

## **Role of Sacrificial Meat Packaging and Distribution for Quality of Life Improvement**

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### **Abstract**

This study investigates the role of sacrificial meat logistics in enhancing consumer trust and improving quality of life, with a focus on underserved communities. Using a survey of 328 respondents, the research examines the impact of packaging innovations, distribution systems, halal logistics, religious compliance, and customer trust. Structural model analysis reveals that packaging, distribution, and halal logistics significantly enhance consumer trust. Meanwhile, religious compliance showed no direct impact, but consumer trust significantly influences quality of life. The findings contribute to halal logistics literature, emphasizing trust's centrality. Practical implications include adopting advanced packaging and awareness campaigns to optimize sacrificial meat distribution.

**Keywords:** Sacrificial Meat; Packaging; Distribution; Quality of Life; Halal

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### **1.0 Introduction**

Eid al-Adha is a significant religious event in the Islamic calendar, also known as the "Festival of Sacrifice. It is an event that honors Prophet Ibrahim's devotion and obedience to Allah. Central to this event is the ritual slaughter of animals, with the meat distributed among family, friends, and the needy, symbolizing compassion, charity, and community welfare. This practice aligns with the values of spiritual and inclusivity fulfillment. The global rise of the halal food market has reinforced the need to ensure sacrificial meat logistics' safety, quality, and compliance, particularly during peak periods like Eid al-Adha (Qadri., 2024). However, logistical inefficiencies such as spoilage, contamination risks, and delays often compromise Qurbani meat's physical and spiritual integrity (Ling & Wahab, 2020).

Addressing these challenges requires a holistic approach to sacrificial meat logistics, incorporating innovative packaging, optimized distribution systems, halal logistics, and strict religious compliance. Packaging innovations, including antimicrobial technologies and tamper-evident seals, ensure freshness and prevent contamination, directly influencing trust in halal compliance (Tan et al., 2022). Efficient distribution systems supported by cold-chain technologies foster consumer confidence by ensuring timely delivery of compliant and fresh meat (Martins & Pato, 2019). Halal logistics reinforce trust through devotion to Islamic principles and blockchain-enabled traceability (Ngha et al., 2022). Furthermore, religious compliance upholds spiritual and ethical expectations, indirectly supporting

consumer trust (Abderahman et al., 2021). Ultimately, trust in these logistical practices enhances recipients' quality of life by addressing their physical, emotional, and spiritual well-being (Dashti et al., 2024).

This study aims to investigate the impact of packaging and distribution practices on the quality, safety, and religious compliance of sacrificial meat logistics during Eid al-Adha. It seeks to identify the role of packaging innovations in enhancing consumer trust and determine the influence of distribution systems on meat quality and trust. Additionally, it explores the contribution of halal logistics to maintaining compliance and transparency and establishes the relationship between religious compliance and consumer trust. Finally, the study evaluates how consumer trust impacts recipients' overall quality of life. By addressing these aspects, the research aims to propose actionable strategies for improving the logistics of sacrificial meat, ensuring it fulfills its spiritual, nutritional, and ethical purposes.

The remainder of this paper is structured as follows: The next section provides a comprehensive literature review, highlighting key constructs and their theoretical foundations. This is followed by the methodology section, detailing the study's research design, data collection, and measurement procedures. The findings section presents the results of the analysis, including hypothesis testing. Subsequently, the discussion section interprets the findings, emphasizing theoretical and managerial implications. The paper concludes by addressing limitations, suggesting avenues for future research, and offering actionable recommendations for improving sacrificial meat logistics.

## 2.0 Literature Review

### 2.1 Sacrificial meat and role of packaging and distribution

Sacrificial or Qurbani meat represents devotion, charity, and welfare during Eid al-Adha. Proper handling and distribution significantly impact recipients' quality of life, providing high-quality protein and fostering spiritual fulfillment (Mohamed et al., 2020). Efficient logistics, such as tamper-evident packaging and optimized distribution systems, ensure fresh, halal-compliant meat reaches beneficiaries promptly (Selim et al., 2022). Recent studies emphasize how these practices uphold halal integrity and enhance consumer trust, addressing public health and spiritual needs (Ab Talib & Zulfakar, 2024). However, gaps in global halal certification standards and logistical inefficiencies emphasize the need for innovative practices in packaging and distribution, as investigated in this study.

