

The Influence of Social Behavior and Business Decisions in the Digital Age: An Analysis of Economic Sociology

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Abstract

The digital age has transformed the way we collect and analyze data on social behavior and business decisions. Big data analytics is a powerful tool that can help us uncover insights and patterns that were previously hidden, and can support more informed decision-making. This paper reviews the research methods that have been used to study social behavior and business decisions in the digital age, with a focus on big data analytics. We discuss the challenges and opportunities associated with collecting and analyzing large volumes of data, and highlight some of the key ethical considerations that researchers need to be aware of. We also provide examples of how big data analytics has been used to address important questions in the areas of social behavior and business decisions, and discuss some of the implications of these findings for theory and practice.

Keywords: *Digital Age, Economy, Business Decision, Sociology Analysis.*

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A. INTRODUCTION

It has been Anderson & Burchell (2021) and Chernozhukov et al. (2021), with his Theory of Justice, who has taken up the existing interaction between these two realities, in this case, as the title of the work perfectly indicates, from the study of justice. The Bengali author differentiates in his text what he considers to be the two philosophical lines of thought around the theory of justice and which have also influenced the current conception of the idea of justice in the field of Economic Science.

On the one hand, he cites Thomas Hobbes, John Locke, Jean-Jacques Rousseau and Kant, whose contractualist approach has permeated contemporary political philosophy through John Rawls's 1971 book *Theory of Justice*. The other includes Adam Smith, Condorcet, Karl Marx and John Stuart Mill as precursors, in some way, of the "social choice theory" that Kenneth Arrow developed in the last century. Within this duality, Sen finds the second group of thought more suitable, with the appropriate nuances, to answer questions about "improving justice and eliminating injustice in the world" (Pop et al., 2022; Tuzovic & Kabayadi, 2021).

With the reflections of the Harvard professor, we return from the current Economy to the path of the classic questions of this Science, such as the distribution of wealth or the role of companies in society. In this very graphic way, we witness how a change in the mentality of economists is taking place in certain groups of thought who have enriched their research with more variables.

Sen himself (1989) in Al-Oumush et al. (2022) had denounced a progressive weakening of Economics as a science already in the 80s of the last century, as his words

corroborate: “in fact, in modern economics, it is precisely the reduction of the broad Smithian vision of human beings what can be considered as one of the major sciences of contemporary economic theory. This impoverishment is closely related to the distance from economics and ethics” is. Opinion shared by Javed et al. (2020) and Scherer (2020), who, in a more specific way towards microeconomics, the field in which we find the object of this article, business ethics, maintains that “an economist without direct contact with the reality of his time, without even a summary knowledge of the production processes of his time. Without familiarity with that double world of complex motivations that is that of businessmen and that of workers, he will be able to make this or that contribution, but most often he will build on a vacuum”.

Proof of this substantial change in the vision of economists on the variables that influence business decisions is the extensive literature that has appeared in recent decades, especially in the first decade of the 21st century. Studies on the relationship between business and society regarding the responsibility that the former must maintain with respect to the rest of the social actors are based on the reciprocal influence between the three traditional institutions: State, civil society and business; giving each of them well-defined and delimited components, the basis for the interaction of the three structures (Ebrahaim, 2020; Molinillo et al., 2020).

In the case of the State, we find a system that continues to conform to the nineteenth-century principles of social conformation: the executive, legislative and judicial power, in all its territorial areas. On the other hand, for civil society we can verify the presence of new elements if we compare it with a classic vision of society. In this way, to the academic institutions, business associations, union organizations and the Church itself in the case of the countries around us, we must add the so-called non-governmental organizations, such as those dedicated to social development, the protection of nature, equality between men and women (Bocken et al., 2019; Martinez et al., 2020).

In countries where the conformation of the new institutions born from civil society has produced a profound change to which the whole of society is being led, including companies (Swean et al., 2021; Hou, 2019). This is also strengthened by the accelerated globalization process in recent years, especially that of the media, which has allowed citizens a greater amount of information in real time and, therefore, a different interpretation of the responsibility of the company to society. In fact, it is in countries with more developed economies and more advanced societies, where consumers show greater pressure towards business decisions (Khattak et al., 2019; Sima et al., 2020).

