



## Islamic Business Ethics and Consumer Trust in the Digital Halal Industry

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### ABSTRACT

The development of the digital halal industry has driven significant transformations in business practices, particularly through the use of e-commerce platforms that expand market reach and interactions between business actors and consumers. In this context, Islamic business ethics serves as an essential foundation for maintaining integrity and trust in digital transactions that involve minimal direct interaction. This study aims to analyze the implementation of Islamic business ethics principles in the digital halal industry and to examine their relationship with consumer trust levels. The method used is library research employing a descriptive-analytical qualitative approach through the analysis of various relevant literature, including scientific journals, books, and policy documents. The study results indicate that Islamic business ethics principles such as honesty, transparency, fairness, and trustworthiness play a significant role in building consumer trust in digital transactions. In addition, the consistent application of Islamic business ethics can enhance consumer loyalty and strengthen the competitiveness of business actors in the digital halal industry. This research also found that there is still a gap between the ideal principles of Islamic business ethics and actual practices in the field, especially concerning information transparency and the validity of product halal status. Therefore, the integration of Islamic business ethics values into the digital ecosystem becomes an essential need in supporting the sustainable development of the halal industry.

### ARTICLE INFO

**Article history:**

Received : 13/03/2026

Revised : 25/03/2026

Accepted : 30/03/2026

**Keywords:**

Islamic Business Ethics;  
Consumer Trust; Digital  
Halal Industry; Sharia  
Economy

### INTRODUCTION

The development of digital technology has driven significant across economic sectors, including the halal industry, which is now increasingly integrated with digital platforms (Rasyidah et al., 2025; Syakirunn'iam et al., 2025). The halal industry is no longer limited to food and beverage products but has expanded to the service, financial, cosmetic, and Sharia-based tourism sectors (Marya, 2025; Rosli et al., 2024; L. S. B. Siregar et al., 2025). Digitalization opens new opportunities for business actors to reach wider market through e-commerce, social media, and platform-based applications (Hardaker & Chu, 2026; Stupnytsky et al., 2024). This phenomenon also strengthens the position of the halal industry as one of the key pillars of the global economy, especially in countries with large Muslim populations such as Indonesia. In this context, Islamic business ethics

serve as normative foundation that guides the behavior of business actors to remain in accordance with Sharia principles (Wazin; Suryanto, 2023). Values such as honesty, transparency, fairness, and responsibility are important elements in building equitable economic interactions. Digital transformation demands a reinterpretation of these principles to remain relevant in the context of modern transactions. Changes in societal consumption patterns that increasingly rely on technology also require adaptation in Sharia-based business practices. This makes the study of Islamic business ethics in the digital halal industry increasingly important to be examined academically.

Consumer trust becomes one of the key factors in business success in the digital era, especially in the halal industry which is very sensitive to aspects of halalness and sharia compliance. In digital transactions, consumers cannot directly verify the products or services offered, making trust the main foundation in decision-making. Islamic business ethics play an important role in building and maintaining that trust through practices that comply with sharia principles. Transparency of information, honesty in promotion, and compliance with halal standards are the main indicators observed by Muslim consumers (Thani, 2025). In addition, increasing public awareness of halal products drives higher demands for the integrity of business actors. Digital platforms also present new challenges such as the potential manipulation of information, unclear product origins, and lack of oversight of business practices (Kuan & Lee, 2023; Matyash, 2024). In this condition, the implementation of Islamic business ethics not only becomes a normative obligation but also a strategy to enhance competitiveness. The relationship between business ethics and consumer trust becomes increasingly complex in a dynamic digital environment (Al-Mutawa et al., 2025; López Jiménez et al., 2021). This opens up space for more in-depth studies on how Islamic business ethics are implemented in building consumer trust in the digital halal industry.