### 2.2 Quality of life improvement

Quality of life in sacrificial meat logistics encompasses recipients' physical, emotional, and spiritual well-being. Fresh Qurbani meat provides essential nutrition, particularly for underserved communities, addressing critical dietary needs. Adherence to halal compliance fosters trust and satisfaction by ensuring that the meat meets religious and ethical standards (Dashti et al., 2024). Furthermore, alignment with Islamic principles reinforces the values of charity, compassion, and integrity embedded in the Qurbani ritual. Adopting emerging technologies, such as blockchain and the Internet of Things (IoT), enhances transparency, traceability, and compliance, thereby strengthening trust (Tan et al., 2022). However, despite these advancements, there is an ongoing need to develop tailored strategies that address sacrificial meat distribution's unique logistical and cultural challenges to improve recipients' overall quality of life further.

### 2.3 Packaging innovations

Packaging innovations play a critical role in preserving the quality and safety of sacrificial meat. Advanced technologies, such as antimicrobial films and vacuum-sealing, significantly extend shelf life and ensure meat freshness, addressing the logistical challenges of distribution (Tyuftin & Kerry, 2023). Tamper-evident designs further enhance consumer trust by providing visible assurance of the meat's compliance with Islamic standards and preventing contamination during transit (Moerman, 2018). Recent studies emphasize these innovations' impact on maintaining meat quality and recipient satisfaction, particularly in underserved communities (Selim et al., 2022). Building on these arguments, this study investigates the positive influence of packaging innovations on consumer trust, forming the successive hypothesis:

H1: Packaging innovations positively influence consumer trust in sacrificial meat distribution.

### 2.4 Distribution system

Distribution systems are essential for ensuring the timely delivery of Qurbani meat, preserving both its physical quality and spiritual value. Cold-chain logistics maintain optimal temperature conditions, while global positioning system (GPS) tracking ensures efficient and accurate distribution, particularly during the high-demand period of Eid al-Adha, effectively addressing challenges of perishability and equitable access (Ab Talib & Zulfakar, 2024). Previous studies validate the effectiveness of these systems but highlight a persistent need for scalable and equitable solutions that accommodate diverse geographic and socioeconomic contexts (Martins & Pato, 2019). This study explores the positive impact of distribution systems on consumer trust, emphasizing their role in meeting recipients' expectations for timely and high-quality sacrificial meat. Based on this discussion, the succeeding hypothesis is proposed:

H2: Distribution systems positively influence consumer trust in sacrificial meat distribution.

### 2.5 Halal logistics

Halal logistics play a pivotal role in ensuring compliance with Islamic dietary laws across every stage of the supply chain. Utilizing halal-certified facilities and processes, these logistics systems prevent contamination and uphold religious and ethical standards, fostering

trust among consumers (Ngah et al., 2022). Emerging technologies, such as blockchain, further enhance traceability and transparency, allowing consumers to verify the halal status of the meat, thereby building confidence in the logistics system (Selim et al., 2022). Despite their importance, the adoption of halal logistics practices remains limited, creating opportunities for further innovation and improvement. This study hypothesizes that halal logistics positively influence consumer trust, emphasizing their critical role in meeting Qurbani meat recipients' spiritual and quality expectations. Consequently, the following hypothesis is proposed:

H3: Halal logistics positively influence consumer trust in sacrificial meat distribution.

## 2.6 Religious compliance

Religious compliance is essential in ensuring that Qurbani logistics strictly adhere to Islamic values, thereby promoting uncontaminated, equitable, and ethical distribution of sacrificial meat (Mohamed et al., 2020). This alignment with spiritual principles highlights the importance of fulfilling the ritual's ethical objectives while addressing recipients' needs. Although existing findings suggest that the direct impact of religious compliance on consumer trust may be limited, its role remains pivotal in maintaining credibility and spiritual integrity within the logistics system (Abderahman et al., 2021). This study explores the indirect influence of religious compliance on consumer trust, focusing on its interplay with other logistical factors. Based on this discussion, the subsequent hypothesis is proposed:

H4: Religious compliance positively influences consumer trust in sacrificial meat distribution.

## 2.7 Consumer trust

Consumer trust is a critical factor for accepting sacrificial meat, bridging logistical practices, and recipients' perceived quality, safety, and spiritual satisfaction (Tan et al., 2022). Trust is significantly bolstered by visible halal certifications, compliance with Islamic dietary laws, and transparent supply chain processes, which assure consumers of the meat's authenticity and integrity (Abd Rahman et al., 2023). Despite advancements, gaps in traceability systems and inconsistencies in certification standards still need to be addressed that require attention. This study evaluates the pivotal role of consumer trust in enhancing the quality of life for recipients by addressing their physical, emotional, and spiritual needs. Based on these considerations, the following hypothesis is offered:

H5: Consumer trust positively influences quality of life improvement for recipients of sacrificial meat.

