Reconceptualizing halal industry governance in the digital economy: A maqasid al-Sharia based legal framework

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Abstract

Purpose – This study aims to reconceptualize halal industry governance within the digital economy by developing a maqasid al-Sharia-based legal and policy framework. It positions the objectives of Islamic law, namely the protection of religion, life, intellect, lineage, and wealth, as the normative and analytical foundations for formulating digital halal governance.

Methodology – This research adopts a qualitative approach based on a systematic literature review and conceptual analysis of internationally reputable academic sources addressing maqasid al Sharia, halal industry governance, the digital economy, and enabling technologies such as blockchain and artificial intelligence.

Findings – The findings demonstrate that maqasid al-Sharia can function simultaneously as an ethical framework and policy instrument for strengthening transparency, accountability, and sustainability in halal industry governance. The integration of Maqasid principles with digital technologies enhances regulatory legitimacy, harmonizes halal standards, and reinforces consumer trust within the global halal ecosystem.

Implications – This study contributes theoretically by extending the discourse on Maqasid-based halal governance in the digital economy. Its policy implications include recommendations for developing adaptive, cross-jurisdictionally harmonized, and sustainability-oriented digital halal regulations.

Originality – This study proposes a novel conceptual model of maqasid al Sharia-based digital halal industry governance that integrates Islamic normative dimensions with modern digital technologies, an area that remains relatively underexplored in contemporary halal and digital economy literature.

Introduction

The transformation of the digital economy has brought fundamental changes to the structure and governance of global industries, including value-based sectors such as the halal industry. As halal markets expand across Asia, the Middle East, Europe, and North America, digital technologies such as blockchain, artificial intelligence (AI), the Internet of Things (IoT), big data analytics, and cross-border e-commerce platforms have become integral to production, certification, logistics, and retail systems in these markets. Reports from institutions such as the World Bank and the World Economic Forum highlight how digital trade ecosystems are restructuring global value chains, intensifying cross-

jurisdictional interdependence, and increasing the regulatory complexity. This transformation challenges existing halal governance frameworks, particularly in terms of ensuring legal legitimacy, standard harmonization, consumer protection, and the integration of Islamic ethical principles into digitally mediated business environments (Ellahi et al., 2026; Masood et al., 2025).

This transformation places halal industry governance within the broader global context of digital platform regulation, ethical technology governance, and supply chain accountability. Recent debates in high-impact international journals further underscore this transformation's structural relevance. Scholarship published in Regulation and Governance, Journal of Business Ethics, Global Networks, and Organization Studies demonstrates that digital platforms reconfigure regulatory authority, redistribute governance power beyond state-centric models, and generate normative fragmentation within transnational value chains (Hassan & De Filippi, 2021; Qadir et al., 2025; Yasmeen et al., 2024). Research on global value chain governance highlights how digitalization intensifies coordination complexity while simultaneously weakening conventional accountability. In parallel, studies on ethical artificial intelligence and algorithmic governance argue that regulatory systems must embed substantive moral principles into technological infrastructure to prevent legitimacy deficits and social harm (Azwar & Usman, 2025; Zulkifli et al., 2025). In the halal industry, where religious credibility and ethical integrity constitute foundational elements of market trust, these global governance dynamics create distinctive vulnerabilities that cannot be adequately addressed through procedural certification alone.

Recent research has also confirmed that digitalization requires an adaptive regulatory model capable of addressing algorithmic governance, data sovereignty, and transnational compliance structures (Raimi, 2025; Hassan & Osman, 2025). Studies in leading management and ethics journals also note that digital platforms tend to produce asymmetrical power relations and normative ambiguity. Within the halal ecosystem, concerns regarding blockchain certification, digital traceability systems, and cross-border halal e-commerce continue to emerge, while governance responses remain largely procedural and reactive in nature.

In this context, the halal governance approach, which has been oriented towards procedural compliance and formal certification, is increasingly showing its limitations in responding to the complexities of a dynamic and high-risk digital economy. A central issue is the growing gap between the normative objectives of Islamic law and the operational realities of the digital halal industry. Numerous studies indicate that halal regulatory and governance frameworks in many countries remain fragmented, technocratic in orientation, and insufficiently grounded in substantive Sharia principles such as justice (*'adl*), public interest (*maslahah*), and social responsibility (Almunawar et al., 2025; Saefullah et al., 2025). As a result, digital innovation within the halal industry often outpaces the capacity of regulatory institutions and halal authorities to effectively oversee and govern these emerging practices. This condition risks undermining consumer trust, increasing technological misuse, and constraining the halal industry's long-term sustainability.

In response to these challenges, this study seeks to reconceptualize halal industry governance in the context of the digital economy by developing a maqasid al Sharia-based legal framework. The study argues that maqasid al-Sharia, encompassing the protection of religion, life, intellect, wealth, and social welfare, can serve both as a normative foundation and an analytical instrument for designing a more adaptive, ethical, and sustainable model of digital halal governance (Sheikh, 2025). By embedding maqasid principles into policy design, regulatory mechanisms, and digital business practices, this study aims to strengthen the legal legitimacy of the halal industry while enhancing inclusivity and sustainability within the global halal economy (Masood et al., 2025; Raimi, 2025).

