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Title: Implementing halal logistics in a non-Muslim-dominant environment: a proposal for reengineering the business processes in two stages

Purpose – The purpose of this paper, positioned in the halal logistics research domain, is to bridge the gap between the theory of halal logistics and its empirical implementation through a Business Process Reengineering project in the context of a major European airport (i.e., Frankfurt Airport, Fraport AG).

Design/methodology/approach – An in-depth case study approach has been adopted in our Business Processes Reengineering proposal. Prior investigations on the topic maintained that “business process analysis and activity elimination” (BP&AE) and “problem analysis” (PA) are the most widespread approaches when the prominent Business Reengineering dimension under analysis is the specific process/task. Consistently, we adopted a six-step BP&AE-based model in order to implement the halal logistics requirements in the context of an air cargo supply chain.

Findings – This paper addresses fundamental issues about the analysis and the redesign of air cargo processes when halal shipments are taken into account. Conceptual breakthroughs of new processes are suggested. The paper sheds light on potential issues which may arise when adapting the extant air cargo processes to halal logistics guidelines. In addition, it suggests an appropriate resolution scheme articulated in two stages of progressively higher compliance to halal logistics according to the Malaysian Standards.

Originality – The concept of halal logistics is still in its infant stage and there is a complete lack of academic publications, especially empirical implementations of halal logistics principles. Our project provides detailed guidelines to help air cargo operators operating in non-Muslim-dominant countries to reengineer their internal processes and, in doing so, to comply with halal logistics and principles.

Research limitations/implications – The outcome of this work has implications for practitioners, researchers, and transport associations. For practitioners, it offers an immediately applicable implementation plan which is ready to be discussed with all agents involved in the business reengineering process. For researchers, it offers a basis for future halal logistics reengineering projects, both from a theoretical and from an empirical standpoint. Finally, the collaboration of transport associations will become mandatory due to an update of the IATA code system that includes a dedicated halal code, “HAL”, for halal air cargo shipments.

