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## Halal Food Certification and Business Performance in Malaysia (Paperback)

By Dr Mohamed Syazwan Ab Talib

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...



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