Despite the growing body of literature on the halal industry, digital technology, and Islamic economics, significant conceptual gaps persist. Much of the existing research focuses on the technical aspects of halal digitalization, such as supply chain traceability and operational efficiency, while Islamic legal studies often remain normative and disconnected from contemporary technological dynamics (Ellahi et al., 2026; Hassan & Osman, 2025). Moreover, the application of maqasid al Sharia as a comprehensive and operational governance framework for the halal digital industry remains limited, particularly in the cross-country and global digital economy contexts. This unresolved gap constitutes the primary focus of this study.

The originality of this research lies in the development of a maqasid-driven halal industry governance framework that systematically integrates Islamic law, digital transformation, and institutional governance into a coherent conceptual model for halal certification. Unlike prior studies that adopt partial or sector-specific approaches, this research advances a normative structural perspective that positions maqasid al-Sharia as the core basis for evaluation, policy design, and governance innovation in the digital halal industry. Consequently, this study contributes to the advancement of contemporary Islamic legal theory and offers practical implications for regulators, halal certification bodies, and industry stakeholders seeking to build an ethical, credible, and sustainable global digital halal ecosystem (Fernando et al., 2025; Nazir, 2024).

Literature Review

Maqasid al Sharia as the normative foundation of halal industry governance
Maqasid al-Sharia represents the objectives of Islamic law that emphasize the protection of five essential elements: religion (ḥifẓ al-dīn), life (ḥifẓ al-nafs), intellect (ḥifẓ al-ʿaql), lineage (ḥifẓ al-nasl), and wealth (ḥifẓ al-māl). Classical juristic elaborations by Abu Ishaq al-Shatibi in Al-Muwafaqat and contemporary systemic reinterpretations by Jasser Auda in maqasid Al Sharia as Philosophy of Islamic Law provide the theoretical foundation for operationalizing maqasid within modern governance. Within the halal industry, maqasid al Sharia functions as a normative foundation that transcends a purely formal compliance-based approach to halal standards by prioritizing ethical values, justice, sustainability, and public welfare as the core objectives of industrial governance. The literature demonstrates that a maqasid-based approach enables the integration of economic interests with social responsibility, thereby positioning the halal industry not merely as a profit-oriented sector but as a system that safeguards consumer protection, distributive justice, and environmental sustainability (Raimi, 2025; Tubastuvi & Ramadani, 2025).

However, recent international studies have critically questioned the conflict between digital transparency and sharia-based ethical constraints. Studies on algorithmic governance and ethical technology, including those discussed in the World Economic Forum's policy platform, highlight that radical transparency through blockchain and AI-based auditing can conflict with legitimate privacy protections. From a maqasid perspective, this creates normative friction between ḥifẓ al-māl (protection of wealth through fraud prevention and traceability) and the broader imperative to protect individual rights and confidential commercial information (Ahmad et al., 2025; Bashori et al., 2024).

This conflict is particularly pronounced in halal digital supply chains that utilize distributed ledger technology. While blockchain enhances traceability and reduces gharar (uncertainty), excessive data immunity can expose sensitive financial information, raising concerns regarding data sovereignty and information loss. Peer-reviewed works on Islamic fintech governance argue that maqasid-based regulatory design should apply the principles of proportionality (al-tawazun) and prevention of harm (dar' al-mafasid) to mediate this tension. Thus, algorithmic transparency is justified to the extent that it protects consumer trust and market integrity (ḥifẓ al-māl), but must be tempered by privacy safeguards that align with the dignity and security objectives embedded in the maqasid.

Furthermore, the volatility of digital assets integrated into halal logistics and payment ecosystems, particularly tokenized assets and smart contracts, poses new risks to wealth preservation. Empirical analysis in the Islamic finance literature shows that price volatility and speculative digital instruments can undermine wealth if not regulated through risk mitigation mechanisms grounded in Sharia-compliant governance. Therefore, a maqasid-oriented framework resolves this tension by embedding risk-sharing structures, transparency standards, and prudential oversight into the halal digital ecosystem, ensuring that technological innovation does not compromise the protection of wealth. In a digital economy characterized by rapid innovation and increasingly complex cross-border transactions, maqasid al-Sharia offers a substantially relevant evaluative framework for assessing the legitimacy of policies, business models, and technology applications in the halal industry.

The methodological foundation of this study is supported by international research using normative-analytical and maqasid-based frameworks to evaluate Islamic economic governance in Indonesia. Comparative legal analyses published in high-impact Islamic economics and law journals demonstrate the reproducibility of maqasid as a qualitative evaluation methodology for regulatory assessment, particularly in the context of FinTech and halal governance. By aligning doctrinal analysis with contemporary governance theory, this approach ensures methodological rigor and replicability across jurisdictions.

Halal industry governance from the perspective of Islamic law

From the perspective of Islamic law, halal industry governance is a regulatory system encompassing policies, institutions, and oversight mechanisms designed to ensure that all industrial activities remain aligned with Sharia principles. Recent studies indicate that halal governance frameworks in many countries remain predominantly technocratic and sector-specific, with a primary focus on product certification, while broader dimensions such as business ethics, corporate accountability, and cross-jurisdictional regulatory harmonization have yet to be optimally integrated (Almunawar et al., 2025b).

