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## HALAL FOOD CERTIFICATION AND BUSINESS PERFORMANCE IN MALAYSIA (PAPERBACK)



Partridge Publishing Singapore, United States, 2018. Paperback. Condition: New. Language: English. Brand new Book. Halal food certification plays a pivotal role in both consumers food purchase and consumption, and food manufacturers business conducts. The growing trends of Halal food have encouraged firms to implement Halal food certification. Numerous studies have recognized the importance of Halal food certification to consumers rather than Halal food manufacturers. However, Halal food certificate motivations, implementation, and the impact on firm performance, particularly the Malaysia Standard...

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- Authored by Dr Mohamed Syazwan Ab Talib
- Released at 2018



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