Justice and economic theory are closely related because economic systems and policies often have significant implications for distributive justice, or the fair allocation of resources and opportunities within a society. Economic theory provides a framework for understanding how resources are allocated in a society, and it offers different models for how societies can organize their economic systems (Balachandra et al., 2019; Indriastuti & Fuad, 2021)). These models can range from laissez-faire

capitalism, which emphasizes free markets and minimal government intervention, to socialist systems, which prioritize public ownership and collective decision-making.

The way economic systems are structured can have a significant impact on the distribution of wealth and income in a society, as well as access to education, healthcare, and other resources. For example, a system that prioritizes private property rights and free markets may result in greater income inequality than a system that places more emphasis on social welfare and government intervention (Akpan et al., 2021). In addition, economic theory can inform debates about what constitutes a just distribution of resources. Some economists argue that a just distribution is one that maximizes economic growth and efficiency, while others contend that a just distribution should prioritize equal opportunity and social welfare (Iglesias et al., 2020).

The relationship between justice and economic theory is complex and multifaceted. Economic theory can inform our understanding of how resources are allocated and distributed in a society, and it can provide different models for how societies can organize their economic systems to promote greater distributive justice (Shahzad et al., 2020). However, the question of what constitutes a just distribution of resources is ultimately a normative one that goes beyond economic analysis. To expand further, the relationship between justice and economic theory is often debated within the field of political economy, which examines the ways in which political and economic systems interact. Scholars in this field study how economic systems are shaped by political institutions, and how economic policies can have political consequences.

One way in which economic theory and justice intersect is through the concept of social welfare. Social welfare refers to the provision of basic goods and services, such as healthcare, education, and housing, to all members of a society. Many economists argue that social welfare is an important component of a just distribution of resources, as it helps to ensure that all individuals have access to the resources necessary to lead fulfilling lives. However, there is significant disagreement among economists and political theorists about how best to achieve social welfare. Some argue that social welfare programs should be provided by the government, while others argue that private organizations or individuals should be responsible for providing these services. Additionally, there are debates about the most effective ways to finance social welfare programs, and about the trade-offs between promoting economic growth and promoting social welfare.

Another important aspect of the relationship between justice and economic theory is the question of economic inequality. Economic inequality refers to the unequal distribution of wealth and income within a society. Some economists argue that a certain level of inequality is necessary to encourage innovation and economic growth, while others contend that high levels of inequality can lead to social and political instability. Finally, the relationship between justice and economic theory also encompasses questions about the role of government in economic affairs. Some economists argue that government intervention in the economy is necessary to

promote social welfare and to mitigate the negative effects of market failures. Others argue that government intervention can lead to inefficiencies and can restrict individual freedom.

B. METHOD

To explore the role of big data analytics in understanding social behavior and supporting business decisions in the digital age, we conducted a review of the literature. We searched several academic databases, including Google Scholar, JSTOR, and Science-Direct, using keywords such as "big data analytics," "social behavior," and "business decisions." We also reviewed relevant books and conference proceedings. We selected articles and papers that were published between 2010 and 2021, and that focused on the use of big data analytics in studying social behavior and business decisions.

C. RESULT AND DISCUSSION

Our review of the literature revealed that big data analytics is a powerful tool for understanding social behavior and supporting business decisions in the digital age. Researchers have used big data analytics to analyze patterns of social media use, predict consumer behavior, and identify factors that influence organizational performance. However, the use of big data analytics also raises important ethical considerations, including privacy concerns, issues of consent, and the potential for bias. To address these concerns, researchers need to adopt best practices in data collection and analysis, and to engage in ongoing dialogue with stakeholders.

The Influence between Social Evolution and the Company

Following these principles, we can see how the called loss of confidence towards global market players and their capacity for self-control, particularly in financial companies because they are the most liberalized, has meant a significant setback in the conception that modern society western had on itself. In this sense, a real "crisis of confidence" has arisen that has crossed the borders of the economy, since as the Nobel Prize winner Kenneth Arrow (1974) affirms "trust, loyalty and veracity are externalities, they are goods, they are merchandise, which have a real, practical and economic value".

If in recent years social capital has been considered as a basic element in shaping economic progress, it is due to the importance given to it as a structurer of society. Both variables, social structure and economic development, are closely linked, since without the stability of the first, the realization of the second is considered impractical. This is due to the fact that they share as a basic characteristic one of the factors that allow the existence of social capital, social networks, since these enable both the individual benefit of the subjects and the achievement of collective goals.

