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Ethics in Decision-Making: A Bibliometric Study of Emerging Trends in Financial Management

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ABSTRACT

Ethics in decision-making has become a fundamental aspect of financial management, as decision-makers frequently navigate dilemmas between achieving financial objectives and upholding moral values such as transparency, fairness, and social responsibility. Originating from business ethics scholarship, this concept emphasizes that financial decisions should not rely solely on economic rationality but must also incorporate ethical principles to prevent conflicts of interest and misuse of authority. n practice, ethics influences fund allocation, financial reporting, risk management, and corporate governance. Violations of ethical principles may precipitate corporate scandals and significantly erode public trust in organizations. Over time, discourse on ethics in decision-making has evolved through the integration of behavioral perspectives, corporate governance frameworks, and emerging technologies such as artificial intelligence (AI) for detecting potential ethical biases. However, systematic studies that comprehensively map the intellectual development of this field remain relatively limited. Therefore, this study applies a bibliometric analysis approach to identify publication trends, research collaboration patterns, and emerging thematic clusters in ethics in decision-making scholarship, drawing on 400 peer-reviewed articles sourced from the Scopus database covering the 2000s to the present.

Keywords: *Ethical Decision-Making; Financial Management; Bibliometric Analysis; Artificial Intelligence; Corporate Governance.*

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INTRODUCTION

Ethics constitutes a foundational concept in human conduct and organizational life. The term derives from the ancient Greek word ethos, signifying character, custom, and the normative standards that govern behavior (Bertens, 2007). In the domain of financial management, ethical considerations have assumed heightened prominence as organizations confront growing pressures from regulators, investors, and civil society to demonstrate accountability, transparency, and responsible stewardship of resources. The integration of ethical principles into financial decision-making is no longer a peripheral concern; it has become central to sustaining organizational legitimacy and long-term value creation (Sharma et al., 2025).

The intellectual roots of ethics in decision-making trace back to business ethics scholarship, which first established the normative case for embedding moral values within organizational decision processes. From this foundation, the field expanded to incorporate behavioral finance perspectives, corporate governance mandates, and data-driven analytical approaches. As financial systems have grown more complex and interconnected, the demand for ethically grounded decision frameworks has intensified, particularly in areas such as investment selection, financial reporting integrity, risk management, and responses to systemic financial crises (Svetlova, 2022; Mawadah et al., 2026). Concurrently, the digitalization of financial services and the emergence of artificial intelligence (AI) as a decision-support tool have introduced both new opportunities and novel ethical challenges, including algorithmic bias, data privacy concerns, and questions of accountability in automated systems (Fundira & Mbohwa, 2025).

Despite substantial growth in scholarly output on this topic, research in the field remains fragmented. Most existing studies approach ethics in financial decision-making through disciplinary silos, examining either normative ethics, behavioral mechanisms, or technological dimensions in isolation, without offering a systematic overview of how these strands have evolved, intersected, and diverged over time (Korip et al., 2025; Maulana et al., 2026). This fragmentation limits practitioners and scholars from identifying the intellectual architecture of the field, recognizing underexplored areas, and anticipating future research directions.

This study addresses this gap by conducting a bibliometric analysis of ethics in decision-making with emphasis on financial management contexts. Bibliometric methods are particularly well-suited for mapping large and evolving bodies of literature, as they provide objective, replicable insights into publication trends, collaborative networks, citation impacts, and thematic structures (Donthu et al., 2021). Drawing on 400 peer-reviewed articles from the Scopus database spanning the 2000s to the present, this study employs VOSviewer to generate co-authorship, country collaboration, and keyword co-occurrence visualizations. The analytical scope intentionally covers the full historical arc of the field, from early normative ethics scholarship through contemporary AI-integrated approaches, to reveal the trajectory of intellectual development.

