



## **WOMEN ENTREPRENEURSHIP AND ITS CONTRIBUTION TO THE DEVELOPMENT OF HALAL FOOD INDUSTRY: A BIBLIOMETRIC ANALYSIS**

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<b>Keywords:</b> Halal Food Industry, Women Entrepreneurship, Female Entrepreneurship, Islamic Economy, Community Resilience.	<i>In several developing countries, women's entrepreneurship, particularly in the food industry, plays a crucial role in job creation, increasing household income, and fostering the growth of the local business sector. This study aims to identify research trends on the theme of women entrepreneurship and its contribution to the development of the halal food industry. Data were sourced from Scopus by using the keywords "Women Entrepreneurship" OR "Female Entrepreneurship" AND "Food Industry" OR "Halal Food Industry" in the document search field. A total of 45 journal articles relevant to the research topic were identified. These documents were then analyzed using VOSviewer software, yielding 173 keywords, which were visualized and mapped into a bibliometric network. The VOSviewer analysis revealed that the theme of women's entrepreneurship and its role in the halal food industry is still relatively under-researched, indicating significant opportunities for future research.</i>

### **A. INTRODUCTION**

In recent years, the trend of scientific publications related to female entrepreneurship in the halal food industry has shown a significant increase. Bibliometric data from Scopus shows that the number of articles published on this topic has increased consistently over time. For example, a study by Fatimah et al. (2020) revealed that over the past five years, the number of articles on female entrepreneurship in the halal food industry has increased sharply, signalling a

growing interest among researchers to understand the role and contribution of female entrepreneurship in the context of this industry (Fatimah A. &, 2020).

The contribution of women's entrepreneurship to the development of the halal food industry has a significant impact, both in economic and social terms, as reflected in scientific publications listed on Scopus. Economically, women's entrepreneurship in the halal food industry can play an important role in creating jobs, expanding market networks, and enhancing local economic growth. The study by Azad & Raghavan (2020) highlights the economic contribution of women entrepreneurship in the halal food industry in Bangladesh, which includes new job creation, increased household income, and growth of the local business sector (Azad, 2020).

In addition, female entrepreneurship can also make a significant social contribution to the development of the halal food industry. The study by Umar et al. (2020) identified that women's entrepreneurial participation in the halal food industry in Nigeria not only makes economic contributions, but also plays a role in promoting women's economic independence, improving women's social status, and also strengthening social networks within the community (Umar, 2020).

Factors influencing women's entrepreneurial success in the halal food industry have been the focus of significant research in the scientific literature listed on Scopus. One of the key factors influencing women's entrepreneurial success is education. Research by Ahmad et al. (2014) highlights the importance of education level in influencing women's access to information, skills, and resources needed to succeed in the halal food business. Higher education is often associated with better managerial and strategic capabilities, which can help women entrepreneurs face challenges and capitalize on opportunities more effectively (Ahmad, 2014).

Besides education, access to capital is also a critical factor affecting the success of women's entrepreneurship in the halal food industry. Without adequate access to capital, women entrepreneurs may face difficulties in developing or expanding their businesses. The study by Azad & Raghavan (2020) highlighted the challenges faced by women entrepreneurs in accessing capital in the halal food industry in Bangladesh, which resulted in barriers to their business growth and development (Azad, 2020).

Social support is also an important factor influencing women's entrepreneurial success in the halal food industry. The study by Umar et al. (2020) found that support

from family, community, and local financial institutions can play a role in increasing women's entrepreneurial success in the halal food industry in Nigeria. This social support not only provides additional access to resources and networks but also provides the emotional support and motivation needed to overcome obstacles and run the business with more confidence (Umar, 2020).

A comparison of the contribution of female entrepreneurship and male entrepreneurship to the development of the halal food industry has been a subject of interest in the academic literature listed on Scopus. A number of studies show that female entrepreneurship is able to make a significant contribution to the growth and development of the halal food industry. For example, research by Azad & Raghavan (2020) found that female entrepreneurship in the halal food industry in Bangladesh has played an important role in creating new jobs, expanding markets, and increasing local economic growth (Azad, 2020).

Nonetheless, there are differences in the approaches and strategies used by female and male entrepreneurship in the halal food industry. Research by Marlow & McAdam (2013) found that female entrepreneurship tend to use a more sustainability, social connection, and community empowerment-oriented approach in their business. On the other hand, male entrepreneurship tends to adopt a more growth-oriented, scale-oriented, and market development-oriented approach (Marlow, 2013).

