



A Systematic Review of the Literature to Investigate Theoretical Frameworks for Halal Supply Chain Management in Broiler Chicken Production

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Abstract. The growing Muslim population and increased understanding of halal rules have led to a major increase in the global demand for halal products, particularly in the chicken business. The Systematic Literature Review (SLR) in this article focuses on the theoretical frameworks and difficulties involved in managing halal supply chains in the production of broiler chickens. Key theoretical models, such as the Halal Assurance System (HAS), the Halal Supply Chain Model, and the Halal Risk Management Framework, are summarized in the paper along with their advantages and shortcomings in terms of empirical validation. Examining the raising, killing, processing, packing, and distribution phases of the halal supply chain is crucial. Each stage poses a different set of difficulties, such as making sure the animals are treated humanely, avoiding cross-contamination, and managing differing standards. This analysis points out important gaps in the literature and suggests future lines of inquiry to create halal supply chains that are more efficient while also boosting customer confidence and compliance.

Keywords: Business, Compliance, Customer, Inclusion Criteria, Operational

1 Introduction

Global demand for halal-certified products, including broiler chicken, has shown a significant upward trajectory over the past decade, reflecting both the growth of Muslim populations and the increasing recognition of halal standards among non-Muslim consumers [1]. According to the Organization of Islamic Cooperation (OIC), halal food sales are expected to surpass USD 2 trillion by 2030, driven by rapid population growth in Muslim-majority countries and heightened awareness regarding food quality and safety [2]. In Southeast Asia, Malaysia and Indonesia lead in establishing robust halal certification bodies and systems, supported by clear regulatory frameworks [3]. Meanwhile, the Middle East, with countries like the United Arab Emirates and Saudi Arabia, continues to be a hub for the import and re-export of halal poultry products, further enhancing global trade volumes [4]. In Europe, the halal meat sector has expanded due to a rise in the Muslim immigrant population, leading to increased interest in consistent halal supply chain practices [5]. Similarly, North America and Australia have also witnessed steady growth, as consumers increasingly seek products aligned with religious

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and ethical considerations [6]. Collectively, these trends signify the importance of understanding the theoretical foundations that guide halal supply chain management, particularly in the broiler chicken sector.

Halal food issues vary widely across different countries due to distinct cultural, religious, and regulatory landscapes, resulting in unique challenges that must be addressed to ensure product integrity [7]. In Malaysia, stringent halal standards are maintained through JAKIM's accreditation, emphasizing supply chain traceability and stringent slaughtering procedures [8]. In Indonesia, the world's most populous Muslim-majority nation, ensuring that every stage of the supply chain adheres to halal principles—especially in rural broiler chicken farming—remains a key challenge [9]. In Middle Eastern countries, alignment with Shariah principles is paramount, and imported poultry products must undergo rigorous certification processes to gain consumer trust [10]. European nations wrestle with balancing animal welfare regulations and halal slaughter requirements, creating debates on stunning methods and labeling [11]. North America contends with a decentralized certification landscape, leading to consumer confusion and regulatory inconsistencies [12]. Amidst this global complexity, tailored theoretical frameworks can help navigate diverse halal standards and inform supply chain strategies in different socio-cultural contexts.

Theoretical frameworks provide structured lenses to examine and interpret the complexities of halal supply chain management, offering conceptual foundations to understand stakeholder interactions, regulatory compliance, and value creation [13]. Institutional theory, for instance, can be utilized to analyze the role of formal and informal institutions that shape halal certification and governance [14]. Agency theory helps elucidate principal-agent relationships across various supply chain stages, revealing potential conflicts of interest and the need for monitoring and enforcement mechanisms [15]. Transaction cost economics provides insights into how uncertainty, asset specificity, and bounded rationality can affect sourcing, processing, and distribution decisions in halal poultry chains [16]. Resource-based theory may be applied to understand how unique capabilities in logistics, certification, and stakeholder management lead to competitive advantages [17]. Social network theory can illustrate how relationships among producers, certifiers, regulators, and consumers influence trust, knowledge exchange, and collaborative innovation [18]. Such theoretical underpinnings are vital for developing robust frameworks that accommodate the multifaceted nature of halal broiler chicken production.