This paper contributes to the literature in three ways. First, it provides a comprehensive bibliometric map of ethics in decision-making research within financial management contexts, filling a gap identified by Maulana et al. (2026) and Wibowo et al. (2026). Second, it reveals the emergence of AI and data-driven approaches as a defining thematic shift in the field, extending the analysis of Fundira and Mbohwa (2025) and Svetlova (2022). Third, it identifies geographic and disciplinary gaps in the literature, particularly the underrepresentation of emerging market contexts, consistent with observations by Mawadah et al. (2026) and Azmi et al. (2026). The remainder of this paper is organized as follows. Section 2 describes the

methodology. Section 3 presents the results and discussion, including co-authorship, country collaboration, and keyword co-occurrence analyses. Section 4 concludes with implications and directions for future research.

METHODS OF RESEARCH

This study employs a quantitative bibliometric approach to systematically map the intellectual landscape of ethics in decision-making research within financial management. Bibliometric analysis is recognized as a rigorous, replicable method for examining large bodies of scholarly literature, enabling the identification of publication trends, key contributors, collaborative networks, and thematic structures that are not readily apparent through conventional narrative reviews (Donthu et al., 2021). The approach follows established bibliometric protocols, including those applied in analogous studies on financial literacy and planning (Korip et al., 2025), public financial management (Maulana et al., 2026), and decision-making in crisis contexts (Mawadah et al., 2026).

Data were retrieved from the Scopus database, selected for its comprehensive coverage of peer-reviewed journals across disciplines relevant to this study. The search strategy employed the following terms and Boolean combinations: "ethics in decision-making," "ethical decision models," "financial management" AND "ethics," "investment ethics," "moral risk assessment," "corporate governance" AND "ethical decision," and related variants. The temporal scope was set from the 2000s to the present to capture the full historical evolution of the field, from early normative ethics scholarship to contemporary AI-integrated approaches. After systematic screening of titles, abstracts, and keywords, and the removal of duplicates, non-English publications, and non-journal documents, a final dataset of 400 articles was retained for analysis. This filtering process follows the inclusion criteria applied in related bibliometric studies in financial and management domains (Korip et al., 2025; Ariswati et al., 2025).

The exported dataset in CSV format was imported into VOSviewer, a widely used bibliometric visualization tool that constructs network maps representing relationships among documents, authors, and keywords. Three primary analyses were conducted. The co-authorship analysis at the author level identified collaboration clusters and key network connectors. The co-authorship analysis at the country level revealed geographic patterns of international collaboration. The keyword co-occurrence analysis, conducted using both the author-assigned keyword field and full-text data, identified dominant and emerging thematic clusters. For each analysis, both network visualization and overlay visualization modes were employed: the former to reveal clustering and connectivity, and the latter to trace the temporal evolution of themes (Goktas, 2024). Citation analysis examined the most influential documents, authors, institutions, and countries based on h-index and total citation counts, consistent with bibliometric practice applied in studies on digitalization and business transformation (Ilmahdy et al., 2025; Adelia et al., 2025).

RESULT AND DISCUSSION

This study analyzed 400 peer-reviewed journal articles retrieved from Scopus, spanning publications from the early 2000s to the present. The dataset reflects a steady and accelerating growth in scholarly attention to ethics in decision-making within financial management contexts, with publication

volumes rising markedly after 2010 in line with post-crisis financial reform agendas and the digital transformation of financial systems. Citation patterns indicate moderate aggregate impact, with a subset of highly cited works concentrated on empirical studies in emerging market and organizational governance settings. This overall trend is consistent with parallel growth observed in adjacent bibliometric studies examining public financial management (Maulana et al., 2026), decision-making in crisis contexts (Mawadah et al., 2026), and digital business transformation (Adelia et al., 2025).