Reality on the ground shows that business practices in the digital halal industry have not fully reflected Islamic business ethics principles optimally. Many business actors still ignore aspects of transparency, such as not providing detailed information about the halal status of products or their production processes. Cases of misuse of halal labels or unilateral claims without official certification are also still found on various e-commerce platforms. In addition, excessive promotion practices that are not in line with the actual conditions of the products often lead to consumer dissatisfaction. The lack of digital literacy and understanding of Sharia principles among business actors further

exacerbates this condition. Consumers also face difficulties in verifying the authenticity of information provided online. Existing regulations have not fully been able to oversee the rapidly developing dynamics of digital transactions. The gap between the ideal principles of Islamic business ethics and practical implementation in the field creates the potential for a consumer trust crisis. This situation indicates an urgent need to delve deeper into the relationship between Islamic business ethics and consumer trust in the digital context.

Research conducted by Rangkuti (2023) shows that Islamic business ethics need to be developed through a holistic approach that integrates leadership, halal practices, and Islamic finance in the context of the digital era. The results of the study emphasize that the synergy of these three aspects can strengthen the implementation of Islamic business ethics more comprehensively and sustainably (Rangkuti, 2023). Research conducted by Arum and Azzaki (2024) shows that the effectiveness of Islamic business ethics in building trust in the digital economy era is greatly influenced by Islamic historical values that emphasize honesty, justice, and trustworthiness. The results of the study confirm that the application of Islamic business ethics rooted in Islamic history can strengthen consumer trust and create more sustainable business relationships in the digital era (Arum & Azzaki, 2024).

Research conducted by Nurhamidah (2025) shows that the development of halal e-commerce has a strong influence on Muslim consumer behavior, especially in aspects of trust, perception of halalness, and purchasing decisions. The results of the study confirm that digital platforms that can guarantee transparency and compliance with halal principles tend to be more accepted and trusted by Muslim consumers (Nurhamidah, 2025). Research conducted by Jannah (2026) shows that price transparency and information in digital Islamic trade become the main ethical challenges for Islamic business actors in the halal marketplace. The results of the study confirm that a lack of transparency can weaken consumer trust, thus requiring the strengthening of principles of honesty and fairness in Sharia-based digital trade practices (Jannah, 2026).

Several previous studies have discussed Islamic business ethics and consumer trust, but most have still focused on the context of conventional business or offline sectors. Studies that specifically integrate Islamic business ethics with the dynamics of the digital-based halal industry are still relatively limited. Some studies tend to position business ethics as a normative concept without empirically testing its influence on consumer trust. In addition, research that links Islamic business ethics variables with consumer behavior

on halal e-commerce platforms has not been conducted extensively. The approaches used in previous research are also still dominated by conceptual studies without strong field data support. This condition indicates the existence of a gap between theory and practice that needs to be bridged through empirical research. This study offers novelty by examining the relationship between Islamic business ethics and consumer trust in the context of the digital halal industry more comprehensively. The approach used combines the perspectives of Islamic law, economics, and consumer behavior into a single analytical framework. The focus on digital platforms as a space for economic interaction is the main differentiator compared to previous studies.

This study aims to analyze in depth the relationship between Islamic business ethics and consumer trust in the digital halal industry, particularly on e-commerce platforms. The main focus of this research is to identify the extent to which the principles of Islamic business ethics are implemented by business actors in the digital environment. This study also seeks to measure the influence of the application of business ethics on the level of consumer trust in conducting transactions. In addition, this study is aimed at addressing the gap in previous research, which has not extensively examined empirical aspects in the digital halal context. The approach used allows for testing the relationships between variables in a more measurable and systematic manner. This study proposes the hypothesis that the application of Islamic business ethics has a positive and significant effect on consumer trust. The variable of Islamic business ethics is positioned as an independent factor that influences the dependent variable, which is consumer trust. An analysis is conducted to test the strength of this relationship in the context of the digital halal industry. This focus is expected to provide both academic and practical contributions to the development of a digitally-based Sharia economy.

