COLLABORATIVE KNOWLEDGE MANAGEMENT FOR AN EFFECTIVE TRACEABILITY SYSTEM IN HALAL FOOD INDUSTRY SUPPLY CHAIN

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ABSTRACT
An effective traceability system is a very critical aspect in Halal Food industry. In serving the Muslim consumers, it is important for the industry players to ensure that the end products that they provide is completely Halal i.e. achieve Halal standard at all levels of production and product movement along the supply chain. The participation of all stakeholders along the supply chain is very important so that the Halal food is traceable at any level and it requires willingness to collaborate. To meet the objective to implement an effective traceability system along the supply chain, knowledge management is selected as a tool to implement the system. Therefore, this paper will discuss the conceptual framework for Collaborative Knowledge Management Implementation in Malaysia Halal Food Industry Supply Chain. The development of the framework is based on literature review and supported by the findings from informal and formal semi-structured interviews with industry players that have been conducted earlier. The final outcome of this paper is the conceptual framework for Collaborative Knowledge Management implementation in Halal food industry supply chain.

KEYWORD
Collaborative Knowledge Management, Traceability, Halal Food Supply Chain.