
Editorial

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1 Introduction

It brings me great pleasure to present the reader with this special issue 'Halal purchasing and supply chain management' of the *International Journal of Islamic Marketing and Branding*. Halal purchasing and supply chain management is a new emerging field of research, driven by the needs from the halal industry to better address halal risk and reputation management. The subject of halal purchasing and supply chain management are critical halal business management functions for brand owners, as halal is moving away from a product approach to a supply chain approach. In other words, halal needs to be addressed from source up to point of consumer purchase (retailer or restaurant), which is controlled by the business functions purchasing and supply chain management.

2 Halal purchasing

Purchasing is the professional buying done by organisations and defines the buyer-supplier relationship. The purchasing function covers both procurement strategy and the purchasing process. Although purchasing has been an established research area, this is not the case for halal purchasing. In fact, in halal certification, the halal certification requirements are affecting the purchasing function more than any other function in a company. Purchasing puzzles are complex due to dynamic halal requirements of products and services sourced, but are further complicated with international supply chains when different halal certificates are being used throughout the supply chain.

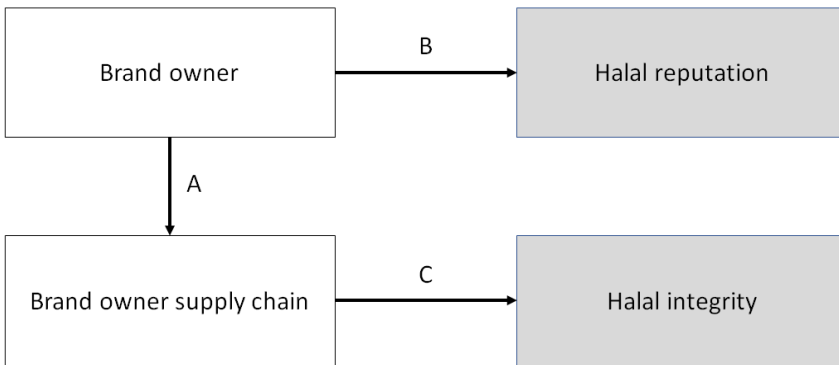
3 Halal supply chain management

Halal supply chain management is the management of a network with the goal of extending halal integrity from source to the point of consumer purchase. Halal supply chain management is different from conventional halal supply chain management, where specific critical success factors are being ignored by conventional supply chains (Ab Talib et al., 2015). Indarti et al. (2020) conclude that halal supply chain management

research is still in early development. Most of the halal supply chain studies follow conceptual and qualitative interview methods, with special reference to Muslim-majority countries and organisation-level analysis. According to them within one decade, the number of halal supply chain publications has grown significantly, though their presentation is mainly in unindexed journals and their citation rate is low.

Hence, halal purchasing and supply chain management is an important discipline within Islamic marketing and branding, as presented in Figure 1. The brand owner defines its halal assurance system, where it establishes halal control points and control measures in halal purchasing and supply chain management (arrow A in Figure 1). This determines how a brand owner supply chain is organised from source up to the point of consumer purchase. The halal reputation of a brand owner is based on all the actions of the company (Alserhan, 2015), also referred to as the halal DNA. It is therefore essential to measure the brand owner’s corporate halal reputation and licence to operate (Tieman, 2019) for the Muslim markets its serving (arrow B in Figure 1). The halal integrity of a brand and its products are a function of its supply chain (Mohamed et al., 2020), where a breakage in halal integrity anywhere in a supply chain becomes a breakage of its halal integrity (arrow C in Figure 1).

Figure 1 Brand owner impact on halal integrity and reputation



4 Overview of the articles

The article titled ‘Halal procurement strategy in the food industry: a focus group discussion’ by Marco Tieman, Zalina Zakaria, Ainin Sulaiman and Siti Qhairunissa Ramli illustrates that leading halal procurement strategies are founded on solid halal risk and reputation management. After years of global sourcing as key procurement strategy for large food companies according to the authors, there is a preference for local or regional sourcing instead, and a preference for multiple sourcing, instead of single sourcing. The authors identified a list of halal critical items, for which procurement strategies have been defined. Although the food companies have been traditional conservative in horizontal collaboration, there is great potential for collaborative purchasing with purchasing organisations both within and outside their own group of companies.

The article titled 'A sustainable model for halal pharmaceutical logistics' by K. Noorliza shows the urgency to implement halal requirements into pharmaceutical logistics and supply chains for halal integrity assurance. She discovers that logistics research is almost non-existent concerning the understanding of halal pharmaceutical logistics. Halal logistics in fact needs strict adherence, guaranteeing halal status throughout pharmaceutical supply chains and care chains. According to her, halal pharmaceutical logistics service providers require investing in owning of or controlling the specifications of physical, knowledge, technological, relational and organisational resources.

The article titled 'An overlooked aspect of halal supply chains – Islamic finance' by Mohamed Syazwan Ab Talib and Quazi Mohammed Habibus Sakalayen studies the role of Islamic finance in halal supply chain management. They argue that ignoring the Islamic finance component in halal supply chain management research and practice could potentially lead to operational misalignment, jeopardise the halal supply chain integrity. The authors present and discuss a way forward in integrating Islamic finance in halal supply chain management.

The article titled 'Expectations of Muslim consumers from the halal sportswear industry' by Aydoğan Soygüden aims to find out the expectation of the Muslim consumers from the halal sportswear industry. The materials currently used are often not yet suitable for sports. His research shows that sportswear companies need to introduce a halal sportswear category in the sportswear section especially for Muslimah. A halal sportswear category will increase the number of Muslims engaging in sports activities.

5 Conclusions

More empirical research is needed in halal purchasing of food but also non-food, like cosmetics, pharmaceutical and industrial products, to better understand the challenges and solutions surrounding the sourcing best-practices of halal certified companies.

Future research in halal pharmaceutical logistics and supply chain management is important to better protect the halal integrity of pharmaceutical supply chains and care chains. As more pharmaceuticals and medical devices obtain halal certification and also shariah compliant hospitals are being established, academic research on this new subject is urgently needs.

Incorporating Islamic finance in halal supply chain management research is needed to conduct more comprehensive research in halal supply chain management. This requires interdisciplinary research programs as Islamic finance and halal supply chain management research and experts are located at different faculties and often different universities.

The sportswear industry needs to better meet the demands of Muslims by introducing a halal sportswear category. Existing barriers can only be removed by through more consumer studies and research in halal category management.

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