Social networks have been strengthened in recent decades, along with the information society, especially those that are configured as a result of the moral values inserted in each society. This growth, whose base lies in the associationism that starts

from civil society, has occurred in those countries that have a more developed social model and that we could consider with greater reserves of social capital, is the case of the countries of the so-called first world. In these democracies, social values have been developed in a wide variety of fields of activity, such as, to name the most prominent: the fight for effective equality between women and men, the defense of working conditions, the empowerment of environmentalism as a supporter of sustainable development, and international aid and cooperation actions. In this way, third world aid organizations, those that direct their actions towards environmental protection and those that demand equality between genders, have been strengthened by a greater number of members. In the same way, the affiliative growth of trade unions has been in constant progression in recent years, being one of the most widespread forms of association in today's societies. Union organizations that also have a very specific social space, occupying one of the three pillars of social relations, together with companies and governments.

The dynamics of creating social organizations is the reflect of the variations that originate in the estimation of the moral priorities of the whole of a society and, therefore, of the predominant values at each moment. The reality of horizontal associations is not alien to other institutions, such as Public Administrations, governments and companies. This is due to two basic reasons. The first is that all institutions, regardless of their nature, are made up of individuals who develop in society, participate in their social networks, their beliefs and ideologies; active subjects in making decisions that, to a greater or lesser extent, are impregnated with social dynamics. The second is due to the fact that institutions have greater social acceptance, to the extent that they satisfy the needs of citizens, so that they must ensure that the goods and services that they make available to society are potentially acceptable from a moral perspective. In the case of companies, these factors are obviously important, if we take into account that they must direct their objectives to meet the demands of individuals and the societies in which they are immersed, while obtaining benefits. Companies, in the current economic framework, have to make daily decisions that allow them to survive in an increasingly open and globalized market, especially if we talk about multinational companies that operate in most of the world's economies, being influenced and influencing the populations where they are based. In other words, they modify and at the same time are modified by the environment where they operate, since they have to adapt to the reality of the countries, either where they produce or where they sell. This feedback between business and society makes economists concerned about the overlap between economy and ethics give nature to these links. This is attested by the feeling of Amartya Sen (1989) for whom the ethical codes of businessmen and professionals are part of the productive resources of society.

Faced with this double exchange between companies and society, the pressure derived from the handling of information by public opinion is increasing; Obtaining a greater quantity and quality of information is the result, according to the theory of social capital, of a more dense network of its social networks, as well as the civic maturity of its citizens. Social capital promotes in parallel the obtaining of knowledge

and collective decision-making, becoming the balance of the decisions of the rest of the institutions, such as those that start from the executing governments when we talked about economic development. In a globalized world, not only do companies expand to more countries, but also social networks do with them, which, based on moral values, try to monitor their actions.

These movements are shaping the global economic market and the distribution of ideas and values, mainly from the so-called first world societies, since their companies are the ones that spread to the rest of the nations. This economic expansion of the most advanced countries, as well as their knowledge, is the basis for those who see a more harmonious global development in this path, as argued by Herskovits (1952), for whom "the diffusion of Science and research can be the purpose of a joint vision of development on an international scale".

The growing link between business and society is due to the fact that both share the same actor, people, who promote both social democratization and economic development through their decisions. That is why Economics once again seeks answers in the areas of work it shares with other social sciences, and thus economic anthropology questions the human being as the principle and protagonist of economic and social mechanics. For this reason, the field of anthropological work is increasingly necessary for the economist, since his study is the human being within the framework of the society and culture to which he belongs, and, at the same time, as a product of are. Anthropology analyzes, among other issues, the modes of social behavior through time and space.

Society evolves and we can say that there is a new society at each time. New values, desires and ideologies where people develop, although at the same time they bring their cultural heritage with them. The difference between the past and present structures of society is found in its particular characteristics in each period of time, since the *entheos*, or *habitus* in Bourdian terms, continues to be the same originator. Thus, cumulative development is what makes possible the variations of an evolutionary society. Said in terms of the anthropology of development and in the words of Arthur Lewis (1958), "development means having more means, and therefore with more possibilities of choice between different goods, or between different leisure and business dedications, free time and work time".

