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UniKL Author	:	Nurul Faezawaty Jamaludin, Noorhayati Saharuddin
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Abstract	:	Due to its rapid growth and rising consumer demand for Islamic-compliant products, the burgeoning halal cosmetics industry may experience crises like product recalls, contamination incidents, and ethical conundrums. To mitigate these challenges, emerging technologies offer impactful crisis management solutions. By leveraging tools such as blockchain, artificial intelligence, and big data analytics, firms operating in the halal cosmetics industry can proactively identify and address potential hazards. This not only allows for swift crisis resolution but also serves to uphold customer trust and safeguard the integrity of the brand's reputation. This chapter delves into the exploration of how these innovative technologies can be effectively harnessed to enhance crisis management strategies within the dynamic landscape of the halal cosmetics industry.