Comparative governance research across Southeast Asia and the Gulf region highlights the fragmentation of standards, overlapping authority between certification bodies, and limited interoperability of digital verification systems (Akim et al., 2023). Empirical institutional analyses show that such fragmentation weakens enforcement efficiency and reduces cross-border market confidence. In this context, strengthening governance through a maqasid-based approach is essential for internalizing Sharia values within corporate policies and public regulations. For instance, the wasatiyyah–maslahah approach developed in studies on halal governance in Indonesia emphasizes a balance between legal certainty, social utility, and adaptability to socioeconomic transformations, including digitalization (Saefullah et al., 2025). Accordingly, maqasid-oriented halal governance functions not only as an instrument of legal compliance but also as a normative mechanism for preserving the halal industry's integrity amid the dynamics of the global digital economy.

The role of digital technology in the reconstruction of halal industry governance

The advancement of digital technologies, particularly Industry 4.0 innovations such as blockchain, artificial intelligence, and integrated digital systems, has significantly reshaped the structure and practices of the halal food industry. The literature highlights that digital technologies enhance transparency, traceability, and efficiency across halal supply chains, while simultaneously reducing fraud risks and information asymmetries that have long undermined conventional certification systems (Ellahi et al., 2026; Khan et al., 2025). However, the deployment of digital technologies within the halal industry introduces new challenges, particularly in relation to Sharia compliance, data protection, and the legal legitimacy of digital transactions. Consequently, several studies underscore the necessity of adaptive legal and governance frameworks to ensure that technological innovation remains aligned with the ethical imperatives of maqasid al-Sharia (Masood et al., 2025). Moreover, the expansion of digital platforms, e-commerce, and halal digital entrepreneurship ecosystems presents new opportunities for halal industry stakeholders, while simultaneously necessitating stronger regulatory and governance mechanisms to ensure that such growth proceeds ethically, inclusively, and sustainably (Raimi, 2025; Salaheldeen, 2022).

Collectively, the literature demonstrates that reconstructing halal industrial governance in the digital economy requires not only technological efficiency but also a critically grounded maqasid-based evaluative methodology capable of mediating tensions between transparency and privacy, innovation and stability, and market expansion and wealth protection.

Research Methods

This study employs a qualitative research approach based on library research with a normative conceptual design, aimed at systematically compiling and analyzing scholarly works relevant to the reconceptualization of halal industry governance in the digital economy through the lens of maqasid

al-Sharia.. A literature review was selected because it enables the identification, evaluation, and synthesis of theoretical perspectives, empirical findings, and regulatory frameworks previously published in internationally indexed journals and other credible academic sources, thereby providing a robust theoretical foundation and facilitating the identification of research gaps within this field of study (Ebidor & Ikhide, 2024).

The data for this study were derived from secondary sources, including scholarly journal articles, academic books, policy reports, and authoritative institutional publications on halal governance, digital economic systems, Islamic legal theory, and ethical technology governance. Academic databases such as Scopus, Web of Science, and Google Scholar were used to access relevant literature, complemented by references obtained through citation tracking. Sources were selected based on their relevance to the research focus, academic credibility, and contribution to discussions on governance, digitalization, and maqasid al Sharia.

The inclusion criteria were as follows: (1) publications from 2010 to 2025 to ensure contemporary relevance to digital transformation issues; (2) works that substantively address halal governance, maqasid al Sharia, Islamic legal principles, digital economy regulation, or halal industry policy; and (3) availability of complete texts to enable comprehensive analysis.

The analytical process was conducted through several structured stages: identification and classification of relevant literature; extraction of key legal and governance concepts; thematic analysis focusing on regulatory legitimacy, ethical integration, consumer protection, technological adaptation, and sustainability; and an integrative conceptual synthesis. The key findings were then synthesized to construct the conceptual framework proposed in this study (Hariyati et al., 2024).

Results and Discussion

Dynamics of halal industry governance in the digital economy

Halal industry governance in the digital economy has undergone significant transformation owing to the increasing complexity of global supply chains and the growing demand for Sharia compliance across multiple sectors. Traditionally, halal governance frameworks have relied on certification systems and compliance mechanisms designed to ensure that products and services conform to Islamic principles. Halal certification has functioned as a primary regulatory instrument for safeguarding halal integrity across sectors such as food, pharmaceuticals, and finance, supported by internal controls and the involvement of authorized certification bodies (Almunawar, et al., 2025a). However, within the digital economy, these governance systems are increasingly required to adapt to platform-based business models, cross-border trade, and digitally mediated production processes, necessitating more responsive and adaptive regulatory approaches.

Digital transformation plays a pivotal role in strengthening halal industry governance by enhancing transparency, traceability, and normative integrity across complex supply chains. Beyond its technical functionality, blockchain has been conceptually framed as a governance-enhancing infrastructure capable of embedding halal control points in digital architectures. In their pioneering work, Tieman and Darun (2017) argued that blockchain can serve as a trust-enabling mechanism in halal supply chains by ensuring immutable documentation of halal-critical activities, thereby reducing information asymmetry and minimizing the risks of contamination, fraud (tadlis), and uncertainty (gharar). This conceptualization establishes a technical–normative linkage, where distributed ledger technology supports not only operational transparency but also Sharia compliance assurance. Subsequent studies have further demonstrated that the adoption of Industry 4.0 technologies, such as blockchain and artificial intelligence, facilitates automated compliance monitoring and improves certification accuracy, particularly in high-risk sectors such as the meat and processed food industries (Ellahi et al., 2026; Rahim, 2023). Blockchain provides a tamper-resistant ledger that enables real-time verification of halal status from upstream production to downstream distribution (Heikal et al., 2024), while AI enhances predictive compliance analytics and risk detection (Masood et al., 2025). Collectively, these technologies function as governance instruments that reinforce consumer trust and institutional credibility in increasingly competitive digital halal markets.

