

# ICH Entrepreneurship Opportunities via Halal Sustainability Audit and ISO 53002 for 2030

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## Abstract

*The application of Halal concepts to the ICH, for example, cheongsam market for 2030 presents a compelling opportunity for growth. By understanding Halal audit system with ISO PDCA System - ethical sourcing and planning, doing in production of products/services, and checking with design review, and acting with integrating AI for audit review and continual improvement with the inherent sustainability of traditional cheongsam craftsmanship and the principles of Halal audit system and relevant ISO standards, S.E. countries can create a market that may create decent jobs (SDG#8) and nurture a mindset of SDG#3/12/16 culturally rich, ethically sound, and truly sustainable with peace. Based on nvivo analysis of 30 research papers related to halal sustainability system, the key elements for competent halal sustainability audit talents are: 1) system with policy, 2) process with segregation, 3) understanding of Islamic Law, and 4) socialization without misleading messages. This requires a conscious effort to bridge cultural understanding, embrace ethical practices, and leverage the power of tradition and innovation to groom future entrepreneurs in ICH with cultural beauty and halal responsibility.*

**Keywords:** ICH, SDG, Halal Sustainability Audit, AI.

## Introduction

Based on information of policy address, 2024 that target 24 is to "promote the development of the culture and creative industries: "the newly established Cultural and Creative Industries Development Agency to promote 60 industry mission trips, overseas exhibitions and showcases each year from 2024 onwards, so as to open up more business opportunities for Hong Kong's cultural and creative industries by assisting them to conduct business negotiations and organise exhibitions and showcases in the Mainland and overseas markets", target 60 is to "strengthen the training for local workers and promote re-employment: • Increase the maximum monthly retraining allowance from \$5,800 to \$8,000 in Q1 2024 to encourage more people to attend training and enter the workforce; ([https://www.policyaddress.gov.hk/2024/public/pdf/supplement/supplement-full\\_en.pdf](https://www.policyaddress.gov.hk/2024/public/pdf/supplement/supplement-full_en.pdf)), and 2024 policy supplement is to "promote the enhancement of relevant tourism facilities to create a friendly environment for visitors from the Middle East and the Association of Southeast Asian Nations (ASEAN), including providing information at the airport in Arabic, encouraging taxi -eets to provide -eet service information in Arabic, consolidating a list of restaurants providing halal food, encouraging more commercial premises to provide appropriate facilities, in particular for providing praying facilities in hotels, and stepping up hospitality training for visitors with diversified cultural background. (CSTB and relevant bureau"([https://www.policyaddress.gov.hk/2024/public/pdf/supplement/supplement-full\\_en.pdf](https://www.policyaddress.gov.hk/2024/public/pdf/supplement/supplement-full_en.pdf), p.71), this paper is focused on identifying the key elements for halal sustainability audit talents for service industry.

## Existing Researches

Critical appraisal of existing studies highlights a lack of comprehensive frameworks on halal audit and sustainable lifestyle service providers. In 2025, Yeung mentioned that "the application of design thinking and enquiry learning mode with halal audit and executive management training contents in a halal framework poses sustainable business opportunities for innovative practices. By emphasizing empathy, questioning, collaboration, and ethical practice, a more innovative training approach provide a good connection of religious related halal training with blockchain technology, fostering a sense of transformation. (<https://ecohumanism.co.uk/joe/ecohumanism/article/view/6705>). This paper is going

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to contribute to a body of integrated knowledge by integrating relevant and advanced technology halal sustainability audit with ISO concepts and design thinking for developing a pool of professionals for the service sector. A model of competent halal sustainability audit is expected to be developed for policymakers with recommendations of the basic steps for halal sustainability audit practices that can be adopted across the region, ultimately leading to improve the quality of talents with job titles and roles in the halal sustainability audit sector.

Riding on Yeung's submitted paper on "SDG#4, 8 and 9 - Trends of Halal Audit Training with Blockchain Technology for Sustainable Development with Decent Job Creation" to Journal of Ecohumanism, March 2025 and the published report "Initial Exploratory Qualitative Study on Halal Supply Chain Awareness in Hong Kong" (Shariffa, Yahya & Yeung, 2016) (<https://qualitative-research-conference.com/index.php/home/past-events/qrc-2016/proceedings>) and "Contextual Experiential Learning in Higher Education - Competency in Forecast Patterns and New Demand Realization - SDG 4.7" (<https://posthumanism.co.uk/jp/article/view/467/195>) to employ a qualitative with n'vivo research methodology to identify the key elements for competencies in halal sustainability audit service sector.

## Comparative Study of Indonesia, Bangkok and Hong Kong on Creative Culture related Policies

### Indonesia

Indonesia's government has been actively promoting its creative economy and cultural tourism through the Ministry of Tourism and Creative Economy. Policies like the **Law on Creative Economy (2019)** and the **Advancement of Culture Law (2017)** aim to integrate cultural preservation with economic development. These laws also emphasize empowering local communities, including women, by fostering entrepreneurship in creative industries. (*refer to attachment 1*)

### Bangkok (Thailand)

Thailand's creative economy policies focus on leveraging cultural heritage and creativity to boost economic growth. The **Creative Economy Agency (CEA)** plays a key role in supporting creative industries, including arts and cultural tourism. However, experts have highlighted the need for consistent, long-term government support to sustain these initiatives. Women entrepreneurs are often encouraged through grassroots programs that connect cultural products with global markets. (*refer to attachment 2*)

### Hong Kong

Hong Kong's government recently released the **Blueprint for Arts and Culture and Creative Industries Development**, which outlines strategic directions to promote cultural tourism and creative industries. The blueprint emphasizes fostering international cultural exchanges and nurturing local talent, including women entrepreneurs, to strengthen Hong Kong's position as a global cultural hub.