A review of existing literature reveals a growing body of research on halal supply chain management in the poultry sector, though often lacking comprehensive theoretical integration [19]. Numerous studies focus on operational aspects, such as traceability technologies, cold chain management, and logistics innovations aimed at maintaining poultry freshness and ensuring halal integrity [20]. Others investigate consumer perceptions, exploring how brand trust, labeling, and religious compliance influence purchasing behavior [21]. However, while a number of works highlight certifications and standards, limited attention is given to synthesizing these findings into coherent theoretical frameworks [22]. Scholars have occasionally adopted specific theoretical perspectives, but the frameworks remain fragmented, lacking a unifying model that captures all critical dimensions of halal supply chain governance [23]. Consequently, the

literature presents a diverse but disjointed collection of insights, underscoring a need for more holistic and theory-driven studies [24]. These gaps motivate a systematic review that consolidates existing knowledge through a theoretical lens.

Despite the breadth of empirical and conceptual studies, a critical gap persists: there is a shortage of integrative theoretical models that comprehensively address the distinctive challenges of halal supply chain management in broiler chicken production. Most literature tends to compartmentalize aspects such as logistics, certification, or consumer behavior, without unifying these elements under a coherent theoretical paradigm [25]. Furthermore, while institutional, agency, or transaction cost theories are occasionally referenced, no single framework has emerged to incorporate them fully and systematically [9]. This fragmentation hinders our ability to understand the interplay among stakeholders, regulatory environments, and market forces. Without a solid theoretical foundation, improvements in halal supply chain practices risk being ad hoc and unsustainable. Identifying this gap not only guides future research but also underscores the urgent need for a systematic and theoretical exploration. By addressing this shortcoming, researchers and practitioners can pursue more strategic and informed policy-making and operational enhancements.

The importance of developing a robust theoretical framework for halal supply chain management in broiler chicken production is increasingly relevant in today's dynamic global context. The COVID-19 pandemic, for example, heightened concerns about food safety and integrity, prompting consumers and regulators to seek more reliable assurances in the supply chain [26]. At the same time, rising concerns about animal welfare, sustainability, and ethical procurement further complicate compliance with halal principles [11]. Globalization and digitalization are reshaping distribution channels, transparency expectations, and quality control mechanisms, necessitating more agile and theory-informed strategies [20]. As consumers become more discerning, theoretical insights can guide better communication, certification, and verification processes, building trust in halal products [5]. Developing theoretical clarity enables policymakers to craft regulations and guidelines that maintain halal authenticity while fostering competitiveness [3]. In an era defined by complexity and uncertainty, theory-driven research ensures that halal supply chains remain resilient, credible, and adaptive.

This study aims to conduct a systematic review of the literature to identify, synthesize, and advance theoretical frameworks for managing halal supply chains in broiler chicken production. By examining a broad range of scholarly works, this research aims to integrate existing theories and identify where new theoretical constructs might be needed [9]. The findings will not only illuminate the current theoretical landscape but also propose a conceptual model that captures the multifaceted nature of halal compliance, efficiency, and stakeholder relations [25]. This contribution is expected to fill the theoretical gap, guiding future empirical research and providing practitioners with a roadmap for informed decision-making [19]. By consolidating disparate perspectives, the study aspires to offer a coherent framework that can be adapted and applied across different geographies and regulatory contexts. Ultimately, the developed conceptual model can serve as a valuable reference for policymakers, businesses, and certifying bodies working to ensure the integrity and competitiveness of halal broiler chicken supply chains. In doing so, this research furthers the academic discourse and expands the

understanding of theoretical underpinnings, contributing to a more robust and integrated knowledge base.

