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Unveiling the Determinant of Humanized Business Intention Among Malays...

Unveiling the Determinant of Humanized Business Intention Among Malaysia SMEs

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Source ADMINISTRATIVE SCIENCES
Volume: 15 Issue: 2
DOI: 10.3390/admsci15020047

Article Number 47

Published FEB 2025

Indexed 2025-03-02

Document Type Article

Abstract This study investigates the factors influencing the intention to humanize business practices among small and medium-sized enterprises (SMEs) in Malaysia. Drawing upon the Theory of Planned Behavior, four key factors were examined: attitude toward humanizing business practices, subjective norms, perceived behavioral control, and human practice knowledge. A quantitative research approach was employed, with data collected through self-administered questionnaires distributed to 250 SME owners and managers in the Klang Valley region. The results, analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), revealed that all four factors significantly influenced the intention to humanize business practices among SMEs. Specifically, perceived behavioral control emerged as the



strongest predictor, followed by attitude, human practice knowledge, and subjective norms. The findings underscore the importance of fostering positive attitudes, leveraging social influences, enhancing perceived control, and promoting knowledge of humane practices to facilitate the adoption of human-centered approaches in SME business operations. The study contributes to a deeper understanding of the drivers influencing the intention to humanize business practices and provides practical insights for policymakers and SME stakeholders in promoting sustainable and ethical business practices.

Keywords	Author Keywords: intention; humanize business practices; SMEs; Malaysia; attitude; knowledge
Addresses	<ul style="list-style-type: none"> ▼ ¹ Int Islamic Univ Malaysia, Int Inst Halal Res & Training, Kuala Lumpur 50728, Malaysia ▼ ² Int Islamic Univ Malaysia, Kulliyah Econ & Management Sci, Kuala Lumpur 50728, Malaysia ▼ ³ Multimedia Univ, Fac Management, Cyberjaya 63100, Malaysia
Categories/ Classification	Research Areas: Business & Economics
Web of Science Categories	Management
Language	English
Accession Number	WOS:001429865500001
eISSN	2076-3387
IDS Number	Y1M9H

[– See fewer data fields](#)

Citation Network

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