## Reimagine Cheongsam (Traditional Clothing) Market through Intangible Heritage, Design Thinking, AI, and SDGs for 2030

Shenzhen, often promoted as a hub of technology with innovations for transformations. However, intangible cultural heritage (ICH) applications in the service sector may open up business/ social opportunities for women in creation of jobs and men in application of technology, for example, AI in Cheongsam. As we look towards 2030, the future of Shenzhen's traditional cheongsam market is undergoing a change, going from apparel into creative art cultural event service sector. This is an integration of ICH of silk materials with Halal audit concepts, focusing on natural, non-contaminated, ethical clothing materials from the process of sourcing materials, suppliers to storing, packaging, distribution, sales and presentation of products/ services via commitment and responsibility (ISO System #4) – policy and top management responsibility, material of product and services (ISO system#5 responsibility and 6 resources) with design thinking in the halal product/ service process (ISO #7 process of realization) and explorative use of artificial intelligence (AI) for monitoring and evaluation for continual improvement with corrective

and preventive actions for Sustainable Development. This paper explores how these elements can converge to create a vibrant, sustainable, and culturally significant market for traditional silk cheongsam with innovatins for a new market towards 2030.

The theoretical framework for this transformation rests firmly on the principles of **intangible cultural heritage (ICH)**. As defined by UNESCO, ICH encompasses "the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage" (UNESCO, 2003). The intricate art of silk weaving, dyeing, embroidery, and the tailoring techniques behind the cheongsam are prime examples of ICH. These are not static relics of the past but living traditions that require safeguarding, transmission, and adaptation to remain relevant.

In the context of Shenzhen's traditional cheongsam market, the theoretical implications of ICH are profound. Instead of viewing the cheongsam as a traditional garment product, we need to perceive them from a new angle of knowledge of ICH, skill of appreciating craftsmanship, and cultural identity with SDG#9 innovative use of AI for predictive market and review strategies for promotion of traditional craftsmanship to align with the principle of **cultural sustainability**, which emphasizes the importance of maintaining cultural diversity and heritage for future generations (Hawkes, 2001).

To effectively navigate the complexities of preserving heritage while meeting contemporary market demands, the 5 steps of **design thinking** emerges as a crucial methodology. Design thinking is a human-centered, iterative process that involves empathizing with users, defining problems, ideating solutions, prototyping, and testing (Brown, 2008). For the preparation to the innovative traditional cheongsam market, we need to deeply understanding the needs and desires of modern consumers who are looking for sustainable lifestyle with a good sense of creative art appreciation, locally and globally.

Applying design thinking to the cheongsam market involves several key steps. Firstly, **empathy** with both artisans and consumers is paramount. Understanding the challenges faced by traditional craftsmen in a rapidly modernizing world and the evolving preferences of consumers for comfort, style, and sustainability is essential. Secondly, **defining the problem** goes beyond simply selling more cheongsams. It involves addressing issues such as the decline of traditional craftsmanship skills, the need for innovation in design and materials, and the market's perception of the traditional cheongsam from a fresh perspective. Thirdly, **ideation** should focus on generating creative solutions. This could involve developing innovative traditional cheongsam designs that incorporate environmental materials with DIY elements, exploring sustainable silk production methods, or creating interactive experiences that educate consumers about the history and craftsmanship of the garment. Fourthly, **prototyping** allows for the creation of tangible models or services to test ideas, such as sample garments made with new materials or pilot workshops on traditional embroidery. Finally, **testing** involves gathering feedback from both artisans and consumers to refine and improve the designs and strategies.

The integration of **artificial intelligence (AI)** holds immense potential for revolutionizing the Shenzhen cheongsam market by 2030. AI can be applied in various aspects, from design and production to marketing and customer experience. For example, AI-powered design tools can assist designers in generating new patterns and styles inspired by traditional motifs, while also offering personalized recommendations based on customer preferences (Makitalo, 2019). AI can also optimize production processes, reducing waste and improving efficiency in silk weaving and tailoring. Furthermore, AI-driven chatbots can provide personalized customer service, offering styling advice and facilitating online sales. Virtual try-on technologies powered by AI can enhance the online shopping experience, allowing customers to visualize how different cheongsams would look on them.

### Case Study - Analysis of Product Display at Queshan: A Quality and Customer Experience Perspective

Queshan, a traditional Cheongsam retail shop in Shenzhen, China offers an authentic creative art cultural experience through its product displays with elegance cheongsam in different kinds of materials selection,

history of cheongsam in a display wall to educate the community, use of color design in the retail shop, and aromatherapy related products to provide a vibe to target customers. To ensure these displays meet international quality standards ISO and enhance customer satisfaction, it is essential to analyze them through the lenses of ISO 9001 quality management system (QMS), ISO 53002, design thinking, and SERVQUAL.

### ISO 9001 and ISO 53002 in Product Display

ISO 9001 emphasizes a PDCA concept (plan, do, check, act –ISO clause 4 and 5) with customer-focused and continual improvement (ISO clause 8) approach, promoting continuous system and process improvement to meeting customer requirements with corrections, corrective and preventive actions (ISO, 2015). For Queshan, this entails ISO clause 6 – resources and designing product displays that are visually appealing, accessible, and aligned with customer expectations (ISO clause). Proper use of color and clear signage help customers to associate the brand of Queshan with consistent customer services, contributing to quality perceptions.