1 Co-Authorship Analysis: Authors

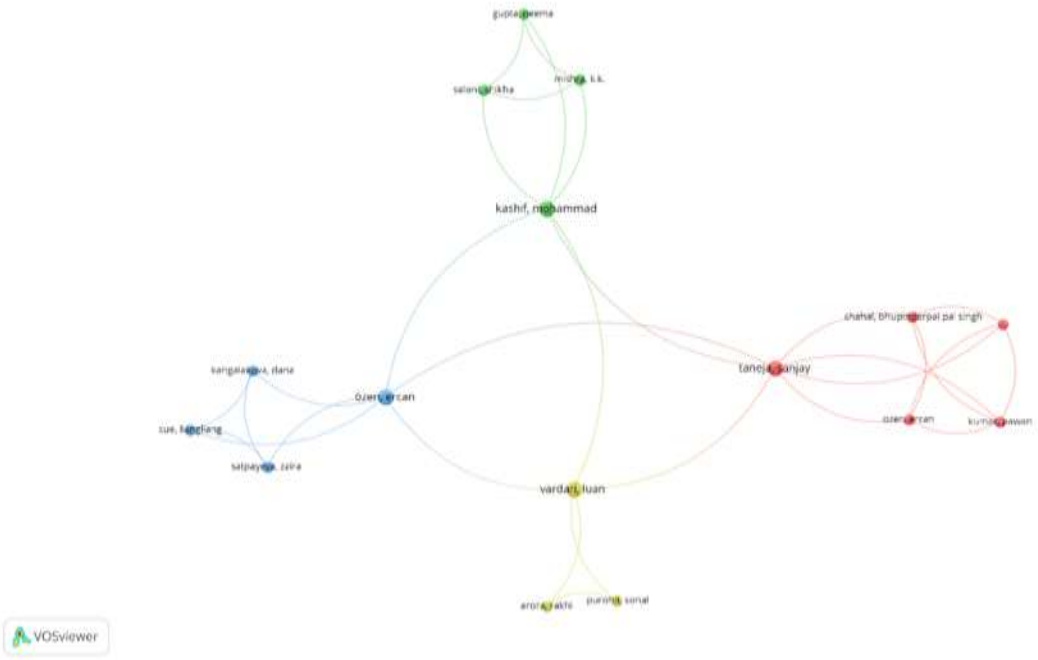

Figure 1. Network Visualization of Co-Authorship (Authors)

The author co-authorship network reveals a fragmented but structured collaborative landscape organized into four principal clusters, distinguished by color in the VOSviewer visualization. The green cluster emerges as the most interconnected grouping, centered on Kashif Mohammad as a high-centrality node with strong linkages both within and across clusters. This structural position identifies Kashif Mohammad as a key knowledge broker whose collaborative reach facilitates cross-cluster integration. The red cluster, anchored by Taneja Sanjay, exhibits dense internal collaboration but comparatively fewer external connections, suggesting a tightly bounded research community. The blue cluster contains fewer members with less complex relational ties, indicating more limited collaborative engagement. The yellow cluster, comprising a small number of nodes with minimal connections, likely represents authors contributing to narrow sub-topics or early-stage collaborations in the network.

Several authors serve as explicit bridge nodes connecting otherwise distinct clusters, most notably Vardarlı Luan, who maintains ties across multiple groupings. Bridge nodes of this type are critical for the diffusion of ideas across research communities and the integration of diverse methodological and theoretical

perspectives (Ilmahdy et al., 2025). The overall topology of the network, while showing evidence of emerging cross-cluster integration, remains predominantly organized around closed collaborative groupings. This fragmentation suggests that cross-disciplinary and cross-institutional collaboration in ethics and financial decision-making research has room for significant expansion, an observation consistent with broader patterns documented in digital business (Surya et al., 2025) and financial literacy bibliometrics (Korip et al., 2025). Table 1 summarizes the prominent authors identified in the co-authorship network.

