

# IABC

The 6<sup>th</sup> International  
Accounting and Business  
Conference

# 2019

## THE 6<sup>TH</sup> INTERNATIONAL ACCOUNTING & BUSINESS CONFERENCE 2019

*Towards Greater Transparency, Accountability  
& Sustainability in Financial Governance*

**Organized by:**



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Johor  
Kampus Segamat  
Kampus Pasir Gudang

**In Cooperation with:**



INDONESIA  
BANKING  
SCHOOL

**21 - 22 AUGUST, 2019**  
**INDONESIA BANKING SCHOOL**

THE 6<sup>TH</sup>  
INTERNATIONAL ACCOUNTING  
&  
BUSINESS CONFERENCE

SECRETARIAT OF IABC 2019

---

MALAYSIA . INDONESIA . 2019

---

Published by

© UiTM Cawangan Johor, 2019

Jalan Universiti Off KM 12 Jalan Muar, 85000 Segamat, Johor.

Email: [iabc@uitm.edu.my](mailto:iabc@uitm.edu.my)

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means – electronic, mechanical, photocopying, recording or otherwise, without prior permission in writing from the author.

Email: [iabc@uitm.edu.my](mailto:iabc@uitm.edu.my)

## TABLE OF CONTENT

No.	Particulars	Page
1.	Foreword – Vice Chancellor, Universiti Teknologi MARA	2
2.	Foreward - Chairman, Indonesia Banking School	3
3.	Foreword – Rector, Universiti Teknologi MARA Cawangan Johor	4
4.	Foreword – Chairperson, International Accounting and Business Conference 2019	5
5.	Foreword – Chairperson, International Accounting and Business Conference 2019	6
6.	Itinerary – Programme Schedule	7
7.	Keynote Speaker	8
8.	Parallel Session Schedule	9
9.	Abstracts	23
10.	Organising committee	101
11.	Collaborators	103
12.	Acknowledgement	104
13.	Sponsor	105

IABC2019-003

## HALAL RISK MANAGEMENT IN THE INTERNET AGE

<sup>1,2,3,4</sup>Ahmad Naqiyuddin Bakar, <sup>2</sup>Harlina Suzana Jaafar, <sup>2</sup>Nornadia Matulidi

<sup>1</sup>Faculty of Administrative Science and Policy Studies, UiTM Shah Alam, elangor

<sup>2</sup>Malaysia Institute of Transport (MITRANS), UiTM, Shah Alam, Selangor

<sup>3</sup>Centre for Biodiversity and Sustainable Development, UiTM, Puncak Alam,  
Selangor

<sup>4</sup>UiTM Johor Branch, Segamat Campus

*ansbakar@salam.uitm.edu.my*

### Abstract

This paper aims to evaluate the nature of halal risk management by focusing on the advent of online business. Globally, there is a growing trend of halal trading activities from inbound to outbound stages in a virtual marketplace utilising the advancement of online technology. With reference to MS 2400: 2010, an organization must establish a Halalan-Toyyiban Risk Management Plan (HTRMP) following the principles outlined in the standard. This means, beside Halal, the elements for Toyyib should also be considered during risk management, namely the physical, chemical and biological aspects. However, as the Halal items or services originated and processed from all parts of the world, the question of whether these products are genuinely Halal lingers in the minds of the Halal consumers especially among the Muslim communities. Thus, with the complexity of the current world virtual trade scenario, we found the Halal consumers are bound to be skeptical on whether the particular items or products being traded are indeed produced in accordance with the Halal principles and Shariah law or whether it can be construed as Halal when it has to undergo various interfaces in its entire cycle of logistics. The impact of the technology are heavily depend upon the awareness. And the relationship between different stakeholders during the process is another main cause of the risks.

**Keywords:** *halal risk management, toyyib, online business, trading, Muslim consumers*