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

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### **ABSTRACT**

*In several developing countries, women's entrepreneurship, particularly in the food industry, plays a crucial role in job creation, boosting household incomes, and fostering the growth of local business sectors. This study aims to identify research trends on 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 analyzed using VOSviewer, 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 remains relatively under-researched, suggesting significant opportunities for future research.*



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## **A. INTRODUCTION**

In recent years, the number of scientific publications on female entrepreneurship in the halal food industry has increased significantly. 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's entrepreneurship in the halal food industry in Bangladesh, including 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) found that women's entrepreneurial participation in the halal food industry in Nigeria not only makes economic contributions but also promotes women's economic independence, improves women's social status, and strengthens 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 stronger managerial and strategic capabilities, which can help women entrepreneurs better navigate challenges and capitalize on opportunities (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 women entrepreneurs face in accessing capital in Bangladesh's halal food industry, which creates 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 help increase 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 contributions of female and male entrepreneurship to the development of the halal food industry has been a subject of interest in the academic

literature indexed in Scopus. A number of studies show that female entrepreneurship can 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 Bangladesh's halal food industry has played an important role in creating new jobs, expanding markets, and boosting local economic growth (Azad, 2020).

Nonetheless, there are differences in the approaches and strategies used by female and male entrepreneurs in the halal food industry. Research by Marlow & McAdam (2013) found that female entrepreneurs tend to use a more sustainable, socially connected, and community-oriented approach in their businesses. On the other hand, male entrepreneurship tends to adopt a more growth-, scale-, 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 community involvement, while male entrepreneurship may focus more on scale and financial growth. However, these two approaches can complement each other and contribute to the overall development of the halal food industry.

The potential of female entrepreneurship to drive innovation and open new opportunities in the halal food industry has become a growing focus of research in the academic literature indexed in Scopus. Female entrepreneurship is often recognized for its ability to bring unique perspectives and creative solutions to business challenges. Research by Brush et al. (2006) found that female entrepreneurs tend to be more innovative in their business approaches, leading to new ideas and products that meet the needs of the growing halal food market (Brush, 2006).

In addition, female entrepreneurship can open new opportunities in the halal food industry by creating sustainable, inclusive business models. Research by Ahmad et al. (2014) shows that women entrepreneurs often prioritize social and environmental factors in their business operations, leading to the development of more sustainable products and business practices in the context of the halal food industry (Ahmad, 2014).

By driving innovation and opening new opportunities in the halal food industry, female entrepreneurship can help expand markets, differentiate products, and respond to evolving consumer needs. In an ever-changing, competitive business environment, innovations driven by female entrepreneurship can be the key to maintaining competitiveness and leading 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's entrepreneurship in the halal food industry or in helping 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 focuses on 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 in 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 that their contributions can positively impact its economic growth and sustainability (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 underscored the importance of education and skills development for women interested in pursuing halal food entrepreneurship. She emphasized the need to create a supportive and inclusive environment for women to develop their businesses, as well as to provide support for the 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 aligns with Islamic economic principles that encourage the empowerment of all members of society to contribute to sustainable, inclusive economic development.

Theories of Islamic management, such as those proposed by Mohammad Moghimi, offer a deep understanding of how Islamic principles can be applied in organizational management. Here are some of Mohammad Moghimi's theories on Islamic management, focusing on women's 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 play a crucial role in strengthening the halal food industry through their active involvement in 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 developing women's capacity and skills 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 amid growing global demand for ethically produced, halal-compliant products. 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 it achieves its goals in accordance with the principles of *Maqasid al-Shari'ah*, which focus on the higher goals and intentions of Islamic law. The global growth of the halal industry is also evident in non-Muslim-majority countries, where it is gaining attention amid increasing demand for ethically and sustainably produced food products that comply with religious principles.

As the halal food industry evolves, further research is needed to examine the factors influencing consumer behavior and the industry's economic impact, particularly across 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 network analysis and scientific mapping to illustrate relationships among 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.

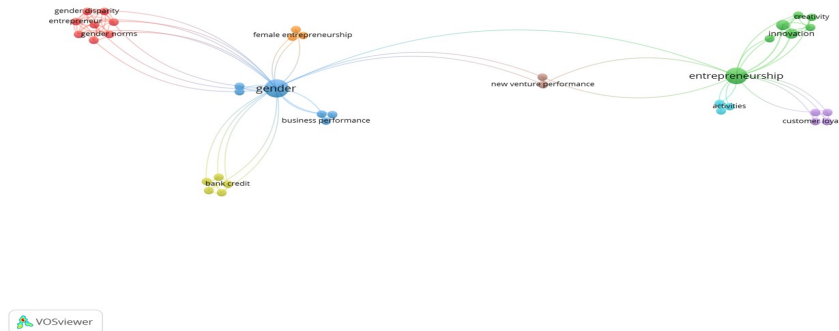
### C. METHODOLOGY

The data used in this study were sourced from the Scopus database because it is a comprehensive, reputable database with a strict peer-review process. 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 were analyzed using VOSviewer, yielding 173 keywords, which were visualized and mapped into a bibliometric network. The data analysis process was carried out using co-occurrence to depict the conceptual structure of the literature and keyword-based analysis. The unit of analysis for co-occurrence can be used to analyze related themes, research history, and theme mapping, which are still not widely researched, offering potential for future research.