Table 1. Prominent Authors in Co-Authorship Network

Author	Total Link Strength	Interpretation
Kashif Mohammad	High	Central collaborator and knowledge broker
Taneja Sanjay	High	Core network member with dense internal ties
Ozen Ercan	Medium-High	Bridge between clusters
Vardarli Luan	Medium	Connector across multiple groups
Gupta Neema	Medium	Active co-author with broad reach

Source: Authors' own work (2026)

2 Co-Authorship Analysis: Countries

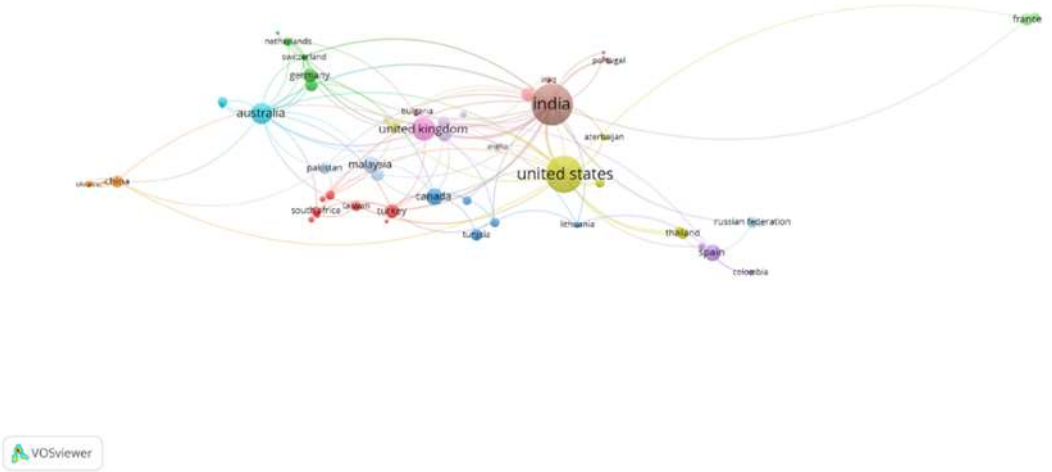

Figure 2. Network Visualization of Co-Authorship (Countries)

The country-level co-authorship network indicates that India and the United States function as the primary hubs of global research collaboration in this domain, reflected in the large node sizes and the high number of bilateral connections these countries maintain. Their centrality aligns with the dominance of these countries in broader social science and business research networks, and is consistent with patterns documented in related financial management bibliometrics (Wibowo et al., 2026; Chairani et al., 2026). The United Kingdom and Australia occupy secondary hub positions, serving as key connectors between

Asian, European, and emerging market research communities. Within Europe, Germany, the Netherlands, and Switzerland form an internally cohesive cluster with strong intra-regional linkages and meaningful connections to the global network.

China occupies a semi-peripheral position in the network, connected primarily to Australia and a limited number of other countries. While China's presence indicates growing international engagement, it has not yet achieved the centrality of leading hub nations. This semi-peripheral status is notable given China's overall prominence in global research output, and suggests that ethics in financial decision-making remains an area where Chinese scholarship is still developing its international collaborative reach, consistent with observations in digital transformation research (Althaf et al., 2025). France, Spain, and the Russian Federation appear at the periphery of the network, indicating relatively limited international collaboration on this topic. The geographical distribution also reveals a significant underrepresentation of researchers from Africa, Latin America, Southeast Asia, and the Middle East, reinforcing the finding of Mawadah et al. (2026) that ethics in financial decision-making research has yet to fully engage with emerging market and Global South perspectives. Table 2 presents the prominent countries identified in the collaboration network.

Table 2. Prominent Countries in Co-Authorship Network

Country	Total Link Strength	Interpretation
India	High	Main global collaboration hub
United States	High	Central and widely connected
United Kingdom	Medium-High	Strong international collaborator
Australia	Medium-High	Active regional connector
Germany	Medium	Strong within European cluster
China	Medium	Semi-peripheral, growing engagement
France	Low	Limited but specific collaboration

Source: Authors' own work (2026)