### ISO/UNDP PAS 53002:2024 - Guidelines for contributing to the United Nations Sustainable Development Goals (SDGs)

ISO 53002 provides guidelines specifically for retail environments, focusing on the effective presentation of products in a retail shop to enhance customer engagement and sales (source: <https://www.iso.org/obp/ui/en/#iso:std:iso-undp:pas:53002:ed-1:v1:en>) Applying ISO 53002 principles involves strategic layout planning, optimal lighting, and clear visibility of products—crucial for a traditional clothing shop emphasizing craftsmanship and authenticity. This is to align with ISO 53002:2004, clause 7.2 and 7.3 as below:

***“7.2 Principles for responsible business - Top management should ensure that the organization's activities to optimize contributions to the SDGs are grounded in responsible business principles, including:***

*a) accountability: being answerable to interested parties and taking full responsibility for its impacts on them, as well as and its alignment with and contribution towards the achievement of the SDGs.”*

***“7.3 Innovation - Top management should support a culture that promotes innovations in business models, products and services, and in organizational structures and processes, to improve sustainable development performance, reduce adverse impacts, and increase beneficial impacts. Innovations can include:***

*a) new solutions and technologies,*

*c) partnerships and collaborations: for example, public-private partnerships, cross sector alliances and academia-industry collaborations that can spur innovation and ideas to accelerate progress towards the SDGs;*

*d) inclusive and participatory approaches...”*

### Design Thinking x SERVQUAL for Meeting Customer Expectations

Design thinking encourages a customer-centric approach, emphasizing empathy, ideation, and iterative testing to create meaningful experiences (Brown, 2009). In the context of Queshan, applying the 5 steps of design thinking involves understanding customer needs and requirements, similar to ISO 9001 QMS, for example, the taste and environmental awareness of materials used in products and a sense of ICH in production of products.

SERVQUAL assesses service quality across five dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Parasuraman, Zeithaml, & Berry, 1988). For product displays, tangibility relates to the emotional association of physical presentation of materials, products and artefacts in an aesthetic way for brand of Queshan. Ensuring reliability involves consistent service manner of staff and display of

products. Responsiveness can be reflected in staff readiness to assist customers in a caring and friendly manner. Assurance and empathy relate to adopting a QMS system (e.g. ISO 9001 and 53002) for continual improvement and sustainable business.

By integrating ISO 9001 QMS and 53002 SDG standards with 5 steps of design thinking and SERVQUAL principles, Queshan, an innovative Cheingsum retail shop can optimize the 2-floor space with elegance product displays to improve customer experiences with satisfaction and cultural awareness of ICH via the history of cheongsum in the wall. This customer-caring with ICH elements ensure that the shop to promoting traditional craftsmanship and alignment of ISO standards and SDG, establishing a new way of handling traditional products.

In order to make the shop to be a sustainable one, here are the feasible solutios for implementation. Firstly, culturally resonant visual elements need to be strengthened to enhance emotional appeal, aligning with design thinking principles. Secondly, the application of PDCA concepts and SDG mindset can faciliate systematic review of the shop and customer service offered. Lastly, organizational culture of Queshan needs to have ISO 9001 QMS requirements, ISO 53002 guidelines and design thinking in SERVQUAL model via regular and innovative staff training to maintain a high level of service quality.



Photo 1.0 – Queshan, Shengzhen Shop



Photo 2.0 - Materials Display

## Reflection of the Case Study

Crucially, the future of the Shenzhen's traditional cheongsam market lies on the adoption of **Sustainable Development Goals (SDGs) 3 wellness in workshop services, 9 innovative use of AI in predictive analysis and presenting models in cheongsam and 12 and 13 responsible application of halal system audit elements and the use of environmental materials**. Several SDGs are particularly relevant. **SDG 8: Decent Work and Economic Growth** is directly addressed by ensuring fair wages and safe working conditions for artisans and promoting sustainable economic growth within the industry. **SDG 12: Responsible Consumption and Production** emphasizes sustainable practices in silk production, reducing environmental impact and promoting ethical sourcing of materials. This could involve exploring organic silk farming or utilizing natural dyes. **SDG 5: Gender Equality** is also relevant, as many traditional silk artisans are women. Empowering these women through training, fair compensation, and market access contributes to gender equality. Finally, **SDG 17: Partnerships for the Goals** highlights the importance of collaboration between government, businesses, artisans, and consumers to achieve these objectives. By 2030, a successful Shenzhen cheongsam market will be characterized by a harmonious blend of tradition and innovation. It will be a market where traditional craftsmanship is not just preserved but celebrated and integrated into modern designs. Design thinking will drive the development of cheongsams that are not only aesthetically pleasing but also comfortable, versatile, and reflective of contemporary lifestyles. AI will serve as a powerful tool for enhancing creativity, efficiency, and customer engagement. And most importantly, the market will operate within a framework of sustainability, contributing to the economic well-being of artisans, minimizing environmental impact, and promoting cultural diversity.

## Halal Sustainability Audit x ICH x AI - the Future of Cheongsam Market for 2030

As we delve deeper into the potential of Shenzhen's cheongsam market towards 2030, a compelling avenue for innovation lies in the strategic integration of Halal concepts within the framework of sustainable clothing and intangible cultural heritage (ICH). This approach not only opens up new market segments but also aligns with global calls for ethical and responsible production. Drawing on recent literature and the principles of Halal audit and relevant ISO standards, this essay explores how Halal can be seamlessly woven into the fabric of the cheongsam, creating a market that is both culturally rich and ethically sound.

The theoretical underpinning for this integration rests on the understanding of **Halal** as more than just dietary restrictions. In the context of clothing, Halal encompasses principles of modesty, cleanliness, and ethical sourcing and production that resonate with broader notions of sustainability and responsible consumption. Recent literature highlights a growing interest in the application of Halal principles to various industries, including fashion and textiles (Hanaysha, 2020; Rahman et al., 2021). This extends beyond the garment itself to the entire supply chain, from the sourcing of materials to the manufacturing processes and the final product.

