

2025 Research Guide on Economics and Management

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Abstract: As the fields of economics and management continue to evolve, the 2025 Advanced Research Guide on Economics and Management outlines critical trends and methodologies shaping contemporary research. This guide highlights key areas such as digital transformation, sustainability and ESG investing, the dynamics of globalization, and the integration of emerging technologies like artificial intelligence and big data. It also emphasizes the importance of ethical considerations in research, the need for interdisciplinary approaches, and the adoption of mixed methodologies to enrich research outcomes. Furthermore, the guide provides practical advice for enhancing research quality and navigating the publication process in top-tier journals. By addressing these themes, the guide aims to equip researchers with the knowledge and tools necessary to contribute effectively to the field in the coming years.

Keywords: Economics, Management, Digital Transformation, ESG Investing, Globalization, Artificial Intelligence, Data Analytics, Interdisciplinary Research, Ethical Considerations, Publication Strategies.

1. Introduction

1.1. Research Background and Significance

The global economic and managerial landscapes are experiencing transformative changes driven by rapid technological advancements, evolving geopolitical dynamics, and increasing societal demands for sustainability and ethical practices. As we approach 2025, the convergence of these factors necessitates a re-examination of traditional economic theories and management practices. The rise of the digital economy, the integration of artificial intelligence, and the heightened focus on environmental, social, and corporate governance (ESG) are redefining how organizations operate and compete.

In this context, advanced research in economics and management plays a pivotal role in providing insights that can guide policymakers, business leaders, and academics. Understanding these emerging trends is essential for developing innovative solutions that address contemporary challenges such as digital disruption, climate change, and global economic uncertainties. This guide aims to highlight the key areas of focus for researchers interested in contributing to the evolution of economics and management in 2025 and beyond.

1.2. Purpose and Structure of the Guide

The purpose of this guide is to outline the critical research directions and methodologies that are shaping the future of economics and management studies. By providing a comprehensive overview of the current trends, methodological advancements, and ethical considerations, we aim to assist researchers in identifying impactful topics and adopting best practices for their scholarly work.

The guide is structured as follows:

Key Trends in Economics and Management Research: An exploration of the major themes such as digital transformation, sustainability, globalization, behavioral economics, artificial intelligence, and organizational resilience.

Advancements in Methodology: A discussion on the latest methodological approaches, including interdisciplinary research methods, the integration of quantitative and qualitative techniques, and the application of machine learning and artificial intelligence in data analysis.

Ethical Considerations: An examination of the ethical dimensions of contemporary research, focusing on data privacy, research integrity, and the principles of open science and reproducibility.

Enhancing Research Quality and Publication Success: Practical advice on publishing in top-tier journals, navigating the peer-review process, and avoiding common pitfalls in research design and execution.

By systematically addressing these areas, the guide seeks to provide a valuable resource for researchers aiming to contribute meaningfully to the field of economics and management. It encourages the pursuit of innovative research that not only advances academic knowledge but also offers practical solutions to real-world problems.

2. Key Trends

2.1. Digital Transformation and Innovation

2.1.1. Development of the Digital Economy

The digital economy has become a cornerstone of global economic growth, driven by the widespread adoption of digital technologies and the internet. By 2025, it is expected to account for a significant portion of the global GDP. Research focuses on how digital platforms, e-commerce, and financial technologies (fintech) are reshaping economic activities and consumer behaviors. Studies also examine challenges such as the digital divide and cybersecurity threats.

2.1.2. Impact of Emerging Technologies on Management Practices

Emerging technologies like artificial intelligence (AI), blockchain, the Internet of Things (IoT), and 5G connectivity are revolutionizing management practices. Organizations leverage these technologies to enhance decision-making, streamline operations, and foster innovation. Research explores their influence on organizational structures, leadership, and workforce dynamics. Ethical considerations surrounding AI and automation in the workplace are also a significant focus.