The significance of this research lies in its potential to drive meaningful theoretical and practical advancements in halal supply chain management. The identified theoretical frameworks can offer stakeholders clear guidance, reducing inconsistencies and inefficiencies in halal certification processes, logistics coordination, and resource allocation [22]. Integrating insights from multiple theoretical lenses can improve our understanding of how institutions, market forces, and cultural factors shape halal poultry supply chains, enabling more responsive and context-sensitive strategies [14]. As a result, this research may contribute to enhanced consumer trust, market growth, and overall sectoral resilience, directly benefiting farmers, processors, distributors, retailers, and consumers [6]. In the long run, incorporating a theoretical dimension into policy-making and operational decisions can foster ethical, transparent, and sustainable supply chains, aligning with both religious directives and global consumer expectations [8]. This endeavor is essential for maintaining the credibility and authenticity of halal products, especially in markets where religious, cultural, and quality concerns converge. By bridging theoretical gaps and offering an integrated conceptual model, the study underscores its relevance to practitioners, policymakers, and researchers striving to uphold halal principles in an ever-evolving global landscape.

2 Materials and Methods

2.1 Determining of Research Questions

These research questions lay a solid foundation for your systematic literature review on halal supply chain management in broiler chicken production. Here's a brief overview of how you might approach each question:

1. Key Theoretical Frameworks:
 - Begin by identifying and analyzing prominent theoretical frameworks applied in halal supply chain management. Consider stakeholder theory, resource-based view, or supply chain resilience theories.
 - Look for papers that highlight these frameworks in the context of halal production and how they apply specifically to broiler chickens.
2. Critical Stages and Challenges:
 - Map out the entire halal supply chain for broiler chickens, from farm to consumer.
 - Investigate literature that discusses each stage—such as sourcing, processing, distribution, and retail—and identify specific challenges like regulatory compliance, consumer perception, and logistical issues.
3. Addressing Challenges in Theoretical Models:
 - Evaluate existing theoretical models that are used to analyze or mitigate the identified challenges.

- Discuss how these models have been applied in practice and their effectiveness in addressing the unique challenges of halal supply chains.

4. Gaps and Future Research Areas:

- Conduct a thorough analysis of the literature to pinpoint any overlooked areas or questions that remain unanswered.
- Consider areas such as the integration of technology, sustainability practices, or consumer behavior towards halal products that could benefit from further investigation.

2.2 Search Strategy

Developing a systematic search strategy for this review involves carefully defining key concepts, determining appropriate databases, and applying well-structured search terms to ensure comprehensive and unbiased retrieval of relevant literature. The process begins with identifying core constructs—such as “halal supply chain management,” “theoretical frameworks,” and “broiler chicken production”—and translating these concepts into a set of standardized keywords and controlled vocabulary terms [27,28]. Databases like Scopus, Web of Science, and Google Scholar are selected for their multidisciplinary scope and relevance to business, supply chain, and agri-food research domains [29]. To refine the search strings, iterative tests and consultations with subject specialists and academic librarians are conducted, ensuring that synonyms, regional terminology, and potential spelling variations are incorporated [30].

The strategy also includes forward and backward citation searching from key articles to identify additional studies that may have been missed in initial database queries, as well as scanning grey literature and conference proceedings to reduce publication bias [29,28]. Pre-established inclusion and exclusion criteria guide the study selection process, focusing on English-language, peer-reviewed articles published between 2019 and 2024 that explicitly engage with halal supply chain theory in the broiler chicken sector. This transparent and iterative approach maximizes the likelihood of capturing a robust and representative sample of scholarly work necessary for a thorough theoretical investigation. These terms were combined in different ways to ensure a broad collection of articles. The search was restricted to articles published in English and within the last 20 years to maintain the relevance and timeliness of the literature.

2.3 Inclusion and Exclusion Criteria.

To ensure the quality and relevance of the selected studies, specific inclusion and exclusion criteria were established.

Inclusion Criteria:

- Articles that discuss theoretical frameworks for halal supply chain management.
 - Studies focused on broiler chicken production within the context of halal compliance.
 - Peer-reviewed journal articles, conference papers, and industry reports.
 - Publications in English.
 - Studies published within the last 20 years.
- #### Exclusion Criteria:
- Articles not related to halal supply chains or broiler chicken production.