Beyond technological factors, halal industry governance is strongly influenced by cultural and religious dimensions, particularly in countries characterized by social diversity and varying levels of digital literacy. The principles of *wasaṭiyyah* (moderation) and *maṣlaḥah* (public interest) serve as critical normative foundations for formulating inclusive and equitable halal policies (Saefullah et al., 2025). In this context, stakeholder engagement, including that of governments, businesses, certification bodies, and consumers, is a determining factor in building effective halal governance systems. Government-driven digitalization of halal certification processes, for example, has the potential to expand access for micro and small enterprises to halal assurance systems while simultaneously enhancing regulatory compliance and transparency (Heikal et al., 2024).

Despite its considerable potential, the application of digital technologies in halal industry governance faces structural and institutional challenges. Key barriers include high technology adoption costs, limited system interoperability, and regulatory misalignment across countries and institutions (Ellahi et al., 2026; Rahim, 2023). Simultaneously, the global halal market, projected to reach USD 3.6 trillion, presents strategic opportunities to integrate sustainability principles with digitally enabled halal practices (Ahmed et al., 2025). Consequently, halal industry governance in the digital economy requires a careful balance between technological innovation, Sharia compliance, cultural sensitivity, and stakeholder collaboration to establish an ethical, sustainable, and globally competitive system.

Maqasid al Sharia as the normative foundation of digital halal governance
Maqasid al-Sharia serves as a comprehensive normative foundation for formulating digital halal governance, particularly in response to the complexities of the contemporary digital economy. The maqasid framework emphasizes the protection of five core objectives of Islamic law: religion, life, intellect, lineage, and wealth, which function not only as ethical principles but also as analytical instruments for evaluating the social, economic, and technological impacts of digital business practices. Within halal governance, maqasid al Sharia facilitates a paradigm shift from formalistic compliance toward a substantive approach that prioritizes justice, public welfare, and sustainability (Ahmad et al., 2025; Bashori et al., 2024). Thus, maqasid provides a normatively robust framework for addressing ethical and governance challenges within dynamic digital ecosystems.

The application of maqasid al-Sharia principles in digital halal governance is reflected in the strengthening of ethical standards, transparency, and consumer protection. Integrating maqasid into halal digital industries and Islamic financial systems promotes business practices that are not only Sharia-compliant in a normative sense but also aligned with global development agendas, such as the Sustainable Development Goals (SDGs), particularly in terms of inclusivity and economic justice (Masood et al., 2025; Othman et al., 2024). In this regard, the protection of wealth (*ḥifẓ al-māl*) and intellect (*ḥifẓ al-ʿaql*) is especially relevant for ensuring information transparency, digital literacy, and the prevention of exploitative practices in digital transactions, as required in Sharia-based investment and financial services (Sheikh, 2025).

Furthermore, maqasid al Sharia exerts a significant influence on the halal industry's regulatory and certification landscape in the digital era. A maqasid-based approach enables the development of more holistic halal certification systems that assess not only the material permissibility of products but also their ethical, sustainability, and social impact (Hasan & Latif, 2024). The utilization of digital technologies, such as blockchain and artificial intelligence, reinforces the implementation of maqasid by enhancing traceability, accountability, and operational efficiency within halal governance, thereby strengthening public trust in digital halal systems (Masood et al., 2025; Othman et al., 2024). In this sense, maqasid functions as a normative bridge between Islamic principles and technological innovations.

Nevertheless, the implementation of maqasid al Sharia in digital halal governance faces challenges arising from cultural diversity, variations in Islamic legal interpretation, and the rapid pace of technological innovation. The concepts of *al-thawābit* (immutable principles) and *al-mutaghayyirāt* (dynamic principles) are crucial for maintaining a balance between the consistency of Sharia values and the need for adaptability to technological change (Harun et al., 2025). Moreover, epistemological transformations in legal reasoning, including the recognition of digital *ʿurf*, are

necessary to ensure that halal fatwas and regulations remain relevant in e-commerce ecosystems and platform-based economies (Sanuri et al., 2025). Accordingly, maqasid al Sharia functions not only as a normative foundation but also as a dynamic framework that enables digital halal governance to evolve ethically, inclusively and sustainably (Raimi, 2025).

Integrating maqasid al Sharia principles into digital halal regulatory and policy frameworks

Integrating maqasid al Sharia principles into digital halal regulatory and policy frameworks is a normative prerequisite for ensuring legal legitimacy, consumer trust, and market acceptance within the global halal industry. Encompassing the protection of religion (ḥifẓ al-dīn), life (ḥifẓ al-nafs), intellect (ḥifẓ al-ʿaql), lineage (ḥifẓ al-nasl), and wealth (ḥifẓ al-māl), maqasid al-Sharia provides a comprehensive and adaptive objective-based framework capable of responding to social change and technological advancement. Within the digital economy, maqasid functions not only as an ethical guideline but also as a foundation for public policy that emphasizes justice, public welfare, and the balance between individual and societal interests (Alias et al., 2025a; Tubastuvi & Ramadani, 2025).