Figure 1 research framework is developed to illustrate the relationships between independent variables (packaging innovations, distribution systems, halal logistics, religious compliance, and consumer trust), and dependent variable (consumer trust, and quality of life). This framework summarizes the study's focus on understanding how logistical practices enhance trust and contribute to improving the quality of life for recipients of sacrificial meat.

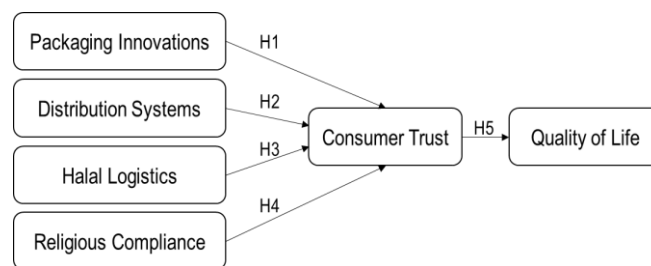


Fig. 1: Research framework

## 3.0 Methodology

### 3.1 Respondents and survey procedure

This study targeted low-income households, particularly those benefiting from sacrificial meat distribution during Eid al-Adha. A sample of 328 respondents was carefully selected using stratified random sampling to ensure inclusivity across age groups, income levels, and geographic locations. The demographic breakdown highlighted representation across working-age individuals (31–50 years) and younger adults (18–30 years), ensuring perspectives from key beneficiary groups. Geographic diversity was achieved with respondents from urban, suburban, and rural areas, providing a broad perspective on logistical challenges and needs. A mixed-method survey approach was employed to ensure comprehensive data collection. Structured interviews were conducted for respondents without internet access, while online questionnaires targeted tech-savvy participants. This dual approach facilitated wider participation and minimized selection bias. The survey instruments were pilot-tested with a subset of respondents to refine clarity and ensure cultural relevance. Ethical considerations, including informed consent and anonymity, were strictly observed throughout the data collection process.

### 3.2 Measures and operationalization

The study focused on five key constructs: packaging innovations, distribution systems, consumer trust, halal logistics, and religious compliance. These constructs were measured using validated scales from prior research, ensuring reliability and alignment with the study's objectives. A five-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used for all items to maintain consistency and facilitate participant responses. For example, packaging innovations assessed usability and preservation efficacy (Abd Rahman et al., 2023), while halal logistics evaluated compliance with Islamic dietary laws (Ngha et al., 2022). Consumer trust measured perceptions of safety, quality, and halal authenticity (Dashti et al., 2024). The measurement design followed rigorous standards for clarity and relevance, ensuring that the constructs were well-represented and contextually appropriate.

## 4.0 Findings and Discussion

### 4.1 Demographics profile

The demographics profile summarized in Table 1 highlights the diversity and inclusivity of the study sample. Among the 328 respondents, 47.87% were aged between 31-50 years old, representing a working-age population often burdened with familial and financial responsibilities. Additionally, 28.66% were aged between 18-30, a group likely facing early-career or educational challenges. Geographically, the sample featured a balanced representation, with 38.72% residing in urban areas, 38.72% in suburban areas, and 22.56% in rural areas, ensuring perspectives from varied logistical contexts. Income distribution revealed that 40.85% earned less than RM500, 30.49% between RM500-RM999, and 28.66% RM1,000 or more, pointing out the study's focus on low-income households. These findings emphasize the importance of adapting sacrificial meat logistics to demographic characteristics, such as addressing rural delivery challenges or affordability concerns for lower-income groups.

Table 1. Demographics profile

Category	Frequency (n=328)	Percentage (%)
Gender		
Male	146	44.51
Female	182	55.49
Age		
18 - 30 years old	87	26.52
31 - 50 years old	147	44.82
More than 51 years old	94	28.66
Location		
Urban	127	38.72
Rural	74	22.56
Suburban	127	38.72
Income Level		
Less than RM500 (Low Income)	130	39.63
RM500 - RM999 (Middle Income)	97	29.57
More than RM 1,000 (High Income)	101	30.79

### 4.2 Measurement model

The reliability and validity of constructs (packaging innovations, distribution systems, consumer trust, halal logistics, and religious compliance) were confirmed through rigorous testing. Loadings for each item ranged from 0.715 to 0.902, indicating strong item reliability. Composite Reliability (CR) values exceeded the threshold of 0.7, confirming internal consistency, while Average Variance Extracted (AVE) values were above 0.5, ensuring convergent validity (Hair et al., 2010; Fornell & Larcker, 1981). These results establish robust measurement, validating the constructs for structural model analysis.