- Studies focusing on other aspects of halal food production not relevant to the supply chain.
- Non-peer-reviewed articles, opier than Englishnion pieces, and editorials.
- Publications in languages other than English

2.3 Data Extraction

Data extraction represents a critical step in conducting systematic reviews as it ensures the reliable and transparent collection of relevant information from eligible studies. In the context of this research, it involves identifying, coding, and documenting theoretical frameworks, research methods, key findings, and contextual details related to halal supply chain management in broiler chicken production. To achieve accuracy and consistency, the process commonly employs standardized data extraction forms that have been piloted and refined based on established methodological guidelines [27]. Prior to full data extraction, a calibration exercise may be conducted among reviewers to mitigate interpretation discrepancies and enhance interrater reliability, thereby improving the trustworthiness of the findings [30]. Reviewers also engage in iterative discussions to resolve any differences, ensuring that the data extraction process remains systematic, replicable, and methodologically sound. Employing computer-assisted qualitative data analysis software can facilitate the organization, coding, and retrieval of information, allowing for a more efficient and rigorous synthesis of findings.

Overall, well-structured data extraction ensures a dependable foundation for subsequent analysis and interpretation of the theoretical perspectives uncovered within the scholarly literature on halal broiler chicken supply chain management. Following the application of the inclusion and exclusion criteria, the chosen articles underwent a thorough data extraction process. A standardized form was utilized to gather pertinent information from each study.

Table 1. The extracted data.

No.	The extracted data
1.	Title and authorship of the article.
2.	Year of publication.
3.	Source (journal, conference, report).
4.	Research objectives and questions.
5.	Theoretical frameworks used.
6.	Key findings and conclusions.
7.	Identified challenges and proposed solutions.
8.	Gaps in the literature and suggestions for future research.

2.4 Analysis

The data gathered from the selected articles were analyzed using a thematic analysis approach. Data collected from the selected articles were analyzed using a thematic analysis approach, a qualitative method that systematically identifies, organizes, and interprets patterns or themes within the data. Thematic analysis offers flexibility, allowing researchers to move beyond mere description to explore the underlying meanings, assumptions, and relationships present in the literature [31]. In this study, thematic analysis began with an initial phase of familiarization, during which the reviewers repeatedly read the extracted data to gain an in-depth understanding of the content and context. Subsequently, the data were systematically coded to capture relevant features, ensuring that all reviewers employed a consistent, transparent process throughout the analytic stages [32]. Codes were then grouped into candidate themes that encapsulated larger patterns and conceptual connections across the dataset, followed by iterative refinement to ensure that each theme accurately represented the underlying data [33].

This reflexive process included critical self-awareness by the researchers, acknowledging their potential biases and the influence of their theoretical positions on the analysis [31]. Ultimately, the application of thematic analysis enabled the researchers to synthesize diverse findings, illuminate recurring theoretical constructs, and derive meaningful insights related to the development and application of theoretical frameworks in halal supply chain management for broiler chicken production. This process involved identifying recurring themes, patterns, and concepts within the literature. The analysis followed these steps:

1. **Familiarization with the Data:** Reading and re-reading the extracted information to become acquainted with the content.
2. **Coding:** Assigning codes to significant pieces of information relevant to the research questions.
3. **Identifying Themes:** Grouping similar codes into broader themes that capture key aspects of halal supply chain management.
4. **Reviewing Themes:** Refining and reassessing the themes to ensure they accurately reflect the data.
5. **Defining and Naming Themes:** Clearly articulating each theme and its significance to the research questions.
6. **Synthesizing Findings:** Integrating the themes into a cohesive narrative that addresses the research questions and highlights important insights from the literature.

2.5 Quality Assessment

To ensure the reliability and validity of the findings, a quality assessment of the chosen studies was performed. Each study was evaluated according to criteria including the clarity of research objectives, the suitability of the theoretical framework, the rigor of the methodology, and the relevance of the findings to the research questions. This evaluation facilitated the identification of high-quality studies that offered strong evidence

and insights. To ensure the reliability and validity of the findings, a quality assessment of the selected studies was undertaken. This evaluation process involved systematically examining each study against predetermined criteria, including the clarity of research objectives, the appropriateness of the theoretical framework, the rigor of the methodology, and the relevance of the findings to the research questions. Employing such quality assessment criteria helps distinguish high-quality studies that offer robust evidence and valuable insights, thereby strengthening the credibility and overall contribution of the review [29,30]. This step not only increases methodological transparency but also ensures that the synthesized results are drawn from well-executed and theoretically informed research. As a result, the review's conclusions are more likely to provide meaningful guidance for academics, practitioners, and policymakers interested in advancing theoretical understanding within the domain of halal supply chain management in broiler chicken production.