Importantly, the operationalization of maqasid-oriented governance can be observed in advanced regulatory jurisdictions such as Malaysia, particularly through the implementation of the Islamic Financial Services Act (IFSA) 2013 and its Sharia compliance policy framework. As analyzed by Laldin and Furqani (2018), the Malaysian model institutionalizes Sharia governance through legally binding structures, centralized Sharia advisory oversight, and mandatory compliance mechanisms embedded in statutory regulations. This approach demonstrates how maqasid principles, especially the protection of wealth (ḥifẓ al-māl) and public interest (maṣlaḥah), can be translated into enforceable policy instruments rather than remaining purely aspirational norms. The Malaysian experience provides a concrete policy reference for structuring digital halal regulatory frameworks that integrate Sharia supervisory boards, risk-based compliance monitoring, and accountability mechanisms in technologically advanced environments.

At the implementation level, the integration of maqasid al-Sharia into digital halal regulations is increasingly facilitated through advanced technologies such as blockchain and artificial intelligence. For instance, blockchain technology offers transparent, tamper-resistant, and traceable record-keeping systems that support accountability and wealth protection within digital halal certification processes. Meanwhile, artificial intelligence enhances the effectiveness of real-time Sharia compliance monitoring in complex digital transaction ecosystems (Masood et al., 2025; Raimi, 2025). These technological integrations demonstrate that maqasid values can be concretely operationalized within policy design and digital halal regulatory mechanisms.

Moreover, the application of maqasid al Sharia in digital halal policymaking contributes significantly to increased consumer trust and market acceptance. maqasid-oriented regulations promote ethical, transparent, and equitable business practices, thereby strengthening the credibility of halal systems among Muslim and non-Muslim consumers. The principles of protecting intellect and wealth, for example, are particularly relevant for ensuring digital transaction security, data protection, and fraud prevention in halal payment systems and e-commerce platforms (Almunawar et al., 2025b; Muhammad et al., 2025). Consequently, maqasid-based digital halal policies not only fulfill Sharia's normative requirements but also respond to global market expectations for responsible governance.

However, integrating maqasid al Sharia into digital halal regulatory frameworks presents complex structural and cultural challenges. Variations in Sharia interpretation, differences in national legal systems, and regulatory fragmentation, particularly within the ASEAN region, continue to hinder policy harmonization (Zulkifli et al., 2025). Additionally, technological and digital infrastructure gaps in developing countries may impede the optimal implementation of maqasid-based digital halal systems (Masood et al., 2025). However, these challenges also create opportunities for developing more inclusive, contextual, and globally oriented digital halal regulatory frameworks that align with the overarching objectives of Maqasid al Sharia (Ghani et al., 2024; Sumiyati et al., 2025).

The role of digital technology in strengthening maqasid-based halal governance
Digital technologies play a strategic role in strengthening maqasid-based halal governance, particularly by enhancing ethical compliance and integrity in halal business processes. The use of blockchain technology in halal supply chains enables transparent, tamper-proof, and verifiable transaction records that are accessible to all stakeholders. These characteristics align closely with the maqasid al Sharia principles that emphasize the protection of public welfare (*maṣlaḥah*) and the prevention of fraud and injustice in economic activities. Empirical studies indicate that blockchain adoption positively contributes to the performance of halal SMEs while reinforcing consumer trust in halal product integrity (Mangruwa et al., 2024; Nugraha et al., 2025).

In addition to strengthening ethical compliance, digital technologies are key instruments for enhancing transparency and traceability within halal assurance systems. The integration of Industry 4.0 technologies, such as artificial intelligence, the Internet of Things (IoT), and blockchain, creates end-to-end halal assurance systems spanning production to distribution (Azwar & Usman, 2025). These systems enable real-time compliance monitoring and automate halal auditing processes, thereby minimizing the risk of standard violations. This approach not only improves certification accuracy but also reinforces the protection of wealth (*ḥifẓ al-māl*) and life (*ḥifẓ al-nafs*), as emphasized in the maqasid al Sharia (Ellahi et al., 2026; Masood et al., 2025).

Digital technology also contributes significantly to education, literacy, and stakeholder awareness of maqasid-based halal governance. Digital learning platforms, including online courses, webinars, and e-learning modules, facilitate lifelong learning for halal industry actors, auditors, and regulators, in line with the maqasid principle of protecting intellect (*ḥifẓ al-ʿaql*). Social media serves as an effective medium for disseminating halal-related information, although careful governance is required to ensure credibility and applicability (Azalie, 2025; Rahman & Ahmad, 2024).

Despite these strategic opportunities, the application of digital technology to strengthen maqasid-based halal governance faces regulatory and institutional challenges, including high initial investment costs, limited human resource capacity, and the need for regulatory harmonization between halal authorities and digital technology regulators. Accordingly, adaptive and collaborative policy frameworks involving regulators, industry actors, and technology providers are essential to ensure that digital innovation is consistently aligned with the maqasid al-Sharia principles. With appropriate regulatory approaches, digital technologies can function not only as technical tools but also as enhancers of ethical legitimacy and the long-term sustainability of halal governance in the digital economy (Ellahi et al., 2026; Othman et al., 2024).

