

Halal Food Certification and Business Performance in Malaysia (Paperback)



Filesize: 9.19 MB

Reviews

I just started off looking at this pdf. Of course, it is perform, continue to an amazing and interesting literature. I realized this pdf from my dad and i recommended this book to understand.

(Mrs. Ettie Berge)

HALAL FOOD CERTIFICATION AND BUSINESS PERFORMANCE IN MALAYSIA (PAPERBACK)



Partridge Publishing Singapore, United States, 2018. Paperback. Condition: New. Language: English. Brand new Book. Halal food certification plays a pivotal role in both consumers food purchase and consumption, and food manufacturers business conducts. The growing trends of Halal food have encouraged firms to implement Halal food certification. Numerous studies have recognized the importance of Halal food certification to consumers rather than Halal food manufacturers. However, Halal food certificate motivations, implementation, and the impact on firm performance, particularly the Malaysia Standard on Halal Food (MS1500:2009) are hardly examined. Therefore, this study aims to investigate the motivations behind Halal food certification and its impact on food manufacturers operational, marketing, and financial performances. Resource-based view and institutional theory underpin the proposed conceptual framework of the study. Five hypotheses were proposed to determine the relationships between certification motivations and firm performances. A quantitative methodology was adopted and data were collected using self-administered questionnaires. A total of 210 Halal-certified food manufacturing companies in Peninsular Malaysia participated in the survey. A partial least square structural equation modeling was conducted for data analysis. A key finding is that both the external and internal motivations positively influence Halal food certificate implementation. Moreover, it was also found that implementing Halal food certification has a positive relationship with firm performance. Further findings indicated that government intervention, consumer demand, industry competition, employee commitment, operation improvement, and marketing return are significant motivators for Halal food certificate implementation. Results also revealed that Halal food certification has a significant impact on the respondents operation, marketing, and financial performances. Theoretically, this study offers insights to the significance of consumer pressure as a normative isomorphism in the institutional theory. Additionally, this study reinforces the understanding of Halal food certification as a significant and relevant strategic tool to remain competitive within the profoundly homogenous and saturated food...



[Read Halal Food Certification and Business Performance in Malaysia \(Paperback\) Online](#)



[Download PDF Halal Food Certification and Business Performance in Malaysia \(Paperback\)](#)

Related Kindle Books



THE WADSWORTH GUIDE TO RESEARCH 2ED (IE): MILLER-COCHRAN S K

PAPERBACK. Condition: New. Book Cover and ISBN may be different from US edition but contents as same US Edition. Excellent Quality, Service and customer satisfaction guaranteed! We may ship the books from Asian regions for...

[Save](#) [eBook](#)

»



Elements Of Optoelectronics & Fiber Optics (Pb: Chen

PAPERBACK. Condition: New. Book Cover and ISBN may be different from US edition but contents as same US Edition. Excellent Quality, Service and customer satisfaction guaranteed! We may ship the books from Asian regions for...

[Save](#) [eBook](#)

»



Nessus Network Auditing: Beale Jay Et.Al

PAPERBACK. Condition: New. Book Cover and ISBN may be different from US edition but contents as same US Edition. Excellent Quality, Service and customer satisfaction guaranteed! We may ship the books from Asian regions for...

[Save](#) [eBook](#)

»



MCQS FOR FIRST FRCR OXSTRT:NCS P: VARDHANABHUTI, JAMES, GRAY

PAPERBACK. Condition: New. Book Cover and ISBN may be different from US edition but contents as same US Edition. Excellent Quality, Service and customer satisfaction guaranteed! We may ship the books from Asian regions for...

[Save](#) [eBook](#)

»



Process instrumentation and automation (chemical biological and other light food and pharmaceutical process environment applicable to general categories of professional higher education teaching second Five)

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pages Number: 197 Publisher: Machinery Industry Pub. Date :2011-08-01 version 1. this book by Linde...

[Save](#) [eBook](#)

»

**To Do List: Daily Task Journal, To Do List Chart, Task List Notepad, To Do Notes Book, Agenda Notepad For Men, Women, Students & Kids, Cute Birthday Cover (Paperback)**

Createspace Independent Publishing Platform, United States, 2018. Paperback. Condition: New. Language: English. Brand new Book. Love the feeling of accomplishment when a task is ticked off your to do list? Then this journal is for

[Save](#) [Document](#)

»

**Scientific and Applied Pharmacognosy, Intended for the Use of Students in Pharmacy, as a Hand Book for Pharmacists, and as a Reference Book for Food and Drug Analysts and Pharmacologists (Hardback)**

Franklin Classics, United States, 2018. Hardback. Condition: New. Language: English. Brand new Book. This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we

[Save](#) [Document](#)

»

**How to Solve Mathematical Problems (Paperback)**

Dover Publications Inc., United States, 1995. Paperback. Condition: New. New edition. Language: English. Brand new Book. If you've ever tried to solve mathematical problems without any idea how to go about it, this book is

[Save](#) [Document](#)

»

**SAS and Elite Forces Guide Prisoner of War Escape & Evasion: How To Survive Behind Enemy Lines From The World's Elite Military Units (Paperback)**

ROWMAN & LITTLEFIELD, United States, 2012. Paperback. Condition: New. Language: English. Brand new Book. The POW How To Escape Handbook covers everything you need to know about making a successful return to friendly territory. Beginning

[Save](#) [Document](#)

»

**My Heart Wants to Love Again (Paperback)**

Createspace Independent Publishing Platform, United States, 2012. Paperback. Condition: New. Large Print. Language: English. Brand new Book. The world we live in, twenty first century America is one of great importance as well as one

[Save](#) [Document](#)

»