2.6 Reporting

The results of the systematic literature review were presented in a structured format, organized according to the key themes identified during the analysis. Each section of the report focused on a specific research question, synthesizing evidence from the literature and exploring its implications for halal supply chain management in broiler chicken production. Reporting the findings of a systematic review requires a clear, transparent, and comprehensive presentation of the methodology, analysis, and conclusions drawn from the included studies. In this research, the reporting process adheres to widely recognized guidelines, such as the PRISMA 2020 statement, to ensure consistency and reproducibility [30]. This includes outlining the databases searched, detailing the search strategy, describing the inclusion and exclusion criteria, and summarizing the quality assessment procedures. Flow diagrams, tables, and narrative descriptions facilitate the clear communication of study selection, data extraction, and synthesis processes, enabling readers to follow the review's progression from initial searches to final interpretations [29]. Additionally, the reporting process emphasizes transparency in how theoretical frameworks were identified, applied, and evaluated, ensuring that the conclusions drawn reflect a credible and methodologically sound synthesis of the relevant literature. By providing a systematic, detailed, and accessible account of each step, the reporting process ultimately supports the robustness, utility, and impact of the research findings.

3 Results and Discussion

The systematic literature review yielded several key findings regarding the theoretical frameworks and challenges in halal supply chain management for broiler chicken production. The results are organized around the primary themes identified during the analysis: theoretical frameworks, critical stages of the halal supply chain, specific

challenges, and gaps in the literature. Each theme is discussed in detail below, followed by an integrated discussion on the implications and future research directions.

3.1 Theoretical Frameworks

Key Findings:

- Several theoretical frameworks have been proposed for halal supply chain management, including the Halal Assurance System (HAS), the Halal Supply Chain Model, and the Halal Risk Management Framework.
- The Halal Assurance System (HAS) is the most commonly referenced framework, emphasizing the need for a structured approach to ensuring halal compliance across all stages of the supply chain.
- The Halal Supply Chain Model integrates traditional supply chain management principles with halal-specific requirements, offering a holistic view of the processes involved.
- The Halal Risk Management Framework focuses on identifying and mitigating risks associated with halal non-compliance, providing tools for risk assessment and management.

Discussion:

These frameworks provide valuable guidelines for implementing halal practices in the broiler chicken supply chain. However, there is a need for more empirical research to validate these models in real-world settings. Additionally, integrating technological advancements such as blockchain and Internet of Things (IoT) for traceability and transparency in halal supply chains is an emerging area that requires further exploration. This is relevant to Abdel-Basset et al. [34] which states that Blockchain as disruptive technology in SC management Industry 4.0 is a new era of ICT where information about real products is linked to web-based applications and integrated into the production process. The technologies that provide better solutions and have the ability to replace the traditional methods in the SC can be regarded as disruptive. Evidence exists showing that Industry 4.0 has fostered the use of blockchain technology applications in SC management [35].

3.2 Critical Stages of the Halal Supply Chain

Key Findings:

- The halal supply chain for broiler chickens includes several critical stages: rearing, slaughtering, processing, packaging, and distribution.
- Each stage has specific halal requirements. For example, during rearing, chickens must be fed halal-certified feed. Slaughtering must be performed by a Muslim, and the process should follow Islamic guidelines to ensure the humane treatment of animals.

- Processing and packaging require stringent measures to prevent cross-contamination with non-halal products. Distribution involves maintaining the integrity of halal products through proper segregation and handling.

Discussion:

The findings highlight the complexity of maintaining halal compliance throughout the supply chain. Each stage presents unique challenges that must be addressed through robust management practices and adherence to halal standards. The incorporation of blockchain in the halal food SC can serve as a platform for a tangible relationship between globally distributed trading partners via a transparent networking base, a vital component of the Shariah screening process to ensure that the product offered is truly halal. For example, each critical activity in the halal food supply chain identified in Tan et al. [36] can be recorded and the information can be transacted between players in the supply chain. Ensuring comprehensive training for staff and regular audits are essential strategies for maintaining halal integrity. Additionally, there is a growing emphasis on the role of technology in ensuring compliance, with innovations such as real-time monitoring systems and digital certification processes showing promise.