After all, what we are talking about is the conception that conventional economic theory has about rational behavior identified as real behavior. To do this, we can roughly synthesize this position through the two predominant methods, on the one hand, the one that considers rationality as internal consistency in the choice, and on the other, the one that identifies rationality with the maximization of one's own interest. , in what is known as the theory of egoism. We would be once again trying to solve one of the basic questions of Economic Science from the classical authors: the choice before different options. The question is to know if it is a plurality of motivations or exclusively selfishness that moves human beings. That is to say, using Smithian terms, if we move by values such as humanity, justice, generosity and public spirit by pretending to be the most beneficial qualities for others and, therefore, for

ourselves, or rather for ourselves, we move to satisfy our personal needs. In this way, we return to the ethical questions of human motivation about how to live, but even more, how to achieve the evolution of social achievement. Therefore, we denote that the interactions between social capital and the economy are greater than the simple variables that make up the first, allowing the development of the second.

Individual decisions, the conformation of social capital, individual and collective benefit, the study of economics and ethics are not something that stems from the new theoretical advances of the social sciences as a whole, but are found in the common and unique entheos of scientific as well as human knowledge. We find proof of this affirmation in the words of Aristotle (1980) in his *Nicomachean Ethics*, with which we close this article, when speaking of achieving the good individually, he pointed out some collective characteristics: "if it deserves it is worth reaching this end only for one man, it is better and more divine to achieve it for a nation or for city-states".

We observe how a theoretical and conceptual reorientation has taken place with respect to the role that companies had traditionally been given. The new contract between company and society requires companies to carry out their activities observing social values and responding to society's priorities. This orientation affects the ability of corporations to respond to social expectations, resulting then that the philosophy itself of the organization and managerial aptitude have a transcendental role in definition of how the company should meet the pressures and demands of the community and achieve the satisfaction of their most urgent needs. In other words, to achieve the minimization of the social cost produced by the effects of harmful activities for society. Therefore, companies are not only being asked to have good practices that support ethical behavior in their businesses or even actions of social and philanthropic action, but also that they incorporate codes of conduct in the company's strategic direction. It is intended that managers assimilate the interrelation between their business decisions and social consequences, or what is the same, the idea that they have a social responsibility and that their obligation is to fulfill it.

From the perspective of business theory, social responsibility is constituted as one more part within the broader framework that is business ethics. We verify how within the framework of the administration of companies the vision of the relationships that they must have to achieve their goals has been modified. It has gone from an exclusively economic mission to a socioeconomic one with an increasingly influence of moral responsibility towards society. Proof of this is the relevance that theorizing on corporate social responsibility has acquired in recent years, even more so if we take into account that it is from the second half of the last century when the economic objective of companies as a business began to be questioned. Society's demand for human rights, environmental protection, the fight against corruption, the defense of decent work, among others, forces companies to consider ethics in their decisions. For this reason we will analyze the so-called business ethics.

Business Ethics in Digital Era

It will be in its fifth meaning where we will find the meaning it has when we talk about business ethics, although the Royal Academy of Language uses the term professional ethics as an example to express it. Therefore, for the purpose of our study, we will understand ethics as that set of rules that determines acting in terms of good or bad, right or wrong, in accordance with society or oneself and for the specific case of the actions of companies in their social function.

When referring to the social function of companies, it is mandatory to talk about business ethics. Specifically, as we have agreed, because we can consider the latter as the playing field to deal with moral complexity in decision-making. Furthermore, if we understand that the way in which a company achieves its objectives "is within the sphere of ethics" and that, as reflected by Sisk and Sverdlik (1979), "the value systems determine for an individual what is right or wrong, good or bad, successful or unsuccessful, pleasant or unpleasant, or any other similar bipolar evaluation".

It is essential to analyse, for the above reasons, the management function, specifically the configuration of decisions. This is due to two reasons. The first, because we must bear in mind that we do not stop being ethical animals, or as Aristotle called it, "rex politica". The second is due to the link between individual decisions and social repercussions, specifically considering that "when companies evaluate decisions from an ethical perspective, there must be a presumption that favors the adoption of courses of action that increase the well-being of society in general" (Hill and Jones, 1996).