These differences may influence the strategies used by female and male entrepreneurs in entering and competing in the halal food industry. For example, female entrepreneurship is more likely to prioritize environmental sustainability and involvement in local communities, while male entrepreneurship may focus more on scale and financial growth of the business. However, these two approaches can complement each other and contribute to the overall development of the halal food industry.

The potential of female entrepreneurship in creating innovation and opening up new opportunities in the halal food industry has become an increasing focus of research in the academic literature listed on Scopus. Female entrepreneurship is often recognized for its ability to bring unique perspectives and creative solutions to challenges faced in business. Research by Brush et al. (2006) highlighted that female

entrepreneurs tend to be more innovative in their business approach, which can lead to new ideas and products that meet the needs of the growing market in the halal food industry (Brush, 2006).

In addition, female entrepreneurship can also open up new opportunities in the halal food industry by creating sustainable and inclusive business models. Research by Ahmad et al. (2014) highlights that women entrepreneurs often pay attention to social and environmental aspects in their business operations, which can lead to the development of more sustainable products and business practices in the context of the halal food industry (Ahmad, 2014).

By creating innovations and opening up new opportunities in the halal food industry, female entrepreneurship can play a role in expanding markets, improving product differentiation, and responding to evolving consumer needs. In an ever-changing and competitive business environment, innovations brought by female entrepreneurship can be the key to maintaining competitiveness and taking the lead in the fast-growing halal food industry.

This research has the potential to provide valuable insights for stakeholders, such as entrepreneurs, policymakers, and other researchers. By understanding publication trends, research collaborations, and conceptual developments in the literature on female entrepreneurship in the halal food industry, we can identify opportunities and challenges and strengthen future research directions.

The results of this bibliometric research can also have significant practical implications. For example, it can assist in formulating more effective policy strategies to support women entrepreneurship in the halal food industry or help entrepreneurs identify market trends and collaboration opportunities. This bibliometric research can also be an academic contribution by filling the knowledge gap in the literature on women entrepreneurship and the halal food industry. By analyzing and synthesizing existing publications, this research can help develop stronger theories and frameworks in this field.

## **B. LITERATURE REVIEW**

### **Women's Entrepreneurship**

Mohammad Moghimi's theory of Islamic management, which refers to women's entrepreneurship and its contribution to the development of the halal food industry, highlights the importance of women's role in the Islamic economy and the growth of the halal food industry. In this theory, Moghimi emphasizes that women have great potential as entrepreneurs in the halal food industry, and their contributions can have a positive impact on the economic growth and sustainability of the halal food industry (Moghimi, 2019).

Moghimi analyzes how women can act as agents of change in the development of the halal food industry through their entrepreneurship. Moghimi outlines strategies that can support women's involvement in the industry, including entrepreneurship training, access to capital and resources, and networking and collaboration among women entrepreneurs. Moghimi also highlighted the importance of strengthening the role of women in the halal food supply chain, from production, packaging, to marketing, to ensure the quality and halalness of the products produced.

In addition, Moghimi underlined the importance of education and skills development for women interested in engaging in halal food entrepreneurship. She emphasized the need to create a supportive and inclusive environment for women to develop their businesses, as well as provide support in terms of promotion and marketing of halal food products produced by women.

By encouraging women's active participation in halal food entrepreneurship, the theory not only strengthens their economic contribution but also enriches and expands the variety of halal food products available in the market. This is in accordance with Islamic economic principles that encourage the empowerment of all members of society to contribute to sustainable and inclusive economic development.

Theories in Islamic management, such as those proposed by Mohammad Moghimi, offer a deep understanding of how Islamic principles can be applied in the context of organizational management. Here are some of Mohammad Moghimi's theories on Islamic management that refer to women entrepreneurship and its

contribution to the development of the halal food industry: Theory of Women's Empowerment in the Halal Food Industry: Moghimi highlights the importance of empowering women as entrepreneurs in the halal food industry. This theory emphasizes that women have a crucial role in strengthening the halal food industry through their active involvement in aspects of production, distribution, and marketing (Moghimi, 2019).

Gender Collaboration Theory in Halal Food Industry Development: Moghimi proposes a theory that emphasizes the importance of collaboration between women and men in developing the halal food industry. This theory highlights the benefits of cross-gender collaboration in creating innovation, expanding market reach, and increasing the competitiveness of the halal industry (Moghimi, 2020).

