Indonesia's domestic consumption to USD 282 billion by 2025, reflecting 53% growth (Jauhari, 2024), increased foreign investment and job creation (Fadlan et al., 2025), and the transformation of the halal industry into an inclusive global economic engine grounded in principles of justice and transparency (Musaada & Muttaqin, 2025). Setiawan and Arifin (2025) further add that integrating Sharia principles into digital business models ensures ethical compliance while simultaneously creating competitive differentiation in global markets.

### **Implementation of Halal Industry Business Model Innovation: A Case Study of the Muslim Fashion Sector in Bandung**

Bandung, as a center for Indonesia's creative industry, demonstrates a concrete implementation of halal industry business model innovation through the Muslim fashion sector, which has undergone significant transformation. Srisusilawati et al. (2024) identify that the Sharia fashion industry in Bandung has experienced rapid growth driven by the convergence of increasing religious awareness, digital technology penetration, and support from the local creative industry ecosystem. Key characteristics include the adoption of e-commerce platforms for market expansion, the utilization of social media as a digital marketing instrument, and strategic collaboration between local designers and Islamic financial institutions to access financing. Bandung has occupied a strategic position as a national Muslim fashion hub since the 1990s, with the presence of the Islamic Fashion Institute (IFI) as the first educational institution to integrate national competency standards in Muslim fashion design, indicating the maturity of its innovation ecosystem.

The implementation of business model innovation in Bandung faces specific challenges that reflect regional complexities. First, there is a disparity in halal awareness among MSME fashion actors who lack comprehensive halal certification covering raw materials, production processes, and distribution. Second, limited access to sustainable production technologies that integrate



environmental principles with Sharia standards remains a constraint. Third, competition from low-cost imported products threatens the sustainability of local industries. Nevertheless, Bandung possesses competitive advantages in the form of a mature creative ecosystem, support from local government initiatives such as the Jakarta Muslim Fashion Week, and strategic collaboration with the halal tourism industry, creating multiplicative synergies.

The findings from Bandung affirm the theoretical proposition of this study that the success of halal industry business model innovation depends on harmonization among digital infrastructure, supportive certification regulations, and multi-stakeholder collaboration. Bandung demonstrates how the integration of Sharia principles into fashion business models—encompassing supply chain transparency, compliance with halal standards, and social impact orientation through productive zakat—creates competitive differentiation in global markets. This case study provides empirical validation that halal industry business model innovation can be contextually adapted to regional socioeconomic characteristics while contributing to ummah economic development through job creation, improved MSME welfare, and the strengthening of the city's image as a global Muslim fashion destination.

## CONCLUSION

A systematic literature review reveals that the acceleration of the global halal industry's economic growth is driven by three fundamental, dynamically interacting mechanisms. First, the transformation of business innovation models through the adoption of digital 4.0 technology creates a transparent and efficient value ecosystem with a projected market size of USD 6.49 trillion by 2034. Second, the successful implementation of innovation models in Muslim countries depends on the convergence of digital infrastructure maturity, harmonization of international certification standards, and strategic multi-stakeholder collaboration that forms a conducive ecosystem. Third, the integration of blockchain technology and global standardization accelerates the economic development of the Muslim community through the expansion of domestic consumption, massive job creation, and increased export competitiveness, contributing significantly to Gross Domestic Product. This research provides an integrative conceptual framework linking business innovation, digital transformation, and sustainable economic development as a strategic roadmap for contextual halal industry development for policymakers and industry practitioners.



### Recommendations

1. The government needs to accelerate the harmonization of international halal certification regulations and strengthen national digital infrastructure to enhance global competitiveness.
2. Industry players must adopt blockchain technology and the Internet of Things extensively to ensure supply chain transparency and consumer trust.
3. Further research is needed to explore the mechanisms of cross-border innovation knowledge transfer and the specific impact of the halal pharmaceutical-cosmetic sector on regional economic growth.

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