## **METHOD**

This study uses the library research method or literature review, which focuses on an in-depth examination of various literature sources relevant to the topic of Islamic business ethics and consumer trust in the digital halal industry (Kostoff et al., 2008). This type of research falls into the category of descriptive-analytical qualitative research, which aims to describe and analyze phenomena systematically based on secondary data. Data are obtained from various sources such as academic books, reputable journal articles, scientific proceedings, official institution reports, as well as policy documents related to Sharia economic law and the digital halal industry. In addition, this study also

utilizes literature discussing the development of e-commerce, digital consumer behavior, and the implementation of Sharia principles in modern business practice. The research design is conceptually structured by integrating various relevant theories, such as Islamic business ethics theory, the concept of consumer trust, as well as approaches in the digital economy. Data collection techniques are carried out through identification, classification, and critical analysis of literature that has a direct connection to the research focus. The source selection process is conducted by considering credibility, relevance, and the novelty of information in order to produce a comprehensive analysis (Khan et al., 2024). The approach used in this research is normative and conceptual by referring to Islamic legal principles as well as theoretical frameworks in social sciences. Through this approach, the research seeks to build a comprehensive understanding of the relationship between Islamic business ethics and consumer trust in the digital halal industry, with more focused literature limitations namely, only referring to reputable scientific publications (Scopus, Sinta, and equivalents) published in the last ten years and excluding sources that are irrelevant or lacking a scientific basis

The data analysis technique in this study uses content analysis and comparative analysis methods to examine and compare various views found in the literature. The analysis is conducted by identifying key concepts, connecting variables, and interpreting the meaning contained in each data source (Van Lange Paul et al., 2015). This study also uses both deductive and inductive approaches simultaneously to produce deeper and more structured findings. The deductive approach is used to examine the concept of Islamic business ethics based on existing theories, while the inductive approach is used to understand consumer trust phenomena in the digital context. In addition, this study adopts a socio-legal approach to examine the relationship between Islamic legal norms and social practices in the digital halal industry. Data validity is maintained through source triangulation techniques by comparing various references that have topic alignment. The interpretation process is conducted critically and reflectively to produce an understanding that is not only descriptive but also analytical. With this design and approach, the study is expected to provide theoretical contributions to the development of Islamic business ethics studies as well as practical contributions to understanding consumer trust dynamics in the digital era.

## **RESULT AND DISCUSSION**

### **1. Implementation of the Concepts and Principles of Islamic Business Ethics in the Digital Halal Industry**

Islamic business ethics is a set of normative values derived from the Qur'an, hadith, and scholars' *ijtihad* that regulate economic behavior to be in harmony with the principles of justice, honesty, and responsibility (Sulaeman et al., 2025). In the digital halal industry, this concept is not only understood as a moral rule but also as a value system that must be internalized throughout technology-based business processes. Principles such as honesty (*shidq*), trustworthiness (*amanah*), justice (*'adl*), and transparency become the main foundation in conducting economic activities according to sharia. Digital transformation presents new challenges because interactions between sellers and consumers do not occur directly. This condition requires an ethical mechanism capable of bridging those limitations. Islamic business ethics in the digital context emphasizes the importance of clarity of information and integrity in communication. Setiap transaksi harus bebas dari unsur penipuan (*gharar*), manipulasi, dan ketidakjelasan yang dapat merugikan salah satu pihak. Hal ini menunjukkan bahwa etika bisnis Islam memiliki relevansi yang kuat dalam mengatur praktik ekonomi modern berbasis digital.

The implementation of Islamic business ethics principles in e-commerce platforms can be seen from how business actors present product information honestly and transparently. Information regarding ingredients, production processes, and halal status must be conveyed completely so as not to cause doubt among consumers (Ali & Suleiman, 2018; Nazari et al., 2023). This practice becomes very important in the halal industry because consumer trust heavily relies on the clarity of such information. In addition, business actors are also required not to engage in excessive or misleading promotional practices. Communication ethics in digital marketing is an integral part of the application of sharia principles. Interactions between sellers and buyers through chat or review features also reflect the level of ethics applied. Digital platforms provide a wide space for consumers to give feedback on products and services. This creates a social control mechanism that encourages business actors to maintain their business ethics.

The principle of justice in Islamic business ethics is also reflected in pricing and transaction policies. Business actors are expected not to take excessive profits that

could harm consumers. The prices set must reflect a fair value according to the quality of the products offered. In the digital context, price transparency becomes very important because consumers have access to easily compare various products. Practices of price discrimination or information manipulation can damage consumer trust. In addition, return policies and after-sales services also become important indicators in assessing the implementation of Islamic business ethics. Business actors who apply the principle of justice tend to provide fair solutions when disputes occur. This reflects a commitment to Sharia values in business practices.