Capacity Building Theory of Women in Halal Food Entrepreneurship: Moghimi presents a theory that emphasizes the importance of capacity and skill development of women in halal food entrepreneurship. This theory highlights the need for training, education, and support programs that can help women optimize their potential as entrepreneurs in the halal food industry (Moghimi, 2021).

## **Halal Food Industry**

The halal food industry has received significant attention in recent years due to the increasing global demand for food products that are produced ethically and in accordance with religious principles. The concept of "halal" refers to the Islamic principles and requirements that govern the production, processing, and consumption of food products, ensuring that they are halal in accordance with Islamic law (Weng & Khin, 2017). The growth of this industry can be attributed to several factors, including the growing Muslim population worldwide, increased awareness among Muslim and non-Muslim consumers, and increased attention to ethical and sustainable food choices.

The halal food industry has experienced tremendous growth in the global market, increasing to an estimated US\$547 billion annually (Weng & Khin, 2017). This surge can be explained by the growing awareness among Muslim and non-Muslim consumers about the importance of halal-certified products (Hosain, 2021). For many young Muslim individuals, products that have the "halal" logo have become

an important factor in their purchasing decisions, as it signifies their religious and cultural identity. In addition, the number of non-Muslim consumers seeking and purchasing halal-certified products while traveling to Muslim-majority countries has also contributed to the expansion of this industry.

The significance of the halal food industry is especially evident in countries with large Muslim populations, such as Indonesia. Indonesia, as the world's largest Muslim-majority country, has experienced rapid economic growth, driven in part by the development of the Islamic economy, including the halal food sector. Religion plays an important role in determining food choices among religious communities, and the halal food industry aims to cater to the specific dietary requirements and preferences of the Muslim population.

Assessing the performance of the halal industry is crucial to ensure that the industry is achieving its goals in accordance with the principles of *Maqasid al-Shari'ah*, which focuses on the higher goals and intentions of Islamic law. The global growth of the halal industry is also being experienced by non-Muslim majority countries, where the industry is gaining attention due to the increasing demand for food products that are produced ethically, sustainably, and in accordance with religious principles.

As the halal food industry evolves, further research is needed to explore the factors that influence consumer behavior and the economic impact of this industry, especially in diverse cultural and religious contexts.

### **Bibliometric Analysis**

Bibliometric analysis is a scientific approach that uses quantitative methods to analyze scientific publications and academic literature. The main purpose of bibliometric analysis is to provide a deeper understanding of the development and direction of research in a field. By analyzing citation patterns, researcher collaboration, and publication distribution, bibliometric analysis helps in identifying research trends, hot topics, and individual or institutional contributions to the scientific literature. In addition, bibliometric analysis is also used to measure the impact and productivity of research, such as through the calculation of citation indices and journal impact factors. This helps in evaluating the quality and relevance

of scientific work and strengthens the basis for decision-making in research and development (Moed, 2005).

VOSviewer is one of the tools often used in bibliometric analysis to visualize and analyze citation networks between scientific publications. This tool uses a method referred to as network analysis and scientific mapping to illustrate the relationships between documents based on their citation patterns. Using VOSviewer, researchers can analyze and understand the structure of scientific networks, identify clusters of related research, and identify influential works in a field of research. Through interactive visualizations, VOSviewer enables users to better explore and understand complex relationships in scientific literature.

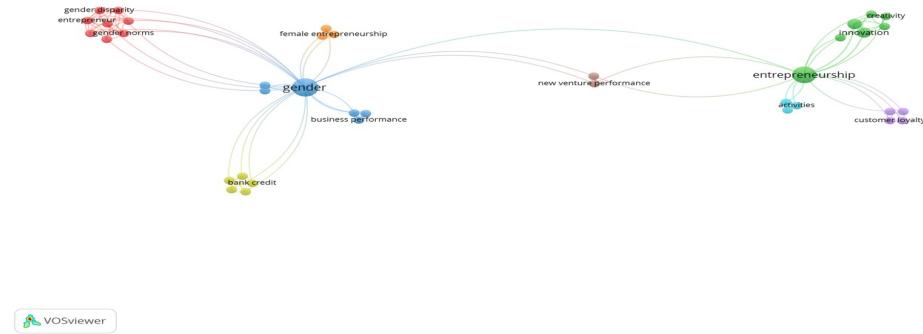
### **C. METHODOLOGY**

The data used as a source in this study was taken from the Scopus database, the reason is because Scopus is a complete, reputable database, and the Scopus peer-review process is quite strict. The researcher entered the keywords "Women Entrepreneurship" OR "Female Entrepreneurship" AND "Halal Food" OR "Halal Food Industry" in the document search field. As a result, we found 45 journal articles that match the research topic. The journal article data was then analyzed using VOSviewer software to obtain 173 keywords, which were then visualized and mapped with a bibliometric network. The data analysis process was carried out using co-occurrence as a depiction of the conceptual structure or knowledge of the literature, and analysis based on keywords. The unit of analysis on co-occurrence can be seen to analyze related themes, research history, and theme mapping is still not widely researched, so that it allows potential research in the future.