When considering the application of Halal concepts to cheongsam, it's crucial to first acknowledge the inherent connection between traditional Chinese silk craftsmanship and sustainable practices that existed long before the modern environmental movement. Traditional silk production, for instance, often involved natural dyes and minimized waste, reflecting an understanding of resource management that aligns with sustainable principles. This inherent sustainability within the ICH of cheongsam provides a fertile ground for the integration of Halal.

The theoretical framework of **Intangible Cultural Heritage (ICH)**, as discussed previously, remains central. The cheongsam, as an expression of Chinese cultural identity, carries within it not only aesthetic beauty but also a history of craftsmanship and material knowledge. Integrating Halal principles should not compromise this heritage but rather enhance it by ensuring that the production and consumption of cheongsam are conducted in a manner that is respectful of ethical and religious considerations.

Applying Halal concepts to the cheongsam for the 2030 market necessitates a focus on several key areas, informed by recent literature on Halal fashion and sustainable textiles. Firstly, **material sourcing** is paramount. While silk is a natural fiber, ensuring its Halal status involves considering the animal welfare

aspects of sericulture and the use of any non-Halal substances in the production process, such as certain dyes or finishes (Hanaysha, 2020). Research into Halal-certified silk production methods and the use of Halal-compliant natural dyes is crucial.

Secondly, **manufacturing processes** must adhere to Halal principles of cleanliness and ethical labor practices. This involves ensuring that the production facilities are free from contamination by non-Halal substances and that workers are treated fairly and paid justly (Rahman et al., 2021). Traditional cheongsam tailoring techniques, often carried out in clean and meticulous environments, lend themselves well to these requirements.

Thirdly, **design and presentation** can also be influenced by Halal considerations, particularly regarding modesty. While the traditional cheongsam has evolved over time, incorporating design elements that cater to the preferences of Muslim consumers while maintaining the essence of the garment can broaden its appeal. This might involve exploring variations in sleeve length, neckline, and fabric opacity, drawing inspiration from traditional Chinese silhouettes while offering modest options.

The concept of **Halal audit** plays a critical role in ensuring the authenticity and integrity of Halal-certified cheongsam. Recent literature on Halal auditing in various industries highlights the importance of rigorous verification processes throughout the supply chain (Hanaysha, 2020; Rahman et al., 2021). For the cheongsam market, this would involve establishing clear standards and procedures for Halal certification, covering material sourcing, production, and even packaging. This transparency builds trust with Muslim consumers and reinforces the ethical credentials of the brand.

While there isn't a specific ISO standard titled "ISO 503001" directly related to sustainable clothing and Halal, the principles outlined in various ISO standards for quality management (ISO 9001), environmental management (ISO 14001), and social responsibility (ISO 26000) are highly relevant. Integrating Halal concepts within a framework aligned with these standards strengthens the overall commitment to sustainability and ethical practices. For instance, applying principles from ISO 14001 to the silk production process ensures environmental responsibility, while adhering to ISO 26000 guidelines promotes fair labor practices, both of which are integral to a comprehensive Halal approach to clothing. Future developments in ISO standards related to sustainable and ethical textiles could further provide a structured framework for integrating Halal principles.

Recent literature also underscores the growing consumer demand for sustainable and ethically produced clothing (Shen et al., 2020; Joy et al., 2020). **Integrating Halal concepts into the cheongsam market aligns perfectly with this trend, offering a unique selling proposition that appeals to both Muslim consumers seeking Halal-compliant options and non-Muslim consumers who value ethical and sustainable production.** This convergence creates a powerful synergy, positioning the cheongsam not just as a traditional garment but as a symbol of responsible fashion.

By 2030, a successful integration of Halal concepts into the Shenzhen cheongsam market could lead to several positive outcomes. It could unlock significant market potential within Muslim-majority countries and communities globally. It could also elevate the ethical standing of the cheongsam industry, attracting consumers who prioritize responsible consumption. Furthermore, it could foster innovation in sustainable silk production and tailoring techniques, further preserving and evolving the ICH of cheongsam.

In conclusion, the application of Halal concepts to the Shenzhen cheongsam market for 2030 presents a compelling opportunity for growth and positive impact. By understanding Halal as a comprehensive framework encompassing ethical sourcing, production, and design, and **by integrating it with the inherent sustainability of traditional cheongsam craftsmanship and the principles of Halal audit and relevant ISO standards, Shenzhen can create a market that is not only economically viable but also culturally rich, ethically sound, and truly sustainable.** This requires a conscious effort to bridge cultural understanding, embrace ethical practices, and leverage the power of tradition and innovation to weave a future for the cheongsam that resonates with a global audience seeking both beauty and responsibility.

## Research Methodology - Content Analysis

Communication is to send textual messages - verbal and non-verbal for co-ordinating, integrating, controlling and persuading purposes. Hence, textual messages are tools for persuading people's minds to accept ideas. Organizational behavior is to understand, predict and control others' behavior. Management is to manage resources within an organization for achieving organizational goals. These three principles – business communication, organization behavior and business management bear an inter-related relationship.