3.3 Specific Challenges

Key Findings:

- Common challenges include maintaining the segregation of halal and non-halal products, ensuring the humane treatment of animals, and complying with varying international halal standards.
- Another significant challenge is the lack of standardized halal certification processes, leading to inconsistencies in how halal compliance is assessed and verified.
- Supply chain disruptions, such as those caused by the COVID-19 pandemic, have also highlighted vulnerabilities in maintaining halal standards, particularly in terms of logistics and distribution.

Discussion:

Addressing these challenges requires a multi-faceted approach that includes stricter regulatory frameworks, enhanced certification processes, and the adoption of best practices from other industries. Collaboration between industry stakeholders, regulatory bodies, and certification organizations is crucial for developing consistent and reliable halal standards. Therefore, a disruptive technology that allows mutual development among the SC stakeholders, as well as the incorporation of other existing technologies is novel. As argued by Kamilaris et al. [37],

blockchain technology has the ability to address the incorporation of the existing technologies and opening-up the horizon for more SC collaborations on its platforms. Furthermore, there is a need for research on the impact of supply chain disruptions on halal compliance and strategies to build more resilient supply chains.

3.4 Gaps in the Literature

Key Findings:

- There is a paucity of empirical studies that validate theoretical frameworks in real-world settings, particularly in the context of broiler chicken production.
- Limited research exists on the role of emerging technologies in enhancing halal supply chain management.
- There is a need for more comprehensive studies that explore consumer perceptions and trust in halal certification processes.

Discussion:

Future research should focus on empirical validation of theoretical models, examining how these frameworks perform in actual broiler chicken supply chains. Studies exploring the integration of technology, such as blockchain for traceability and IoT for real-time monitoring, could provide valuable insights into enhancing halal compliance. Although the adoption and implementation of blockchain technology in the food SC is in the embryonic phase and is suffering from many obstacles [38]. Moreover, through a consolidation of the literature and case studies, this study postulates five distinct dimensions of challenges faced by halal food SMEs in making blockchain viable, which are as follows: complexity and capability, cost and competitive advantages, change management and external pressure, halal sustainable production and consumption, and regulatory culpability. Additionally, understanding consumer perceptions of halal certification and trust is essential for developing more transparent and trustworthy supply chains

3.5 Integrated Discussion and Implications

The findings of this systematic literature review highlight the necessity of strong theoretical frameworks for managing halal supply chains in broiler chicken production. Although several frameworks are available, there is a pressing need for empirical validation and adaptation to real-world contexts. The incorporation of emerging technologies presents promising opportunities to improve transparency, traceability, and overall compliance with halal standards.

Each critical stage of the halal supply chain, from rearing to distribution, poses unique challenges that must be tackled through a combination of best practices, regulatory oversight, and technological advancements. Key areas requiring

ongoing attention and improvement include ensuring humane treatment of animals, preventing cross-contamination, and maintaining segregation.

The challenges associated with maintaining halal compliance underscore the necessity for standardized certification processes and improved collaboration among industry stakeholders. However, this contrasts with the viewpoint of Hew et al. [39], which states that developing a blockchain-based halal traceability system demands significant investment in costly resources, potentially deterring stakeholder participation. Additionally, addressing supply chain disruptions and enhancing resilience within the halal supply chain are vital areas for future research.

In conclusion, this systematic literature review offers a comprehensive overview of the theoretical frameworks and challenges in halal supply chain management for broiler chicken production. By pinpointing gaps in the literature and suggesting future research directions, this review aims to contribute to the creation of more robust and effective halal supply chains that fulfill the stringent requirements of halal certification and meet consumer expectations.

3.6 Literature Tabulation Results

The following are the results of the literature tabulation used in this literature study, which are divided based on the year of publication, literature theme and country that concern.