### **D. RESULT AND ANALYSIS**

The results of data analysis are in the form of a network visualization map display (Picture 1), an overlay visualization map display (Picture 2), and a density visualization map display (Picture 3).

**Picture 1: Network Visualization**



Source: Processed by Author, 2025.

The results of the network map visualization based on the co-occurrence of keywords are shown in Picture 1. From the picture, it can be seen that the themes related to women entrepreneurship in the development of the halal food industry are divided into 8 (eight) clusters grouped based on the similarity of scientific fields of study. The grouping of themes based on the cluster is as follows:

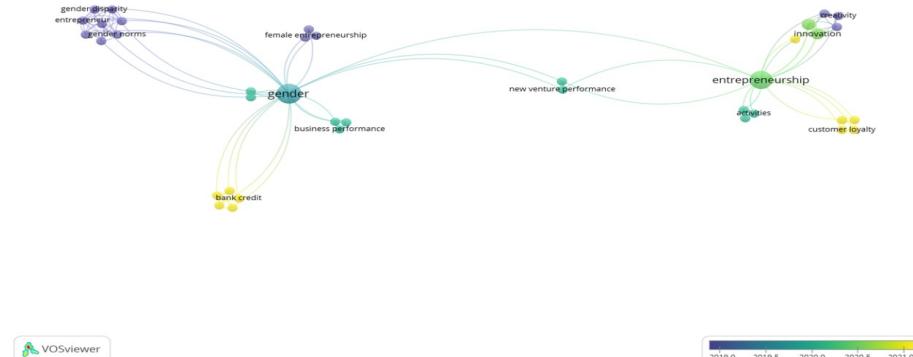
**Table 1. Cluster List**

Cluster	Keyword	Link	Total link strength	Occurrences	Color (Gambar 4.1)
Cluster 1	Entrepreneur	8	8	1	Red
	Gender disparity	8	8	1	
	Gender gap	8	8	1	
	Gender norms	8	8	1	
	Gender Role	8	8	1	
	Modeling	8	8	1	
Cluster 2	Arts marketing	3	3	1	Green
	Creativity	5	5	1	
	Entrepreneurship	16	18	5	
	Handicraft industry	5	5	1	
	Innovation	6	8	2	
	Sustainability	6	8	2	
	Women entrepreneur	5	5	1	

	Business performance	3	3	1	
Cluster 3	Gender gap	24	24	6	Blue
	Income	2	2	1	
	Micom	3	3	1	
	Micro-entrepreneur	2	2	1	
Cluster 4	Bank credit	5	5	1	
	Discrimination	5	5	1	Yellow
	Entrepreneur	5	5	1	Dijon
	Logistic regression	5	5	1	
Cluster 5	Microfinance	5	5	1	
	Customer loyalty	4	4	1	
	Marketing	4	4	1	Purple
	Selling	4	4	1	
Cluster 6	Small business	4	4	1	
	Activities	3	3	1	
	Rural women	3	3	1	Light blue
Cluster 7	Strategies	3	3	1	
	Female entrepreneurship	3	3	1	
	Networking	3	3	1	Orange
	Social construction				
Cluster 8	New venture	3	3	1	
	Performance	3	3	1	
	Owner characteristic	3	3	1	Grape

Source: Processed by Author, 2025.