Textual messages are data for conducting content analysis during the process of grounded theory which helps us to induce a concept for generalization and future prediction. From the following quotation, we can realize that content analysis is a technique to enable researcher to study human behavior in an indirect way. It is analysis of written contents drawn from a certain kind of communication paper, like textbooks, essays and articles from newspapers. Through analyzing these written work of people, the researcher can:

- understand the behavior of people and organizational patterns
- infer attitudes, values and cultural patterns in different countries or organizations
- gain ideas of how organizations are perceived
- can see the trend of certain practices
- differentiate practices among certain groups of people

*“Content analysis as a methodology is often used in conjunction with other methods, in particular historical and ethnographical research. It can be used in any context in which the researcher desires a means of systematizing and quantifying data. It is extremely valuable in analyzing observation and interview data.”* (Fraenkel & Wallen, 2003: 482)

Content analysis is a systematic and objective analysis of selected text characteristics. This includes counting the number, frequency of words, finding out the characteristics of themes, characters, building relationship among items, paragraphs, finally establishing meaningful concept. It is not simply a quantitative research method but also a qualitative one as the purpose of the writing is also reflected through the analysis.

In this research, the author counted the frequency of occurrence of words and phrases from literature related to transformation servant leadership and co-branding strategy with interview to identify the key elements for the following research questions:

Research Objectives (RQ):

RQ1) Identifying the key elements for halal sustainability talents to sustain services from the literature search; and

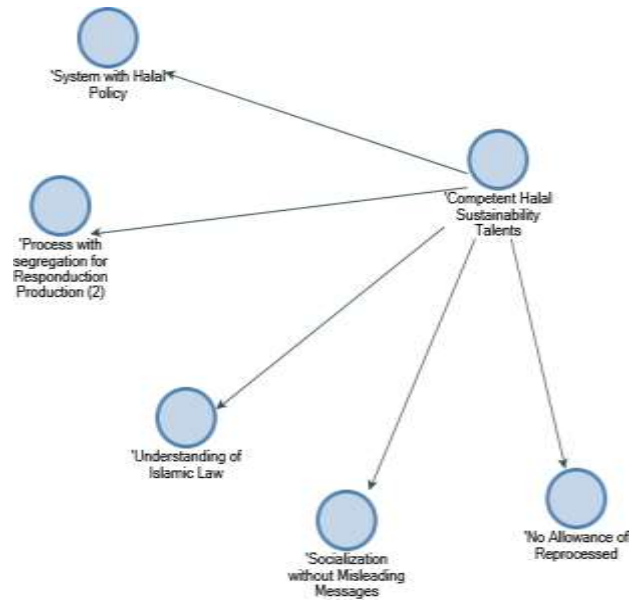
RQ2) Exploring the possible ways to build trust for behavioural changes to transform for the halal sustainability service sector based on RQ1).

A qualitative research was conducted to decide the key factors related to empowerment impacts on behavioural change. Fifty-seven selected research papers on transformational leadership, Servant leadership and empowerment published in the past 10 years were found. By analyzing these articles, numerous relatable factors are identified to the topic, including empowerment impacts on behavioural change, trust in leadership, psychological empowerment, job performance, colearning, citizenship behaviour.

To identify their relationship to the topic, by using Nvivo, a text search was performed for the mentioned keywords. The search result showed that some of the factors such as empowerment impacts on behavioural change – psychological empowerment to others, trust in leaders and impacts on job **performance were**

cited the most frequently with 4067, 3102 and 2491times correspondingly, while citizenship behaviour was cited less frequently in comparison.

- 1) Findings of Keyword Search - Model of Competent Halal Sustainability Talents for RQ1)  
Identifying the key elements for halal sustainability talents to sustain services from the literature search;



'Competent Halal Sustainability Talents	34	5461
'System with Halal Policy	34	5603
'Process with segregation for Responduction Production (2)	34	2169
'Understanding of Islamic Law	34	959
'Socialization without Misleading Messages	29	183
'No Allowance of Reprocessed	21	88

### Keyword Search - Competent Halal Sustainability Talents

Name	Refer ences	Cove rage
4 HALAL AUDIT PRACTICES AND PROCEDURES	46	1.24 %
A_historical_review_on_Halal_industry_in_the_world	204	1.39 %
A_Review_on_Halal_Food_Research	260	1.31 %
Accreditation of Halal Certification Bodies	45	1.81 %
Authenticity assessment of fats and oils	2	0.01 %
Blockchain Reshapes the Halal Food and Service Mar	9	0.69 %
Brand in Halal aand AI Tourism 20250311 R	37	1.71

		%
Elucidation of supply chain integration in Halal food industry	56	0.61%
Enhancing-Sustainability-in-Halal-Supply-Chain_-A-Framework-for-Aligning-With-ESG-and-SDGs-R	29	2.23%
Examining what people tweet in relation to halal cosmetics related topics	122	0.74%
Factors that influence the implementation of Halal certification by Dutch meat companies	792	1.35%
FOCUS_RESEARCH_ON_HALAL_FOOD_MARKETING	202	1.89%
Fundamentals of Halal Foods and Certification	56	1.29%
Halal Certification - an international marketing issues and challenges	62	0.73%
Halal Food and Certification	96	0.84%
Halal Food Immunity 2019 Non Muslim Countries Halal Food Industry in SE	185	1.56%
Halal Food Industry in Southeast Asia's Muslim Majority Countries - A Reference for Non-Muslim Countries	185	1.56%
Halal Food Market	66	1.44%
Halal SCM Yeung SMC Shariff 2016 49 - sariwati 140-149	277	1.63%
Halal_Vocation_Game_The_New_Edutainment_For_A_Care	206	1.18%
Halal-Certification-Application-(HC-1)	14	0.70%
Halal-List_en	16	0.20%
IQP_Final_Report	390	0.82%
Malaysia as an International Halal Food Hub	64	0.41%
Material Criteria and Implementation of Halal Product Assurance System	201	2.75%
Material HALAL AUDIT LPK KAS	89	1.23%
Material Halal Auditor Based on MUI Halal Fatwa and Standards (1)	83	1.28%
PESANTREN_AS_HALAL_TOURISM_CO-BRANDING_HALAL_INDUS	134	1.12%
PP+NO+39+HALAL+in+English	516	1.12%
Situating Halal_religiosity, identity and lifestyle in halal consumption in the UK and	197	0.99%
Sustainable-Development-Goals-SDGs-Halal-Supply-Chain-Management-and-the-Role-of-ESG-in-Promoting-Ethical-and-Eco-Friendly-Practices1	24	1.54%
The Intention of Halal Certification by Micro Business (2020)	264	1.99%
The_Prospects_of_the_Halal_Industry_in_the_Next_10 (1)	196	1.46%