The aspect of trustworthiness in Islamic business ethics requires business actors to maintain the trust given by consumers. In digital transactions, trustworthiness is reflected in the ability of business actors to fulfill promises that have been agreed upon (Brett & Mitchell, 2020). On-time delivery of goods, product quality that matches the description, and quick responses to consumer complaints are part of the implementation of this principle. Trustworthiness is also related to the protection of consumers' personal data, which has become increasingly important in the digital era. Business actors must ensure that consumer information is not misused for inappropriate purposes. The trust built through a trustworthy attitude has long-term impacts on business sustainability. This shows that Islamic business ethics is not only oriented toward profit but also toward blessing and the sustainability of the business.

In the digital halal industry, halal certification is one of the important instruments in ensuring compliance with Sharia principles. Business actors must ensure that the products sold have a halal certificate from an authorized institution (Awaka et al., 2023; Bima et al., 2025). Information regarding this certification must be clearly communicated to consumers. E-commerce platforms also play a role in facilitating the verification of a product's halal status (Imani et al., 2022). Integration of digital systems with halal certification databases can enhance transparency and accountability. This helps consumers make more accurate decisions. Clarity of halal status becomes one of the main factors that influence consumer trust.

In addition to business actors, e-commerce platforms also have a responsibility in creating an ethical business ecosystem. Platforms must provide policies that support business practices in accordance with Sharia principles (Yansen et al., 2024). A monitoring system for content and transactions needs to be developed to prevent

ethical violations. Reporting and dispute resolution features are an important part of maintaining fairness. Platforms can also play a role in educating business actors about Islamic business ethics. Collaboration between business actors, platforms, and regulators is key to creating an integrity-driven digital halal industry. A healthy digital environment will encourage sustainable economic growth.

The implementation of Islamic business ethics in the digital halal industry not only depends on regulations but also on the awareness of individual business actors. Moral values must be a part of the organizational culture that is applied consistently. Education and training regarding Islamic business ethics are important in enhancing the understanding of business actors. This awareness will encourage the creation of more responsible business practices. Consumers also play a role in promoting the implementation of ethics through selective consumption choices. The interaction between business actors and consumers creates mutually influencing dynamics. This shows that the implementation of Islamic business ethics is a process that involves various parties in the digital ecosystem.