2.2. Sustainability and ESG (Environmental, Social, and Corporate Governance)

2.2.1. Rise of ESG Investing

ESG investing has shifted from a niche to a mainstream strategy, with global sustainable investment reaching \$35.3 trillion in 2020. Investors recognize that companies with strong ESG practices often demonstrate better long-term financial performance. Research examines correlations between ESG factors and financial metrics, effectiveness of reporting standards, and the role of regulations in promoting sustainable investing.

2.2.2. Innovation in Sustainable Business Models

Businesses are innovating sustainable models to address climate change and social inequality. This includes adopting circular economy principles and integrating renewable energy sources. Research investigates strategies for balancing profitability with sustainability, such as stakeholder engagement and green innovation. Case studies highlight best practices and implementation challenges.

2.3. New Dynamics in Globalization and Trade Policy

2.3.1. Trade Protectionism and Restructuring of Global Supply Chains

The rise of protectionist policies has led to a restructuring of global supply chains. Companies are diversifying supply sources and considering nearshoring to mitigate risks. Research focuses on the economic impacts of trade wars and tariffs, affecting international trade flows and multinational strategies. Studies also analyze supply chain resilience and the use of technology for enhanced flexibility.

2.3.2. Deepening of Regional Economic Integration

Regional economic integration continues to deepen despite globalization challenges. Agreements like the Regional Comprehensive Economic Partnership (RCEP) facilitate trade and cooperation among member countries. Research examines impacts on economic growth, market access, and competitiveness. The role of regional organizations in promoting sustainable development is also explored.

2.4. Behavioral Economics and Decision Sciences

2.4.1. Behavioral Biases and Market Impact

Behavioral economics integrates psychological insights into economic models to explain irrational decision-making. Research investigates how biases like overconfidence and loss aversion influence

markets. Studies focus on their effects on asset pricing and financial bubbles, and design interventions to improve decision-making.

2.4.2. Advancements in Neuroeconomics

Neuroeconomics studies the neural mechanisms behind economic decisions using neuroscience tools. Advances in neuroimaging have enabled observation of brain activity during risk and reward processing. Research explores neural bases of trust and moral judgments, contributing to understanding consumer behavior and policy development.

2.5. *Applications of Artificial Intelligence and Big Data in Economics and Management*

2.5.1. Data-Driven Decision-Making

Data-driven decision-making uses quantitative analysis to inform business choices. The proliferation of big data and analytics tools has transformed organizational strategies. Research focuses on data mining, predictive analytics, and challenges like data quality and privacy concerns.

2.5.2. Machine Learning in Economic Modeling

Machine learning enhances economic modeling through advanced algorithms capable of handling complex datasets. Applications include macroeconomic forecasting and financial market analysis. Research addresses model interpretability, algorithmic bias, and balancing predictive accuracy with theoretical soundness.

2.6. *Organizational Resilience and Crisis Management*

2.6.1. Organizational Adaptation in the Post-Pandemic Era

The COVID-19 pandemic highlighted the need for organizational resilience. Research explores adaptations like remote work, digital transformation, and agile management. Studies analyze long-term implications on culture and leadership, focusing on factors contributing to resilience.

2.6.2. New Strategies in Risk Management

Complex global risks require innovative risk management strategies. Research examines comprehensive frameworks addressing financial, operational, and reputational risks. The role of technology in risk prediction and transparency is significant. Studies also discuss regulatory compliance and fostering a risk-aware culture.

3. Advancements in Methodology

3.1. *Interdisciplinary Research Methods*

As the fields of economics and management become increasingly complex, interdisciplinary approaches are gaining prominence. Researchers are combining insights from economics, psychology, sociology, and data science to develop comprehensive models that better reflect real-world phenomena. This trend promotes collaboration among scholars from diverse disciplines, fostering innovative solutions to complex problems and enhancing the relevance of research findings.