Value chain of halal certification system - a case of the malaysia halal industry	336	1.94 %
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### Keyword Search - System with Halal Policy

Name	References	Coverage
4 HALAL AUDIT PRACTICES AND PROCEDURES	47	1.23%
A_historical_review_on_Halal_industry_in_the_world	200	1.31%
A_Review_on_Halal_Food_Research	265	1.34%
Accreditation of Halal Certification Bodies	46	1.72%
Authenticity assessment of fats and oils	4	0.01%
Blockchain Reshapes the Halal Food and Service Mar	11	0.89%
Brand in Halal aand AI Tourism 20250311 R	26	0.92%
Elucidation of supply chain integration in Halal food industry	55	0.56%
Enhancing-Sustainability-in-Halal-Supply-Chain_-A-Framework-for-Aligning-With-ESG-and-SDGs-R	9	0.34%
Examining what people tweet in relation to halal cosmetics related topics	125	0.77%
Factors that influence the implementation of Halal certification by Dutch meat companies	829	1.42%
FOCUS_RESEARCH_ON_HALAL_FOOD_MARKETING	194	1.71%
Fundamentals of Halal Foods and Certification	57	1.32%
Halal Certification - an international marketing issues and challenges	66	0.79%
Halal Food and Certification	97	0.85%
Halal Food Immunity 2019 Non Muslim Countries Halal Food Industry in SE	192	1.63%
Halal Food Industry in Southeast Asia's Muslim Majority Countries - A Reference forNon-Muslim Countries	192	1.63%
Halal Food Market	66	1.42%
Halal SCM Yeung SMC Shariff 2016 49 - sariwati 140-149	281	1.62%
Halal_Vocation_Game_The_New_Edutainment_For_A_Care	192	1.04%
Halal-Certification-Application-(HC-1)	14	0.70%
Halal-List_en	16	0.20%
IQP_Final_Report	391	0.82%
Malaysia as an International Halal Food Hub	77	0.51%
Material Criteria and Implementation of Halal Product Assurance System	219	3.03%
Material HALAL AUDIT LPK KAS	126	1.80%
Material Halal Auditor Based on MUI Halal Fatwa and Standards (1)	85	1.28%
PESANTREN_AS_HALAL_TOURISM_CO-BRANDING_HALAL_INDUS	121	0.88%
PP+NO+39+HALAL+in+English	524	1.11%
Situating Halal_religiosity, identity and lifestyle in halal consumption in the UK and	200	0.97%
Sustainable-Development-Goals-SDGs-Halal-Supply-Chain-Management-and-the-Role-of-ESG-in-Promoting-	13	0.52%

Ethical-and-Eco-Friendly-Practices1		
The Intention of Halal Certification by Micro Business (2020)	269	2.04%
The Prospects of the Halal Industry in the Next 10 (1)	199	1.48%
Value chain of halal certification system - a case of the malaysia halal industry	395	2.36%

### Keyword Search - Process with Segregation

Name	References	Coverage
4 HALAL AUDIT PRACTICES AND PROCEDURES	31	1.30%
A_historical_review_on_Halal_industry_in_the_world	46	0.50%
A_Review_on_Halal_Food_Research	71	0.57%
Accreditation of Halal Certification Bodies	29	1.64%
Authenticity assessment of fats and oils	51	0.24%
Blockchain Reshapes the Halal Food and Service Mar	7	0.92%
Brand in Halal and AI Tourism 20250311 R	9	0.51%
Elucidation of supply chain integration in Halal food industry	23	0.41%
Enhancing-Sustainability-in-Halal-Supply-Chain_-A-Framework-for-Aligning-With-ESG-and-SDGs-R	5	0.34%
Examining what people tweet in relation to halal cosmetics related topics	49	0.46%
Factors that influence the implementation of Halal certification by Dutch meat companies	191	0.55%
FOCUS_RESEARCH_ON_HALAL_FOOD_MARKETING	48	0.64%
Fundamentals of Halal Foods and Certification	58	2.09%
Halal Certification - an international marketing issues and challenges	47	0.89%
Halal Food and Certification	57	0.80%
Halal Food Immunity 2019 Non Muslim Countries Halal Food Industry in SE	43	0.57%
Halal Food Industry in Southeast Asia's Muslim Majority Countries - A Reference for Non-Muslim Countries	43	0.57%
Halal Food Market	7	0.28%
Halal SCM Yeung SMC Shariff 2016 49 - sariwati 140-149	54	0.50%
Halal_Vocation_Game_The_New_Edutainment_For_A_Care	25	0.21%
Halal-Certification-Application-(HC-1)	4	0.32%
Halal-List_en	3	0.05%
IQP_Final_Report	122	0.41%
Malaysia as an International Halal Food Hub	140	1.54%
Material Criteria and Implementation of Halal Product Assurance System	156	3.27%
Material HALAL AUDIT LPK KAS	78	1.66%
Material Halal Auditor Based on MUI Halal Fatwa and Standards (1)	83	1.98%
PESANTREN_AS_HALAL_TOURISM_CO-BRANDING_HALAL_INDUS	42	0.45%
PP+NO+39+HALAL+in+English	317	1.03%