A maqasid al Sharia–based conceptual model of digital halal industry governance
The maqasid al Sharia–based conceptual model of digital halal industry governance is grounded in the understanding that halal status is not merely a product attribute but a representation of the holistic Sharia objectives. The principles of maqasid al-Sharia, namely the protection of religion (*ḥifẓ al-dīn*), life (*ḥifẓ al-nafs*), intellect (*ḥifẓ al-ʿaql*), lineage (*ḥifẓ al-nasl*), and wealth (*ḥifẓ al-māl*), serve as ethical foundations for designing halal industry governance oriented toward public welfare and long-term sustainability. Within this framework, halal policies extend beyond formal compliance with Sharia standards to encompass the creation of an economic system that is just, transparent, and socially and environmentally responsible (Ahmed et al., 2025; Tubastuvi & Ramadani, 2025). Thus, maqasid al-Sharia functions as a normative conceptual framework guiding the integration of Islamic values into halal digital industry practices.

The integration of digital technologies such as blockchain, artificial intelligence (AI), and the Internet of Things (IoT) constitutes a core operational pillar of the maqasid-based digital halal governance model. These technologies enhance transparency, traceability, and accountability across halal supply chains, thereby strengthening consumer protection and public trust. Blockchain, for example, provides immutable and verifiable halal certification records, aligning with the principle of *ḥifẓ al-māl* and preventing *gharar* and fraudulent practices in transactions. However, this alignment is contingent upon the reliability of the data entered into the system, commonly referred to as the "oracle problem," where the integrity of blockchain outputs depends on the truthfulness of off-chain inputs (Tieman & Darun, 2017). In the context of halal certification, the critical

vulnerability lies at the digital–physical interface namely, whether the data uploaded regarding slaughtering processes, ingredient composition, or logistics handling accurately reflects real-world practices. To address this point of failure, a maqasid-oriented governance framework must integrate robust verification mechanisms, including accredited halal auditors, IoT-enabled sensor validation, tamper-proof tagging systems, and institutional Sharia oversight to ensure that the protection of wealth (ḥifẓ al-māl) and the prevention of deception (gharar and tadlīs) are substantively realized rather than assumed through technological determinism. Meanwhile, AI and IoT facilitate real-time compliance monitoring, operational efficiency, and risk mitigation in halal standard enforcement (Ellahi et al., 2026; Masood et al., 2025). From a maqasid perspective, the use of digital technology is not value-neutral but is intentionally directed toward reinforcing ethical values, justice, and sustainability within the halal ecosystem.

From a governance and regulatory perspective, the conceptual model underscores the importance of adaptive halal policy harmonization in response to digital economic developments. Regulatory fragmentation and divergent halal standards across countries remain structural barriers to effective digital Halal governance. Jurisdictions with more mature halal regulatory frameworks tend to be better positioned to integrate digital solutions, while others face institutional and regulatory capacity constraints (Zulkifli et al., 2025). Accordingly, a maqasid-based governance approach emphasizes substantive public welfare over administrative compliance alone, while promoting inclusive, integrated, and innovation-responsive digital halal regulations (Almunawar et al., 2025a; Hassan & Osman, 2025).

Strategically, the maqasid-based digital halal governance model also contributes directly to the achievement of the Sustainable Development Goals (SDGs), particularly in relation to responsible consumption and production, industrial innovation and environmental protection. The integration of halal principles with green and blue economy frameworks expands the role of the halal industry as an agent of sustainable development, oriented not only toward market growth but also toward value-driven outcomes. Furthermore, the emergence of digital platforms and the metaverse presents new opportunities for expanding global halal markets, enhancing halal literacy, and fostering active consumer participation, provided that these developments remain embedded within Sharia ethical frameworks (Fernando et al., 2025; Qadir et al., 2025). Consequently, this conceptual model affirms that maqasid-based digital halal governance represents not only a technical innovation but also a paradigm shift toward an ethical, sustainable, and globally competitive halal economic system.

Based on the synthesis of the research findings and the preceding discussion, this study proposes a conceptual recommendation framework that serves as a strategic guideline for reconceptualizing halal industry governance in the digital economy. The framework is designed to bridge the normative values of maqasid al Sharia with the demands of adaptive, transparent, and sustainable digital governance by positioning the protection of religion, life, intellect, lineage, and wealth as the core ethical foundations in the formulation of halal digital policies, regulations, and business practices. The presentation of this framework aims to systematically illustrate the interrelationships among digital technology integration, halal regulatory harmonization, strengthening sustainability practices, and empowering digital halal markets as a means of reinforcing legal legitimacy, enhancing public trust, and fostering inclusive and welfare-oriented growth within the global halal economy.