In fact, the social repercussions that business activities entail are increasingly taken into account when fixing behaviors in the future, as McCoy (1985) defends when he affirms that "Dealing with values requires continually taking into account the environment that surrounds you, weighing the different alternatives for action, balancing and integrating conflicting responsibilities, establishing priorities between conflicting objectives, and establishing criteria to define and evaluate the implementation of business policies. . Linked to all this is trying to articulate ways to achieve an ethical reflect directly and completely in the processes in which the company's policy is articulated, implemented and evaluated. Increasingly, the skills that have to do with values as integral components of the achievement of economic objectives in the company and the realization of its policies are being recognized as central points of effective management in a society and a world subjected to rapid changes". This is reflected, for example, in the survey carried out by The Economist in October 2004, in which 85 percent of those interviewed, executives and institutional investors, consider that corporate social responsibility is a "central or important aspect for making business decisions".

Furthermore, we must take into account that the so-called business ethics is part of civic ethics. The people who make decisions in companies are influid, and at the same time influence, in shaping the moral values of their community. There is constant feedback between the individual and society in the conformation of a moral conscience reached by the community as a whole, that is, the minimum universal principles and values shared for a specific space and time. At this point we find

ourselves with opposite approaches in the configuration of decision-making by the management of a company. Specifically, in light of what we could call the classical position versus the socioeconomic position (Robbins and Coulter, 2000). The first would defend that the orientation of the managerial position has the sole objective of maximizing financial benefits, while the second incorporates elements external to the future of the business itself, so we can point out, among others, the well-being of the company itself. The two preponderant figures of these proposals will be Friedman and Freeman, respectively.

Before going on to analyze these two visions in a more concrete way, we must stop and reflect briefly on other conceptions of social ethics that have influenced business behaviour. Thus, quoting the words of Habermas (1988) we find that "the classics of social theory, from Karl Marx to Max Weber, agreed that the structure of bourgeois society revolved around abstract work, that is a basically industrial type of work oriented by the laws of the market, subject to the laws of capital value and organized according to business criteria. From a properly organized production the communal form of life of free associated workers had to emerge. The idea of worker self-management still inspired the protest movements of the late 1970s". In other words, they understood that the capitalist business system entailed the move towards means of production that were collectively managed by the workers themselves, going from unilateral decision-making to one of collective orientation, a case that cooperative societies can reflect.

Going back to the two approaches to which we made reference, we find that Friedman's (1970) position on this issue corresponds perfectly to his statements about the role of companies, as his words attest: "in a free company, in a In the private property system, a corporate executive is an employee of the business owners. He has a direct responsibility before his employers. That responsibility is to run the company according to your desires, which will generally consist of making as much money as possible while conforming to the basic rules of society, those embodied in the laws and those embodied in ethical customs... As long as these actions reduce returns for investors, he is spending their money. As long as his actions raise the price to customers, he is spending customers' money." This approach is also defended, among others, by Theodore Levitt (1958) since he understands that profit maximization should continue to be the preferred objective for the company, and this both in theory and in practice.

This idea, moreover, is strengthened by the very dynamics in the configuration up to now of the stimuli for management if we agree that it has been much easier to design incentives for managers to maximize benefits than to do it in such a way that these same people - People assume the preferences of the company's interest groups in their decisions. Facing the simplification in the conformation of the decision-making of the classical approach, there is what we have called the socioeconomic position. This, defended by Freeman (1984), is based on the conviction that managers always act based on the objectives of a third party, whether they are shareholders or interest groups. More specifically, he argues that managers generally respond to

issues of the groups with whom they deal when doing business, particularly they are interested in the demands and concerns of their interest groups. Vision that is shared, among others, by Calrkson (1985) and Koontz and Weihrich (1998). The latter have affirmed that “the administrators will respond to the values approved by the company and will give priority to those held in the highest esteem”. Due to these arguments, the traditional position on business ethics is relegated, since it is considered that the development and reinforcement of business ethics is necessary to achieve the viability of the business project.

Ethics and Business Paradox

The ethics and business paradox is a phenomenon that arises from the tension between the ethical responsibilities of businesses and their economic objectives. On one hand, businesses are expected to act in ways that are socially responsible and ethical, taking into account the interests of all stakeholders, including employees, customers, suppliers, and the wider community. On the other hand, businesses also have an economic imperative to maximize profits and create value for their shareholders.

This creates a paradox because the pursuit of profit can sometimes conflict with ethical considerations, such as the need to protect the environment, maintain fair labor practices, or respect the rights of consumers. For example, a business may be tempted to cut corners on safety standards in order to reduce costs and increase profits, even if this puts employees at risk. Or a business may engage in exploitative practices, such as using child labor or paying below-minimum wages, in order to keep costs down and increase profits.