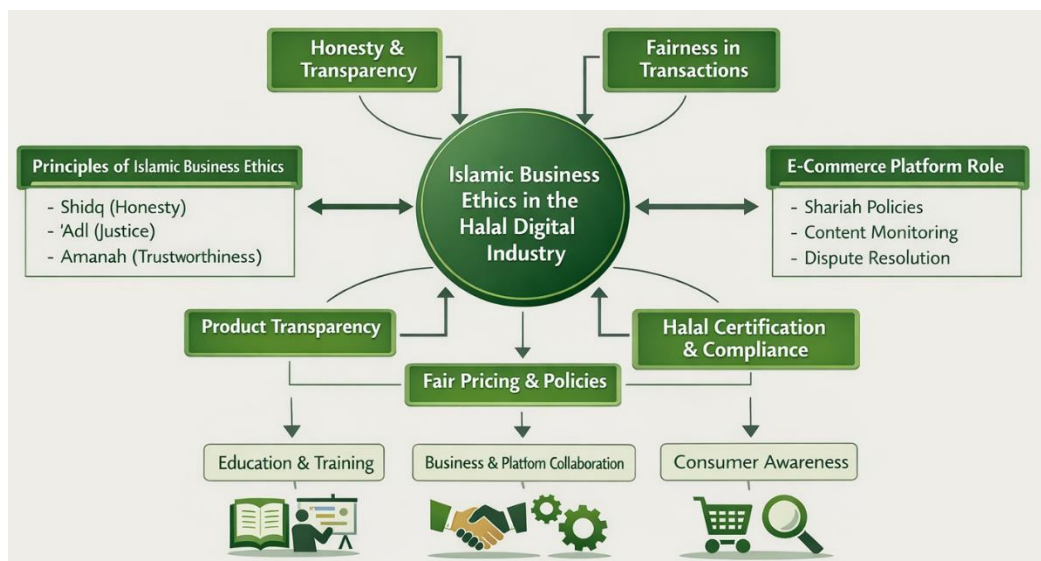


Figure 1 Implementation on Islamic Business Ethics in The halal Digital Industry

## 2. The Relationship Between Islamic Business Ethics and Consumer Trust

Consumer trust is a fundamental element in economic transactions, especially in digital environments with minimal direct interaction. In the digital halal industry, trust is not only related to product quality but also to compliance with Shariah principles. Islamic business ethics serves as a mechanism that builds and strengthens this trust. Values such as honesty and transparency provide a moral guarantee for consumers. In this context, business ethics functions as a quality signal that influences

consumer perception. The trust that is formed will encourage consumers to conduct repeated transactions. This indicates a close relationship between business ethics and consumer behavior.

The consistent application of Islamic business ethics can enhance consumers' positive perception of business actors. Consumers tend to trust sellers who provide information clearly and do not mislead (Chang & Guo, 2021). Transparency in the transaction process becomes an important factor in building trust. In addition, positive experiences felt by consumers also contribute to the formation of trust. Reviews and testimonials from other consumers become sources of information that influence purchasing decisions. On digital platforms, the reputation of business actors is highly dependent on consumer evaluations. This creates a reciprocal relationship between business ethics and consumer trust. As Allah SWT states in QS. Al-Mutaffifin verses 1-3, which reads:

وَيْلٌ لِّلْمُطَفِّفِينَ ﴿١﴾ الَّذِينَ إِذَا اكْتَالُوا عَلَى النَّاسِ يَسْتَوْفُونَ ﴿٢﴾ وَإِذَا كَالُوهُمْ أَوْ وَزَنُوهُمْ يُخْسِرُونَ ﴿٣﴾

*Meaning: Woe to those who cheat (in measuring and weighing)!, (They are) people who, when receiving a measure from others, ask for it to be filled. (Conversely,) when they measure or weigh for others, they reduce it.*

These verses strongly condemn fraud in transactions, whether in the form of reduced measures or dishonesty. Therefore, integrity and fairness in transactions are fundamental principles that must be maintained, serving as an ethical foundation for business actors in building consumer trust, including in the digital trading environment.

Consumer trust is also influenced by the consistency of business actors in applying ethical principles. Business actors who are consistent in maintaining the quality of products and services will more easily gain trust. Inconsistency in business practices can create doubt among consumers. In the digital context, negative information can quickly spread and affect the reputation of business actors. Therefore, the implementation of business ethics must be carried out continuously. Consistency becomes the key to maintaining long-term relationships with consumers. This shows that trust is not built instantly, but through a continuous process.

Religiosity also affects the relationship between Islamic business ethics and consumer trust. Muslim consumers tend to be more sensitive to aspects of halal and

Sharia compliance. Business actors who demonstrate a commitment to Islamic values will gain higher trust. This creates a competitive advantage for businesses that apply Islamic business ethics. In the digital halal industry, religious identity becomes part of the marketing strategy. Trust built on religious values has a strong emotional dimension. This dimension strengthens the relationship between business actors and consumers.

In addition to internal factors, consumer trust is also influenced by external factors such as regulations and monitoring systems. The existence of halal certification and quality standards provides additional assurance for consumers. Digital platforms that have good security systems also increase consumer trust. Protection of personal data becomes an important issue in digital transactions. Businesses that are able to maintain consumer data security will gain higher trust. This shows that consumer trust is influenced by various interrelated factors.

The relationship between Islamic business ethics and consumer trust can also be seen from the perspective of consumer behavior. Consumers who have positive experiences tend to show loyalty to business actors (Hallikainen & Laukkanen, 2018). This loyalty is reflected in repeat purchase decisions and recommendations to others. Good business ethics create a satisfying experience for consumers. This experience becomes the basis for forming consumer perceptions and attitudes. In the long term, trust will develop into a stronger relationship. This shows that business ethics play a strategic role in building consumer loyalty.