Situating Halal religiosity, identity and lifestyle in halal consumption in the UK and	62	0.50%
Sustainable-Development-Goals-SDGs-Halal-Supply-Chain-Management-and-the-Role-of-ESG-in-Promoting-Ethical-and-Eco-Friendly-Practices1	6	0.41%
The Intention of Halal Certification by Micro Business (2020)	84	1.02%
The Prospects of the Halal Industry in the Next 10 (1)	82	0.99%
Value chain of halal certification system - a case of the malaysia halal industry	96	0.86%

### Keyword Search - Understanding of Islamic Law

Name	References	Coverage
4 HALAL AUDIT PRACTICES AND PROCEDURES	6	0.16%
A_historical_review_on_Halal_industry_in_the_world	35	0.32%
A_Review_on_Halal_Food_Research	91	0.60%
Accreditation of Halal Certification Bodies	5	0.27%
Authenticity assessment of fats and oils	1	0.01%
Blockchain Reshapes the Halal Food and Service Mar	2	0.31%
Brand in Halal aand AI Tourism 20250311 R	2	0.13%
Elucidation of supply chain integration in Halal food industry	3	0.06%
Enhancing-Sustainability-in-Halal-Supply-Chain_-A-Framework-for-Aligning-With-ESG-and-SDGs-R	6	0.26%
Examining what people tweet in relation to halal cosmetics related topics	11	0.10%
Factors that influence the implementation of Halal certification by Dutch meat companies	66	0.14%
FOCUS_RESEARCH_ON_HALAL_FOOD_MARKETING	56	0.66%
Fundamentals of Halal Foods and Certification	10	0.34%
Halal Certification - an international marketing issues and challenges	23	0.37%
Halal Food and Certification	44	0.50%
Halal Food Immunity 2019 Non Muslim Countries Halal Food Industry in SE	30	0.36%
Halal Food Industry in Southeast Asia's Muslim Majority Countries - A Reference for Non-Muslim Countries	30	0.36%
Halal Food Market	5	0.17%
Halal SCM Yeung SMC Shariff 2016 49 - sariwati 140-149	77	0.60%
Halal_Vocation_Game_The_New_Edutainment_For_A_Care	20	0.15%
Halal-Certification-Application-(HC-1)	2	0.14%
Halal-List_en	4	0.07%
IQP_Final_Report	105	0.27%
Malaysia as an International Halal Food Hub	7	0.06%
Material Criteria and Implementation of Halal Product Assurance System	16	0.18%
Material HALAL AUDIT LPK KAS	13	0.28%

Material Halal Auditor Based on MUI Halal Fatwa and Standards (1)	15	0.29%
PESANTREN_AS_HALAL_TOURISM_CO-BRANDING_HALAL_INDUS	50	0.52%
PP+NO+39+HALAL+in+English	81	0.16%
Situating Halal_religiosity, identity and lifestyle in halal consumption in the UK and	46	0.32%
Sustainable-Development-Goals-SDGs-Halal-Supply-Chain-Management-and-the-Role-of-ESG-in-Promoting-Ethical-and-Eco-Friendly-Practices1	2	0.09%
The Intention of Halal Certification by Micro Business (2020)	27	0.33%
The_Prospects_of_the_Halal_Industry_in_the_Next_10 (1)	29	0.27%
Value chain of halal certification system - a case of the malaysia halal industry	39	0.40%

### Keyword Search - No Allowance of Reprocessed

Name	References	Coverage
4 HALAL AUDIT PRACTICES AND PROCEDURES	1	0.03%
A_historical_review_on_Halal_industry_in_the_world	3	0.03%
A_Review_on_Halal_Food_Research	2	0.01%
Accreditation of Halal Certification Bodies	1	0.05%
Authenticity assessment of fats and oils	6	0.02%
Examining what people tweet in relation to halal cosmetics related topics	4	0.03%
Factors that influence the implementation of Halal certification by Dutch meat companies	18	0.04%
FOCUS_RESEARCH_ON_HALAL_FOOD_MARKETING	2	0.02%
Halal Certification - an international marketing issues and challenges	1	0.02%
Halal Food and Certification	2	0.02%
Halal Food Immunity 2019 Non Muslim Countries Halal Food Industry in SE	1	0.01%
Halal Food Industry in Southeast Asia's Muslim Majority Countries - A Reference for Non-Muslim Countries	1	0.01%
Halal SCM Yeung SMC Shariff 2016 49 - sariwati 140-149	5	0.04%
Halal_Vocation_Game_The_New_Edutainment_For_A_Care	14	0.10%
IQP_Final_Report	16	0.04%
Material Criteria and Implementation of Halal Product Assurance System	3	0.07%
Material Halal Auditor Based on MUI Halal Fatwa and Standards (1)	3	0.06%
PESANTREN_AS_HALAL_TOURISM_CO-BRANDING_HALAL_INDUS	1	0.01%
Situating Halal_religiosity, identity and lifestyle in halal consumption in the UK and	1	0.01%
The_Prospects_of_the_Halal_Industry_in_the_Next_10 (1)	1	0.01%
Value chain of halal certification system - a case of the malaysia halal industry	2	0.01%