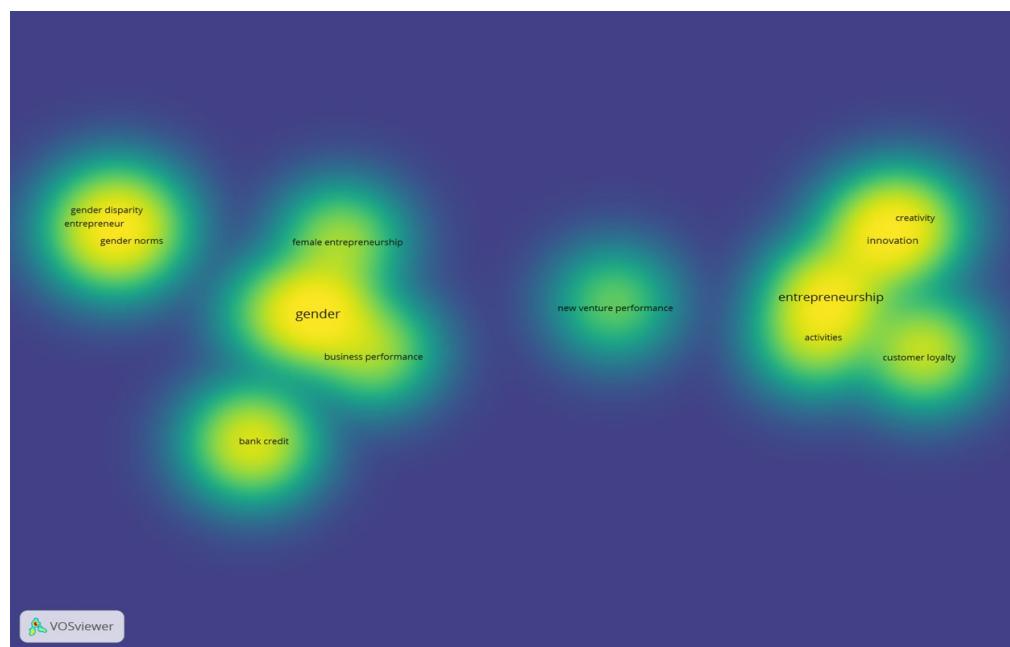
**Picture 2: Overlay Visualization**



Source: Processed by Author, 2025.

Not only mapping research based on keywords, VOSviewer can also be used to view publication history. Publication history is described by VOSviewer by displaying co-occurrence items based on color differences in publications over the years. The darker the color of the item (purplish), the theme has been studied for a long time; on the other hand, the lighter the color of the item (yellowish), the theme will begin to receive attention in the coming years. From the visualization of the image, it can be seen that gender and entrepreneurship are the most frequently discussed items, as seen from the larger size of the item circle. However, when viewed from the display color, the Entrepreneur cluster, Gender disparity, gender gap, gender norms, gender role, modeling, opportunity evaluation, Female entrepreneurship, networking, social construction, handicraft industry, innovation, women entrepreneur is a cluster with topics that have been discussed for a long time, indicated by the increasingly purple color of the item circle. Meanwhile, the latest themes in 2021s discuss more on the themes of Bank credit, discrimination, Entrepreneur, logistic regression, and microfinance. Customer loyalty, Marketing, selling, and small business.

**Picture 3: Density Visualization**



Source: Processed by Author, 2025.

In addition to publication history, another thing that can be analyzed by VOSviewer is the saturation of themes that often appear in research by analyzing the density feature, which measures the density of items. This density level is seen from the color density in the network visualization which shows the more often a theme is studied, for example, in the results of the research density analysis the item "gender" (see Figure 4.3) is an item with a thicker yellow circle than other items, meaning that this theme is the most frequently discussed theme in studies related to women entrepreneurship in the development of the halal food industry. The themes that seem to have received less attention are themes related to owner characteristics, new venture performance, and income gaps, which allow for potential research that can be carried out in the future.

#### **E. CONCLUSION**

Based on the bibliometric results on the theme of women entrepreneurship in the development of the halal food industry, 45 journal articles relevant to the research topic were obtained from the Scopus database. The most frequently researched topics are gender and entrepreneurship, with 24 and 16 links, respectively. According to the Overlay Visualization, topics that have been long discussed include Entrepreneurship, Gender disparity, gender gap, gender norms, gender roles, modeling, opportunity evaluation, Female entrepreneurship, networking, social construction, handicraft industry, innovation, and women entrepreneurs. Meanwhile, newly researched topics include Bank credit, discrimination, Entrepreneurship, logistic regression, microfinance, customer loyalty, marketing, selling, and small businesses. Based on the Density Visualization, the themes of gender and entrepreneurship are the most frequently researched, while themes related to owner characteristics, new venture performance, income gap, and female entrepreneurship are less commonly studied. This study focuses on female entrepreneurship in the development of the halal food industry, where the focus of this research falls under the topic of female entrepreneurship, which, according to the VOSviewer analysis, is still rarely researched and holds significant opportunities for future research.

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