Table 2. Measurement reliability and validity

Items	Constructs and Statements	Loadings	CR	AVE
<i>Packaging Innovations</i> (Abd Rahman et al., 2023; Janjarasskul & Suppakul, 2018; Deshwal et al., 2019)				
PI1	The packaging design ensures the meat remains fresh during transit	0.902	0.983	0.703
PI2	The use of innovative packaging enhances the meat's shelf life	0.876		
PI3	The packaging design is easy to open and handle	0.715		
PI4	The packaging material complies with environmental sustainability standards	0.843		
<i>Distribution Systems</i> (Selim et al., 2022; Karia, 2022; Martins & Pato, 2019)				
DS1	The distribution process ensures timely delivery of the meat	0.912	0.965	0.597
DS2	Cold chain systems are employed to maintain meat quality	0.824		
DS3	Distribution systems are tailored to the needs of underserved communities	0.891		
DS4	The process minimizes waste during the distribution phase	0.812		
<i>Consumer Trust</i> (Dashti et al., 2024; Ab Talib & Zulfakar, 2024)				
CT1	I trust the meat distributed is safe for consumption	0.918	0.975	0.705
CT2	The distribution process builds confidence in the meat's quality	0.803		
CT3	I trust the packaging ensures halal compliance	0.890		

CT4	Clear labeling increases my trust in the product	0.725		
<i>Halal Logistics</i> (Selim et al., 2022; Karia, 2022; Ngah et al., 2022)				
HL1	The meat distribution adheres to halal logistics standards	0.906	0.968	0.653
HL2	All steps in the supply chain ensure halal integrity	0.812		
HL3	The meat is transported in dedicated halal-compliant vehicles	0.723		
HL4	Halal certification is clearly visible on the packaging	0.913		
<i>Religious Compliance</i> (Ling & Wahab, 2020; Abderahman et al., 2021)				
RC1	The meat processing follows all Islamic rituals	0.913	0.973	0.688
RC2	The meat is slaughtered under strict halal guidelines	0.825		
RC3	Religious authorities oversee the packaging and distribution process	0.908		
RC4	I am confident in the religious compliance of the distributed meat	0.816		
<i>Quality of Life</i> (Tan et al., 2022)				
QoL1	The meat distribution improves my overall satisfaction with life	0.912	0.970	0.690
QoL2	Access to high-quality meat enhances my emotional well-being	0.826		
QoL3	The availability of halal-compliant meat promotes my spiritual health	0.910		
QoL4	The timely distribution of meat contributes to my family's physical well-being	0.820		

#### 4.3 Discriminant validity

The HTMT criterion demonstrated adequate discriminant validity for all constructs. HTMT values were below the threshold of 0.85, confirming that constructs such as packaging innovations and distribution systems were empirically distinct. This ensures that subsequent structural analyses accurately interpret relationships between constructs (Henseler, 2017).

Table 3. HTMT criterion

	Packaging Innovations	Distribution Systems	Consumer Trust	Halal Logistics	Religious Compliance	Quality of Life
Packaging Innovations						
Distribution Systems	0.562					
Consumer Trust	0.481	0.523				
Halal Logistics	0.42	0.472	0.534			
Religious Compliance	0.367	0.398	0.456	0.499		
Quality of Life	0.402	0.439	0.572	0.488	0.425	

#### 4.4 Structural model

The structural model analysis examined five hypotheses to explore the relationships among the constructs. The results confirm that packaging innovations significantly influence consumer trust ( $\beta=0.312$ ,  $p<0.001$ ), emphasizing the importance of innovative and user-friendly packaging in fostering confidence in the quality and compliance of sacrificial meat. Similarly, distribution systems demonstrated a positive relationship with consumer trust ( $\beta=0.289$ ,  $p<0.001$ ), highlighting how timely and efficient delivery builds trust by ensuring the meat remains fresh and compliant during its distribution.

Halal logistics also contributed positively to Consumer Trust ( $\beta=0.198$ ,  $p=0.016$ ), reflecting the role of halal-compliant practices, such as dedicated facilities and traceability technologies, in enhancing perceptions of integrity. However, the direct relationship between religious compliance and consumer trust was not statistically significant ( $\beta=0.105$ ,  $p=0.107$ ), suggesting that while religious compliance is essential for upholding spiritual values, its direct effect on trust may depend on mediating factors or awareness among recipients.

