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Unveiling the Determinant of Humanized Business Intention Among Malaysia SMEs

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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. © 2025 by the authors.

Author Keywords

attitude; humanize business practices; intention; knowledge; Malaysia; SMEs

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