In response to the decentralized architecture of contemporary digital systems, this framework further incorporates blockchain-based governance mechanisms, particularly Decentralized Autonomous Organizations (DAOs), as institutional complements to conventional regulatory bodies. DAOs operate through smart contracts and distributed consensus protocols that enable automated rule enforcement, transparent decision-making, and stakeholder participation without centralized intermediaries (Hassan & De Filippi, 2021). Integrating DAO-based governance into a maqasid-oriented halal ecosystem allows for programmable compliance, collective oversight by certified Sharia scholars and industry actors, and auditable policy execution across jurisdictions. This hybrid governance model, combining state-based regulation, Sharia supervisory authority, and decentralized digital coordination, strengthens accountability while

ensuring that technological autonomy remains normatively anchored in the objectives of maqasid al Sharia rather than purely algorithmic logic.
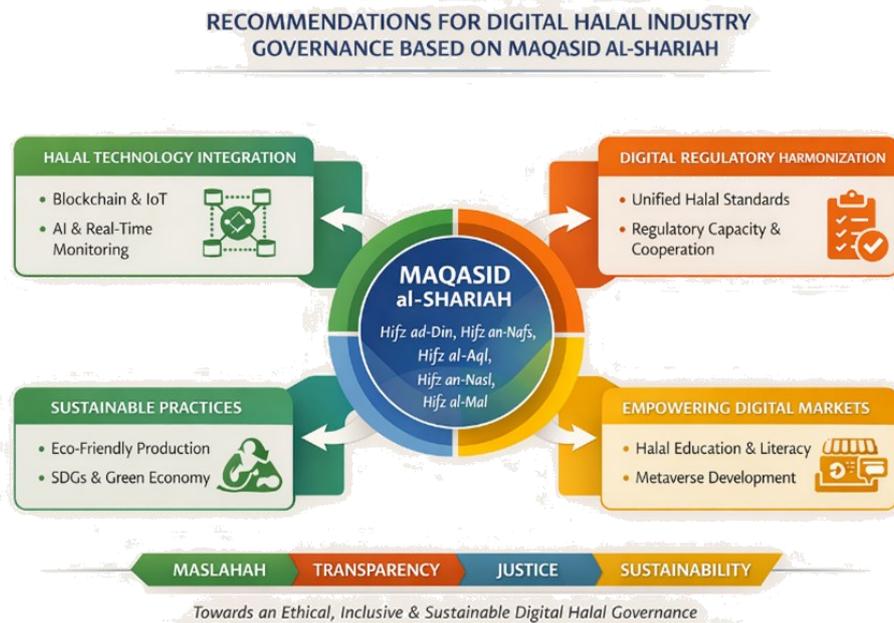

Figure 1. Conceptual framework of recommendations for digital halal industry governance based on maqasid al Sharia.
Source: Compiled from various authors (Auda, 2008; Chapra, 2023; Ellahi et al., 2026; Fernando et al., 2025; Hassan & De Filippi, 2021; Qadir et al., 2025; Zulkifli et al., 2025).

Maqasid al Sharia as the normative foundation
In the proposed framework, maqasid al Sharia functions as the primary normative foundation structuring digital halal industry governance. Conceptually, maqasid is not merely understood as a set of theological objectives of Islamic law but as a dynamic and contextual ethical framework for public policy. The protection of religion (*ḥifẓ al-dīn*), life (*ḥifẓ al-nafs*), intellect (*ḥifẓ al-ʿaql*), lineage (*ḥifẓ al-nasl*), and wealth (*ḥifẓ al-māl*) provides normative justification for integrating principles of justice, transparency, and public welfare (*maṣlaḥah*) into digital halal regulatory systems (Alias et al., 2025; Auda, 2008). Within the digital economy, maqasid serves as an ethical compass that enables Islamic law to adapt to technological innovation without losing its fundamental value orientation, particularly in safeguarding consumers and preventing the exploitative excesses of halal market digitalization (Tubastuvi & Ramadani, 2025).

Digital technology as an enabling instrument
Within this framework, digital technology is positioned as an enabling instrument for realizing maqasid-aligned halal governance. Technologies such as blockchain, artificial intelligence (AI), and the Internet of Things (IoT) facilitate transparency, traceability, and accountability across digital halal value chains. From a theoretical perspective, blockchain implementation supports the principles of *ḥifẓ al-māl* and *ḥifẓ al-dīn* by providing immutable halal certification records, thereby strengthening market trust and preventing fraudulent practices (*gharar* and *tadlīs*) (Ellahi et al., 2026; Masood et al., 2025). Meanwhile, AI contributes to real-time compliance monitoring, indirectly supporting the protection of intellect and public interest through more objective, data-driven, and efficient decision-making processes (Othman et al., 2024).

Regulatory and governance architecture
At the policy level, the framework emphasizes the importance of a coherent, adaptive, and cross-jurisdictional digital halal regulatory architecture. Theoretically, maqasid-based halal governance requires a shift from a narrowly legalistic approach toward *principle-based regulation* that embeds the

substantive objectives of Sharia into digital policy design. Therefore, the regulatory harmonization of digital halal standards is crucial to addressing the fragmentation of global halal certification regimes that have long constrained market efficiency and legal legitimacy within the halal industry (Raimi, 2025; Zulkifli et al., 2025). In this context, maqasid functions as a meta-regulatory framework that facilitates the alignment of national legal systems, international standards, and digital innovation, while simultaneously strengthening *ḥifẓ al-māl* and *maṣlaḥah ʿāmmah* within the global halal economy.