Finally, the results reveal that consumer trust strongly predicts quality of life ( $\beta=0.425$ ,  $p<0.001$ ), highlighting trust's transformative role in enhancing recipients' physical, emotional, and spiritual well-being. These findings validate the hypothesized structural relationships and demonstrate that logistical practices, including packaging innovations, efficient distribution systems, and halal logistics, can significantly improve recipients' trust and overall quality of life. The study emphasizes the need for targeted strategies to enhance sacrificial meat distribution, particularly by addressing gaps in religious compliance awareness and optimizing logistical practices to build and sustain trust.

Table 4. Hypothesis testing

Hypotheses	Relationship	$\beta$	SE	t-value	p-value	f2	Decision
H1	Packaging Innovations → Consumer Trust	0.312	0.078	4.000	0.000	0.050	Supported
H2	Distribution Systems → Consumer Trust	0.289	0.070	4.129	0.000	0.045	Supported
H3	Halal Logistics → Consumer Trust	0.198	0.082	2.415	0.016	0.030	Supported
H4	Religious Compliance → Consumer Trust	0.105	0.065	1.615	0.107	0.010	Not Supported
H5	Consumer Trust → Quality of Life	0.425	0.058	7.328	0.000	0.130	Supported

#### 5.0 Discussion

This study examined the impact of sacrificial meat logistics on quality of life improvement, focusing on underserved communities. The findings confirm that innovative packaging, efficient distribution systems, and halal logistics significantly enhance consumer trust, confirming previous studies on the critical role of trust in food logistics (Ngah et al., 2022). Packaging innovations such as tamper-evident designs and cold-chain logistics address logistical challenges while aligning with cultural and spiritual values, enhancing perceived meat quality and compliance (Abd Rahman et al., 2023).

While the direct impact of religious compliance on trust was not significant, its indirect influence via logistical practices highlights its importance for cultural acceptance. This aligns with Abderahman et al. (2021) findings on the importance of ethical adherence in sacrificial meat logistics. These findings provide a robust framework for improving sacrificial meat distribution, with implications extending to other halal food systems and related sectors.

The results extend beyond sacrificial meat logistics, offering insights for broader halal food supply chains. The study highlights pathways for addressing global halal certification inconsistencies by improving trust through traceability technologies and eco-friendly practices. These strategies can enhance consumer confidence in halal compliance, with potential applications in sustainable food systems, public health, and community welfare.

## 6.0 Conclusion and Recommendations

This study has provided valuable insights into the role of sacrificial meat logistics in improving quality of life, particularly for underserved communities. Despite its contributions, the study is limited by its cross-sectional design, which restricts causal inferences and its focus on a single religious event, limiting the generalizability of findings. Nevertheless, the research offers significant theoretical and practical contributions by emphasizing the importance of trust between logistical practices and quality of life. It highlights how innovative packaging, efficient distribution systems, and halal logistics can significantly enhance consumer trust and well-being.

To improve the current situation, this study recommends investing in advanced packaging technologies such as antimicrobial films and tamper-evident seals to ensure freshness and build consumer confidence. Similarly, implementing cold-chain logistics and GPS tracking can optimize distribution and address peak demand challenges during events like Eid al-Adha. Additionally, awareness campaigns about religious compliance are crucial to bridge the gap between logistical practices and consumer perceptions, ensuring greater acceptance and trust.

Future research should explore the longitudinal impacts of sacrificial meat logistics on quality of life to establish more robust causal relationships. Investigating the mediating role of consumer awareness and education in linking religious compliance to trust could also yield deeper insights. Expanding the scope to diverse cultural contexts and examining global halal food systems would enhance the generalizability and applicability of the findings. These recommendations provide a pathway for addressing logistical challenges while advancing research and practice in halal food distribution.

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## Paper Contribution to Related Field of Study

This study contributes to the growing body of research on halal logistics by establishing trust factor between logistical practices and quality of life. It reinforces the theoretical understanding of trust in the context of halal food supply chains and provides a practical framework for improving sacrificial meat logistics. The study also highlights innovative solutions to challenges such as contamination, spoilage, and certification inconsistencies, making it relevant to researchers and practitioners in food logistics, halal compliance, and sustainable supply chain management. By addressing trust's transformative role, the research bridges gaps in the literature and offers a roadmap for enhancing consumer confidence in halal practices globally.

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