3.2. *Integration of Quantitative and Qualitative Techniques*

The fusion of quantitative and qualitative methodologies allows researchers to gain a more nuanced understanding of economic and managerial issues. Quantitative techniques provide robust statistical analysis, while qualitative methods offer rich, contextual insights. This mixed-methods approach is particularly valuable in exploring topics such as consumer behavior, organizational culture, and the impact of digital transformation on work environments. Research studies employing this methodology often yield more comprehensive and actionable results.

3.3. *Application of Machine Learning and Artificial Intelligence in Research*

The increasing availability of large datasets and advancements in computational power have led to the adoption of machine learning (ML) and artificial intelligence (AI) in economic and management research. These technologies enable researchers to analyze complex data patterns, predict outcomes, and simulate economic scenarios. Studies utilizing ML algorithms are exploring topics such as financial forecasting, consumer behavior analysis, and risk management. However, researchers must also address the challenges of model transparency and ethical implications of AI usage.

3.4. *Focus on Data-Driven Decision Making*

The emphasis on data-driven decision-making continues to shape the research agenda in economics and management. Organizations are increasingly relying on data analytics to inform

strategic choices, optimize operations, and enhance customer experiences. Research explores the tools and techniques employed by businesses to leverage big data and analytics effectively. This includes the examination of key performance indicators (KPIs), predictive analytics, and the impact of real-time data on organizational agility.

4. Ethical Considerations

4.1. Data Privacy and Research Ethics

In an era of big data and pervasive digital surveillance, ethical considerations surrounding data privacy are paramount. Researchers must navigate the complexities of collecting and using personal data while adhering to ethical guidelines and regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). This includes ensuring informed consent, anonymizing data, and being transparent about data usage. Ethical research practices not only protect participants but also enhance the credibility and reliability of research findings.

4.2. Open Science and Reproducibility

The movement toward open science promotes transparency and accessibility in research, allowing for greater collaboration and validation of findings. Researchers are encouraged to share datasets, methodologies, and results to facilitate reproducibility and peer verification. This trend is critical in enhancing the trustworthiness of economic and management research, as reproducibility strengthens the evidence base and informs policy decisions. Challenges remain, however, including concerns about intellectual property and the potential misuse of shared data.

5. Enhancing Research Quality and Publication Success

5.1. Advice for Publishing in Top-Tier Journals

Publishing in reputable journals requires a strategic approach, including selecting appropriate journals that align with the research focus and adhering to their specific submission guidelines. Researchers should ensure that their work addresses current gaps in the literature, presents rigorous methodologies, and contributes meaningful insights to the field. Engaging with the editorial process and understanding the expectations of peer reviewers can significantly improve the chances of publication.

5.2. Navigating the Peer-Review Process

The peer-review process is a critical component of academic publishing, serving as a quality control mechanism. Researchers should be prepared for constructive feedback and revisions, as this process enhances the overall quality of the research. Understanding the common pitfalls, such as inadequate literature reviews or methodological flaws, can help researchers avoid rejection. Building a network of colleagues for feedback and collaboration can also provide valuable support throughout the publication journey.

5.3. Avoiding Common Research Pitfalls

To enhance research quality, it is essential to avoid common pitfalls such as overgeneralization, lack of clarity in research questions, and insufficient consideration of limitations. Rigorous planning and adherence to best practices in research design can mitigate these issues. Researchers should also prioritize continuous learning and stay updated on methodological advancements to improve their research rigor and relevance.

5. Conclusion

The landscape of economics and management research is poised for significant evolution as we approach 2025. Emerging trends such as digital transformation, sustainability, and interdisciplinary methodologies will shape the future of scholarly inquiry. By focusing on ethical considerations and enhancing research quality, scholars can contribute to the development of robust, impactful insights that inform practice and policy.

As researchers navigate these trends and challenges, collaboration, transparency, and innovation will be key to driving meaningful advancements in the field. This guide serves as a foundational resource, encouraging researchers to engage with the dynamic landscape of economics and management and to contribute their unique perspectives to the ongoing discourse.

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