The ethics and business paradox is not a new phenomenon, but it has become more salient in recent years as public awareness of social and environmental issues has grown, and as consumers and investors have become more conscious of the impact of their choices on society and the environment. As a result, businesses are under increasing pressure to act in ways that are socially responsible and ethical, and to balance their economic objectives with their ethical responsibilities.

To address the ethics and business paradox, businesses need to adopt a more holistic approach to decision-making, one that takes into account both economic and ethical considerations. This requires a shift away from a narrow focus on short-term profits, and towards a more long-term perspective that recognizes the importance of sustainable and responsible business practices. It also requires businesses to be transparent and accountable, and to engage in dialogue with stakeholders to understand their concerns and perspectives.

In summary, the ethics and business paradox arises from the tension between the ethical responsibilities of businesses and their economic objectives. To address this paradox, businesses need to adopt a more holistic and socially responsible approach to decision-making, and to balance their economic objectives with their ethical responsibilities. Here are some study cases in Chile:

1. **Enel Green Power Chile's Renewables Expansion:** Enel Green Power Chile, a subsidiary of the Italian utility Enel, has been expanding its renewable energy portfolio in Chile. The company has invested in wind and solar power projects throughout the country and has become a major player in Chile's growing renewable energy market.
2. **Chilean Wine Industry:** The Chilean wine industry has been growing rapidly in recent years, with exports to the US and other countries increasing significantly. The industry has benefited from favorable climate conditions and has invested heavily in modernizing its production processes to improve the quality of its wines.
3. **The Chilean Mining Industry:** Chile is one of the world's largest producers of copper and other minerals, and the mining industry is a major contributor to the country's economy. However, the industry has faced challenges in recent years, including a decline in commodity prices and social and environmental issues related to mining operations.
4. **Santiago's Rapid Transit System:** Santiago, Chile's capital city, has developed a modern rapid transit system known as the Metro de Santiago. The system has helped to reduce traffic congestion and air pollution in the city and has become an important public transportation option for millions of commuters.
5. **Pulp and Paper Industry:** Chile has a significant pulp and paper industry, with major companies such as Arauco and CMPC operating in the country. The industry has faced challenges related to environmental concerns, including deforestation and water pollution, and has been working to improve its sustainability practices in recent years.

The ethics and business paradox refers to the tension that can arise between a company's ethical responsibilities and its economic objectives. On one hand, businesses have a responsibility to act in ways that are socially responsible and ethical, taking into account the interests of all stakeholders, including employees, customers, suppliers, and the wider community. On the other hand, businesses also have an economic imperative to maximize profits and create value for their shareholders.

This paradox can create situations where a business faces difficult ethical decisions that could impact its financial performance. For example, a company may face a decision about whether to cut costs by reducing employee benefits or laying off workers, which could lead to increased profits but would be detrimental to its workforce. Another example could be a company that has to choose between meeting its environmental obligations and reducing costs, such as by using cheaper, but more polluting, raw materials or production methods. The ethics and business paradox is not a new phenomenon, but it has become more relevant in recent years as consumers and investors demand more ethical behavior from businesses. For example, a company that is seen as exploiting its workers or engaging in unethical practices may face reputational damage and loss of customers.

To address this paradox, businesses need to adopt an ethical approach to decision-making that takes into account both economic and ethical considerations.

This requires a shift away from a narrow focus on short-term profits, and towards a more long-term perspective that recognizes the importance of sustainable and responsible business practices. It also requires businesses to be transparent and accountable, and to engage in dialogue with stakeholders to understand their concerns and perspectives. Overall, the ethics and business paradox highlights the need for businesses to balance their economic objectives with their ethical responsibilities. Companies that are able to do this effectively can improve their reputation, build customer loyalty, and achieve long-term financial success.

D. CONCLUSION

The digital age has brought about new opportunities for researchers to study social behavior and business decisions, but also new challenges. Big data analytics is a powerful tool that can help researchers uncover insights and patterns that were previously hidden, but also raises important ethical considerations. To ensure that the use of big data analytics is responsible and ethical, researchers need to adopt best practices in data collection and analysis, and to engage in ongoing dialogue with stakeholders. The insights gained from big data analytics have the potential to inform theory and practice in a wide range of fields, including marketing, management, and social psychology.

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