

# Bibliometric Analysis on Halal Retail using Vosviewer

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**Abstract.** The need for a bibliometric analysis in the topic of halal retail arises from the increasing significance of the halal market worldwide. With the increase of Muslim population growing and the growing awareness of ethical and dietary considerations among consumers, the halal retail sector has witnessed significant expansion. This study aims to gain insights into the evolving landscape of halal retail by systematically examine and assess the existing body of literature, identifying trends, gaps, and emerging areas of interest in order to provide valuable guidance for future research, market strategies, and policy development within this dynamic industry. The research utilized information from a range of articles within the Google Scholar database, narrowing down the publication years to span from 2012 to 2022. Data gathering was accomplished through the utilization of Harzing's Publish or Perish software. A total of 994 articles corresponding to the chosen keyword were identified and subsequently subjected to bibliometric analysis. Bibliometric analysis, coupled with research mapping, serves as a valuable tool for identifying current and exciting research areas that can guide future investigations. In this particular study, we delved into 994 literatures centered around the topic of "halal retail" extracted from the Google Scholar database. Our findings revealed that 15,2% (151) of the total articles were published in the year 2022. Among the researchers, Tieman, M stood out with as many as seven published articles. The corpus of populer publications generated a substantial 793 citations, with the most referenced article being "The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach" authored by Yuhanis Abdul Aziz and Nyen Vui Chok and published in 2013. Furthermore, our search also unearthed several trending topics by scrutinizing terms found in titles, abstracts, and their combinations. These encompassed subjects such as "Supply Chain", "Consumption", "Certification", "Retail Outlet", and "Service". To further advance research in this domain, the explore evolving trends in related topics and potentially amalgamate them with less prominent but unique research areas. It's noteworthy that despite its increasing importance, research related to halal retail has been relatively scarce in the past decade, presenting an opportune moment for scholars to delve deeper into this field. The findings this article show publication productivity, top authors, types of publications, annual topic trends within a decade, term distribution, most cited and most influential articles, and research gaps that can be opportunities for further research.

**Keywords:** bibliometric analysis, halal retail, mapping research, publish or perish, vosviewer