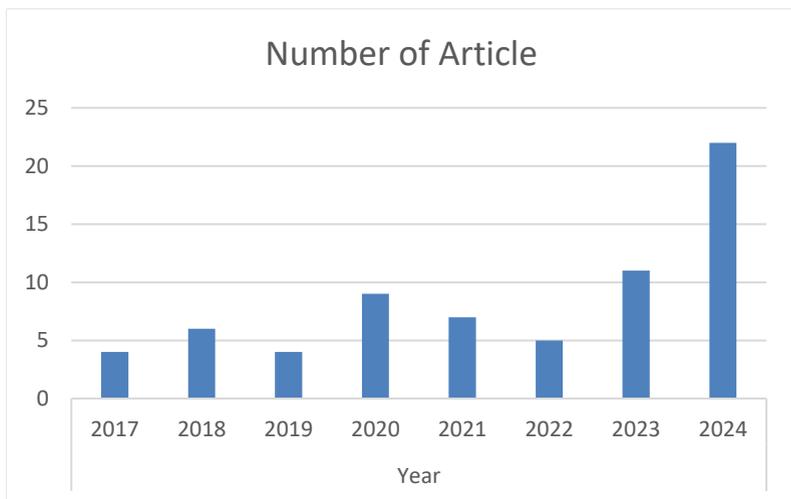


Fig. 1. Year of Literature

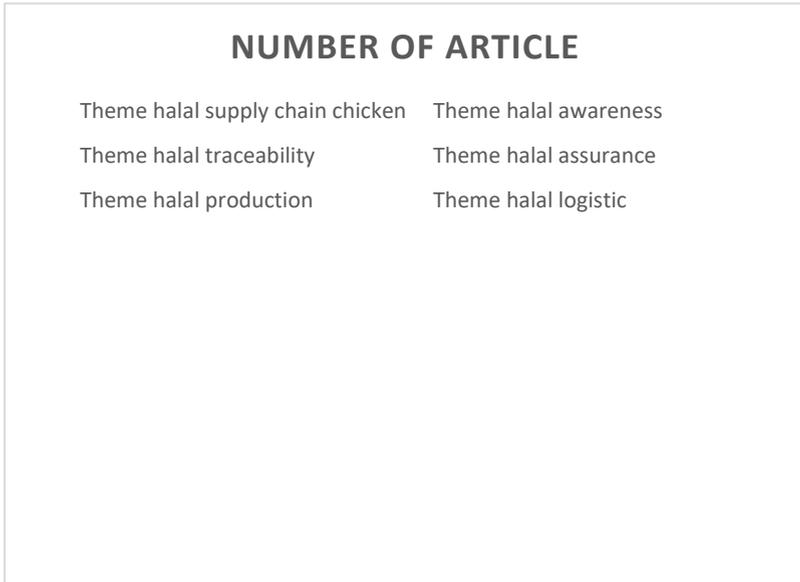


Fig. 2. Theme of Literatur



Fig. 3. Country that Concern

4 Conclusion

The systematic review conducted in this article highlights the complexity and importance of establishing strong theoretical foundations for managing halal supply chains in broiler chicken production. Although several frameworks—such as the Halal Assurance System, the Halal Supply Chain Model, and the Halal Risk Management Framework—have been proposed, their real-world efficacy remains under-examined, underscoring a need for more empirical validation. The review shows that effective halal compliance extends far beyond certification; it encompasses humane animal treatment, prevention of cross-contamination, and adherence to diverse international standards across all supply chain stages, from rearing to distribution. Furthermore, the literature points to persistent challenges, including a lack of standardized certification processes and varied regulatory landscapes, which can hinder transparency and trust.

Future research directions identified by this review include integrating emerging technologies like blockchain and IoT to enhance traceability, authenticity, and information sharing in halal supply chains. Such innovations may help reconcile differing standards, strengthen consumer confidence, and provide more resilient operations—particularly in the face of disruptions like those witnessed during the COVID-19 pandemic. Additionally, investigating consumer perceptions, improving stakeholder collaboration, and developing unified theoretical models can guide practical improvements in industry practices and policymaking. In sum, this review not only consolidates existing theoretical perspectives but also highlights key gaps and opportunities, ultimately pushing the field toward more robust, efficient, and trustworthy halal supply chains in the broiler chicken sector

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