**Keyword Search - Socialization**

Name	References	Coverage
A_historical_review_on_Halal_industry_in_the_world	9	0.07%
A_Review_on_Halal_Food_Research	3	0.02%
Authenticity assessment of fats and oils	1	0.01%
Blockchain Reshapes the Halal Food and Service Mar	1	0.09%
Brand in Halal aand AI Tourism 20250311 R	1	0.05%
Elucidation of supply chain integration in Halal food industry	2	0.03%
Enhancing-Sustainability-in-Halal-Supply-Chain_-A-Framework-for-Aligning-With-ESG-and-SDGs-R	11	0.53%
Examining what people tweet in relation to halal cosmetics related topics	13	0.10%
Factors that influence the implementation of Halal certification by Dutch meat companies	15	0.03%
FOCUS_RESEARCH_ON_HALAL_FOOD_MARKETING	2	0.02%
Fundamentals of Halal Foods and Certification	1	0.03%
Halal Certification - an international marketing issues and challenges	6	0.08%
Halal Food and Certification	2	0.02%
Halal Food Immunity 2019 Non Muslim Countries Halal Food Industry in SE	7	0.08%
Halal Food Industry in Southeast Asia's Muslim Majority Countries - A Reference forNon-Muslim Countries	7	0.08%
Halal SCM Yeung SMC Shariff 2016 49 - sariwati 140-149	2	0.01%
Halal_Vocation_Game_The_New_Edutainment_For_A_Care	10	0.07%
Halal-List_en	2	0.03%
IQP_Final_Report	18	0.05%
Malaysia as an International Halal Food Hub	1	0.01%
Material Criteria and Implementation of Halal Product Assurance System	4	0.10%
Material Halal Auditor Based on MUI Halal Fatwa and Standards (1)	2	0.04%
PESANTREN_AS_HALAL_TOURISM_CO-BRANDING_HALAL_INDUS	14	0.15%
PP+NO+39+HALAL+in+English	11	0.05%
Situating Halal_religiosity, identity and lifestyle in halal consumption in the UK and	21	0.14%
Sustainable-Development-Goals-SDGs-Halal-Supply-Chain-Management-and-the-Role-of-ESG-in-Promoting-Ethical-and-Eco-Friendly-Practices1	3	0.15%
The Intention of Halal Certification by Micro Business (2020)	7	0.08%
The_Prospect_of_the_Halal_Industry_in_the_Next_10 (1)	3	0.03%
Value chain of halal certification system - a case of the malaysia halal industry	4	0.03%

## **Recommended Halal Sustainability Audit Steps with UN Sustainable Development Goals and ISO 53002 Principles for Halal Apparel, for example Cheong Sum**

Organizing a halal sustainability audit project with impacts that align with the UN Sustainable Development Goals (SDGs) 10 Steps for applying Halal Audit Criteria with SDG & ISO 53002 Principles for traditional Chinese Cheongsam clothing, incorporating Design Thinking principles. Under a new business landscape with sustainability focused, it is crucial to adopt ISO 53002 SDG guidelines and halal sustainability audit mindset for systematic review and continual improvement in rising industries, for example, the case of ICH related service industries in this paper.

And, the five steps of Design Thinking help to understanding customers' needs and expectations (muslim and non-muslim consumers' service requirements), ideation of implementation of AI in predictive consumer behaviour and presenting products/ services, prototyping for standardization, and testing the identified workflow of services.

Based on the findings of nvivo and case study of Queshan, Shenzhen, here are 10 recommended steps for a Halal sustainability audit in Cheongsam traditional clothing retail shop for transformation, integrating Halal system policy, traceability of documents to support halal sustainability audit approach and ISO 53002, segregation of materials with 5 steps of Design Thinking in materials used and customer service design.

- 1) System Focus: The halal sustainability x ISO 53002 SDG guidelines help to ensure system implementation, from design to finished product, adhere to Halal principles.
- 2) Halal Sustainability Policy: A clear, documented Halal sustainability policy serves as the foundation with top management commitment to Halal sustainability system in innovative Cheongsam retail services.
- 3) Traceability of Records: Maintaining evidence-based records throughout the processes in the service workflow to follow ISO 53002 and halal sustainability audit approach.
- 4) Process of Segregation: Implementing and verifying effective segregation measures in a retail shop to prevent misleading messages to customers.
- 5) Design Thinking Integration from Muslim and Non-Muslim Perspective: Understanding the expectations from empathy and integrate expectations in audit framework for continual improvement.
- 6) Empathize and Define Halal Sustainability Audit Requirements for Cheongsam service related scopes.
- 7) Corrective and Preventive Actions: Understand the specific Halal sustainability audit requirements and ISO 53002 relevant to service scope with on-going applied research, for example, ethical sourcing considerations.
- 8) System Implication: Defines the scope of the Halal sustainability audit management system for Cheongsam or ICH related services.
- 9) Traceability: Initial documentation on top of regular meeting minutes for example, research on materials to fulfill Halal sustainability requirements.
- 10) ISO PDCA Mindset and Halal Sustainability Organization Culture : Ensuring behaviour has been changed and consistent to documentation in the halal sustainability system.

## Conclusion and Recommendation

By embracing the principles of intangible cultural heritage, employing the 5 step of design thinking and ISO 53002 on SDGs with innovative use of AI, the creative art cultural sites in Shenzhen may have has the opportunity to transform the traditional cheongsam market into a global market, nurturing talents with halal sustainability audit system thinking with AI innovations for 2030. This is a pioneer case study to integrate ICH with systems, highlighting craftsmanship in building a sustainable business model with creativity and responsibility.

Based on the above findings, it is time for creative art related industry practitioners to envision and empower creative art culture project practitioners to develop implementation skills of halal sustainability audit x ISO 53002 SDG guidelines for community education in the rising industries of retail business with creative art cultural elements. Educators need to design halal sustainable audit with ISO 53002 guidelines for project success, echoing Kingsnorth (2016) that the idea of vision-based and real-time planning for strategy implementation. Hence the above recommended ten steps may have values for talent development in the halal sustainability audit x ISO 53002 service sector. usiness.

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