Consumer trust in the digital halal industry is the result of a complex interaction between various factors. Islamic business ethics is one of the main factors that influence the formation of this trust. The consistent and transparent application of ethics will increase consumer trust. This trust has a positive impact on business sustainability. The relationship between business ethics and consumer trust shows the importance of integrity in business practices. This dynamic reflects the complexity of interactions in the digital economy.

### **3. Relevance and Contribution of Islamic Business Ethics**

Islamic business ethics have high relevance in facing the increasingly complex dynamics of the digital economy (Arum & Azzaki, 2024). Technological developments create various opportunities as well as challenges in business practices. In this context, Islamic business ethics provide guidelines that can be used to maintain a balance

between profit and social responsibility. Values such as justice, honesty, and trustworthiness serve as the foundation for running a sustainable business. This relevance is even stronger in the halal industry, which has specific characteristics. Consumers not only seek quality products but also halal assurance. This makes Islamic business ethics an important factor in building trust.

The contribution of Islamic business ethics in the digital halal industry can be seen from its ability to create a business environment with integrity. Entrepreneurs who apply Islamic business ethics tend to be more transparent and responsible. This builds trust among consumers. In addition, Islamic business ethics also encourage the creation of harmonious relationships between entrepreneurs and consumers. These relationships are not only transactional but also value-based. In the long term, this will support business sustainability.

Islamic business ethics also contribute to enhancing the competitiveness of the digital halal industry (S. H. Siregar & others, 2026). Business actors who apply sharia principles have an advantage in attracting Muslim consumers. This advantage becomes important in an increasingly competitive global market. In addition, Islamic business ethics can also serve as a standard in the development of halal industry regulations. Value-based regulations will be more easily accepted by the public. This shows that Islamic business ethics have a strategic role in the development of the halal industry.

In a social context, Islamic business ethics play a role in creating justice and welfare. Ethical business practices will reduce the potential for exploitation and inequality. Business actors are encouraged not only to pursue profit but also to pay attention to the social impact of their business activities. This aligns with the concept of maqasid al-shariah, which emphasizes the common good. In the digital halal industry, the application of business ethics can enhance community welfare. This role shows that Islamic business ethics have a broad social dimension.

The relevance of Islamic business ethics is also seen in its ability to adapt to technological developments. The basic principles, which are universal, allow Islamic business ethics to be applied in various contexts. Digitalization does not change these fundamental values, but it requires reinterpretation in practice. Business actors need to understand how to implement Sharia principles in a digital environment. This shows that Islamic business ethics are dynamic and adaptive.

The contribution of Islamic business ethics in building consumer trust is also related to the aspect of education. Business actors have a role in increasing consumer literacy regarding halal products. This education can be carried out through various digital platforms. Consumers who have a good understanding will trust the products offered more. This creates a mutually beneficial relationship between business actors and consumers. The role of education shows that Islamic business ethics is not only normative but also educational.

Islamic business ethics make a significant contribution to building and maintaining consumer trust in the digital era. The values contained in Islamic business ethics serve as guidelines for conducting fair economic activities. In the digital halal industry, business ethics become a determining factor for business success. Consumer trust built through business ethics will have a positive impact on economic growth. This dynamic highlights the importance of integrating values and practices in modern business.

## **CONCLUSION**

Islamic business ethics play a very strategic role in shaping and strengthening consumer trust in the digital halal industry, which continues to grow along with technological advancements. The implementation of principles such as honesty, transparency, fairness, and trustworthiness in e-commerce practices demonstrates that Sharia values remain relevant and adaptive in the modern economic context. The consistent application of business ethics has been proven to enhance positive consumer perceptions as well as encourage loyalty in digital transactions. The relationship between Islamic business ethics and consumer trust is mutually influential and serves as an important foundation for the sustainability of halal-based businesses. In addition, Islamic business ethics also contribute to creating a more just, transparent, and integrity-driven economic ecosystem. The relevance of Islamic business ethics is increasingly evident in its ability to address the complexities of digital transactions and the dynamics of consumer behavior.

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