### D. RESULT AND ANALYSIS

The results of the data analysis are presented as a network visualization (Picture 1), an overlay visualization (Picture 2), and a density visualization (Picture 3).

Picture 1: Network Visualization



Source: Processed by Author, 2025.

The results of the network map visualization of keyword co-occurrence 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:

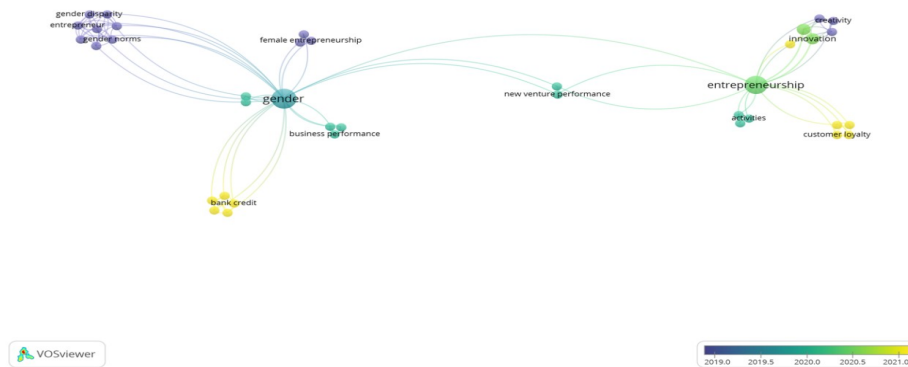
**Table 1. Cluster List**

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

Cluster 8	New venture	3	3	1	Grape
	Performance	3	3	1	
	Owner characteristic	3	3	1	

Source: Processed by Author, 2025.

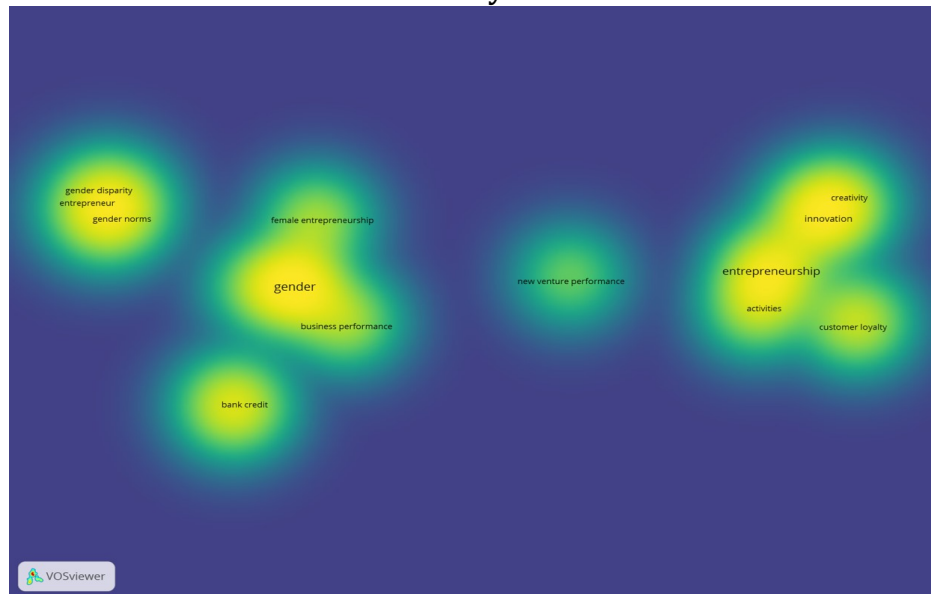
Picture 2: Overlay Visualization



Source: Processed by Author, 2025.

Not only can VOSviewer be used for keyword-based mapping research, but it 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 longer the theme has been studied; on the other hand, the lighter the color of the item (yellowish), the more attention it will begin to receive in the coming years. The image visualization shows that gender and entrepreneurship are the most frequently discussed topics, as indicated by the larger circles. 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 2021 focus on bank credit, discrimination, Entrepreneurship, 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, VOSviewer can also analyze the saturation of themes that often appear in research using 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 those related to owner characteristics, new venture performance, and income gaps, which offer potential for future research.

## **E. CONCLUSION**

Based on bibliometric results on women entrepreneurship in the development of the halal food industry, 45 journal articles relevant to the research topic were identified in 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 long been 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.

According to the VOSviewer analysis, this topic is still rarely researched and offers significant opportunities for future research.

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