

An evaluation of Halal talent development implementation: Issues and challenges faced by Halal training providers in Malaysia

Nina Sakinah Ahmad Rofaie^{1,2*}, Nursyamimi Zawani Mohd Shoid², Zalina Zakaria^{2,3}

¹Department of Decision Science, Faculty of Business and Economics, Universiti Malaya, 50603 Kuala Lumpur, Malaysia. email: nina.rofaie@um.edu.my / ninasakinah@um.edu.my

²University of Malaya Halal Research Centre, Universiti Malaya, 50603 Kuala Lumpur, Malaysia.

³Department of Syariah dan Law, Academy of Islamic Studies, Universiti Malaya, 50603 Kuala Lumpur, Malaysia.

*Corresponding author

Abstract

The Halal industry is a critical economic sector in Malaysia, driven by increasing domestic and international demand for Halal-certified products and services. Recognising the pivotal role of Halal Executives (HE) in ensuring certification compliance, the government has introduced the Halal Training Programme (HTP) under the Halal Professional Board (HPB) to strengthen Halal talent development. However, limited research exists evaluating the performance of Department of Islamic Development Malaysia (JAKIM)-appointed training providers (PLHs) since the programme's inception in 2018. This study aims to assess the implementation of the Halal Executive Programme (HEP) trainings by PLHs, examining key issues and challenges encountered in developing qualified Halal professionals. Using a qualitative approach, semi-structured interviews were conducted with 17

representatives from 12 PLHs registered under JAKIM. Thematic analysis of the data revealed several persistent issues, including outdated and overlapping training modules, rigid regulatory and bureaucratic requirements, market saturation and competition, shortages of qualified trainers, limited industry engagement, and operational constraints. These issues undermine training effectiveness, jeopardising the development of Halal talent capable of upholding certification standards and supporting industry growth. The study concludes that without targeted curriculum enhancements, regulatory reforms, and systematic trainer development, current HEPs may fail to produce professionals who can effectively meet the evolving needs of Malaysia's Halal industry. Accordingly, it recommends comprehensive module revisions, standardised assessments, adoption of hybrid learning models, establishment of a centralised Halal Talent Portal, and regular module reviews through Continuous Quality Improvement (CQI) by agencies such as the Malaysian Qualifications Agency (MQA). Greater collaboration and specialisation among PLHs are also encouraged to enhance the breadth and quality of halal training. This evaluation provides actionable insights for policymakers, JAKIM, and PLHs to collectively advance Malaysia's aspiration of becoming the global Halal hub.

Keywords: Halal talent development, Halal training providers, Halal Executive training, Malaysia Halal industry, Human capital development