Sustainability and global halal ecosystem outcomes
The final component of the framework positions sustainability and systemic impact as key outcomes of the integration of maqasid, digital technology, and regulatory governance. Theoretically, a maqasid-based governance approach enables the halal industry to contribute directly to the Sustainable Development Goals (SDGs) through ethical production, equitable distribution, and responsible consumption practices (Qadir et al., 2025; Yasmeen et al., 2024). Digitalization expands the inclusivity of halal markets, particularly for micro, small, and medium enterprises (MSMEs), while simultaneously reinforcing the halal industry's global social legitimacy. Accordingly, the framework affirms that digital halal governance is not merely a matter of Sharia compliance but an integral component of a global economic transformation oriented toward public welfare, justice, and sustainability.

Theoretical, regulatory, and practical implications for the global halal economy
From a theoretical standpoint, the global halal economy can be understood as an operational manifestation of maqasid al Sharia within modern economic systems, particularly in the context of the digital economy. The principles of protecting religion (*ḥifẓ al-dīn*), life (*ḥifẓ al-nafs*), intellect (*ḥifẓ al-ʿaql*), wealth (*ḥifẓ al-māl*), and social welfare serve as the normative foundations that regulate not only product permissibility but also the legitimacy of production, distribution, and consumption processes within the digital halal ecosystem. Integrating these values with sustainable development frameworks reinforces the halal economy's position as an ethical development model aligned with the SDGs, particularly in terms of economic justice, consumer protection and environmental sustainability (Muazu & Sjahrir, 2023; Yasmeen et al., 2024). Thus, maqasid al-Sharia functions not only as a normative justification but also as an analytical instrument for evaluating the social, economic, and moral impacts of digital transformation in the halal industry (Almunawar et al., 2025b).

From a policy and governance perspective, the primary challenge facing the digital halal economy lies in the inadequacy of existing regulatory frameworks to accommodate the complexity of digital technologies, including e-commerce platforms, blockchain systems and data-driven certification mechanisms. The fragmentation of halal certification standards across countries reflects a persistent gap between maqasid objectives, particularly the protection of wealth and legal certainty, and institutional designs that remain sectoral and fragmented (Chavez & Vicente, 2025; Hussin et al., 2026). In this regard, a maqasid-based halal governance approach offers a more adaptive and harmonized policy framework by prioritizing substantive public welfare over procedural compliance alone. Cross-jurisdictional harmonization of halal regulations thus becomes a strategic necessity for strengthening legal legitimacy, market efficiency, and global halal economic integration (Hidayah & Solihah, 2025; Restuti et al., 2025).

At the practical and institutional levels, the digital halal economy necessitates a redefinition of the roles of business actors and regulatory authorities in building a trustworthy and inclusive halal ecosystem. Digital transformation has expanded the halal industry beyond food into non-food sectors such as cosmetics, pharmaceuticals, tourism, and lifestyle services, all of which increasingly depend on information technology and service innovation. From a maqasid perspective, halal certification is no longer merely a symbol of religious compliance but also a consumer protection mechanism and quality enhancement instrument with direct implications for social welfare (Almunawar et al., 2025a; Idris et al., 2025). Consumer trust within the digital halal economy thus emerges as a strategic asset that can only be sustained through process transparency, halal service innovation and consistent ethical business standards (Camillo et al., 2014; Kabiraj et al., 2014).

Within the context of the global political economy, the digital halal economy holds strategic potential as an instrument for trade integration and economic diplomacy among Muslim-majority countries. Policy approaches aligned with maqasid al-Sharia enable states to balance economic interests, moral value protection, and social stability within international trade agreements. Empirical studies indicate that strengthening cross-border halal cooperation, including through free trade agreements and transnational halal networks, can enhance global competitiveness while reinforcing Islamic economic identity at the international level (Muchtar et al., 2025; Nisa, 2023). Consequently, the digital halal economy represents not only a market opportunity but also the foundation of a more ethical, sustainable, and welfare-oriented global governance architecture (Adham et al., 2024).

Conclusion

This study concludes that maqasid al Sharia can be effectively reconceptualized as both a normative and analytical framework for halal industry governance in the digital economy. In line with the research objective, the five essential protections (ḥifẓ al-dīn, ḥifẓ al-nafs, ḥifẓ al-ʿaql, ḥifẓ al-nasl, and ḥifẓ al-māl) provide a coherent evaluative structure for digital regulatory design, technological integration, and institutional arrangements within the Halal ecosystem. Integrating these principles into policy mechanisms and digital business practices enhances legal legitimacy, strengthens public trust, and promotes long-term sustainability in the global Halal economy. The findings further affirm that technologies such as blockchain and artificial intelligence function as strategic enablers rather than substitutes for Sharia values, underscoring that effective digital halal governance depends on the alignment between technological innovation and the substantive objectives of Sharia.

More broadly, this study bridges classical Islamic legal theory with contemporary digital governance challenges, offering a policy-relevant interpretation of maqasid in global halal markets. It recommends that policymakers adopt adaptive maqasid-based regulatory approaches to address digital transformation and cross-jurisdictional fragmentation, while industry actors should leverage digital technologies not only for efficiency but also to enhance ethics, transparency and inclusivity. However, as a qualitative and conceptual study grounded in systematic literature synthesis, the proposed framework has not been empirically tested in specific contexts. Differences in institutional capacity, technological infrastructure, and Sharia interpretation may affect its practical application. Future research should therefore pursue empirical validation through case studies, comparative cross-country analyses, and quantitative assessments to strengthen the operationalization of maqasid-based digital halal governance.

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