3 Keyword Co-Occurrence Analysis: Network Visualization

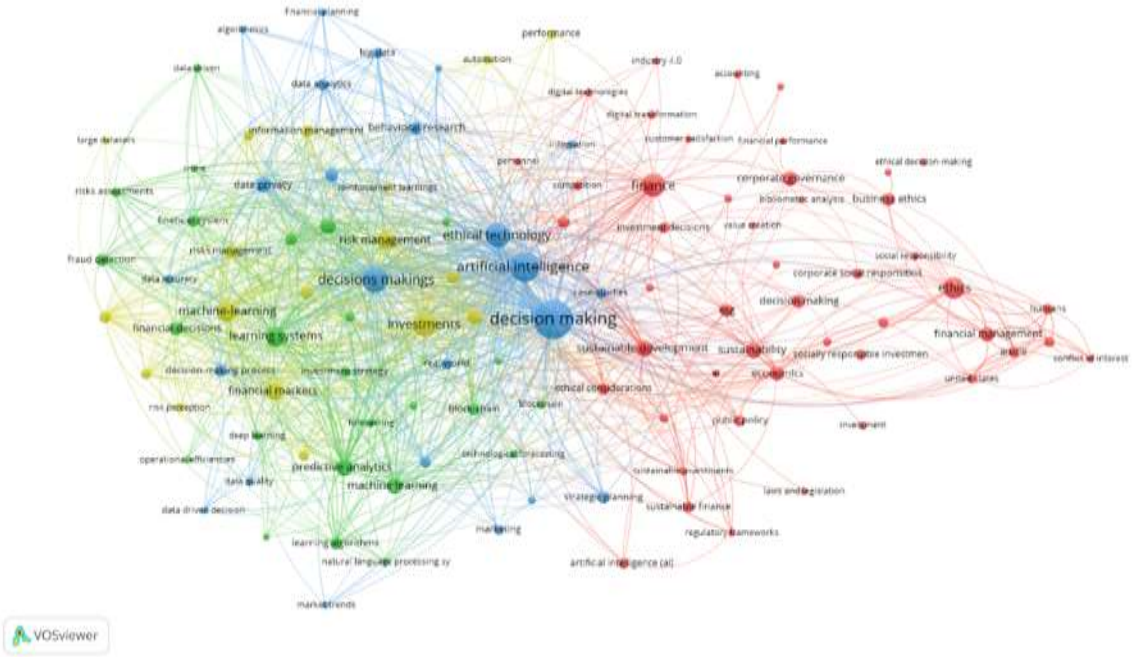

Figure 3. Network Visualization of Keyword Co-Occurrence

The keyword co-occurrence network visualization reveals a richly interconnected thematic landscape organized around several distinct clusters. Decision making occupies the most central position in the entire network, functioning as the gravitational node that links all other thematic groupings and confirming that this concept is the unifying construct across the entire literature. The blue and green clusters, positioned in the central-to-left region of the map, are dominated by keywords including artificial intelligence, machine learning, data analytics, risk management, and financial decisions. The prominence of these terms reflects a substantial and accelerating research trajectory toward the use of computational and data-driven tools in financial decision support, consistent with trends identified by Fundira and Mbohwa (2025) and Goktas (2024).

The red cluster, positioned to the right of the network, foregrounds ethics, business ethics, corporate governance, social responsibility, and sustainability. This cluster represents the normative and governance dimensions of the literature, capturing long-standing scholarly attention to the moral foundations of organizational and financial decision-making. The strength of this cluster and its connections to the AI-oriented clusters indicate that the field increasingly frames AI adoption and data analytics not merely as technical challenges but as sites of ethical inquiry, encompassing algorithmic transparency, fairness, and accountability. The yellow cluster, meanwhile, consolidates themes related to decision support systems, financial markets, big data, and predictive analytics, constituting a technical-analytical strand that bridges the governance and AI clusters. The overall multidisciplinary character of the network, integrating ethics, technology, and financial management within a coherent intellectual structure, corroborates findings by

Azmi et al. (2026) and Sharma et al. (2025) regarding the convergence of these previously separate research streams. Table 3 presents the top keywords by occurrence and link strength.

Table 3. Top Keywords by Occurrence and Link Strength

Keyword	Link Strength	Cluster
decision making	Very High (most dominant)	Green
artificial intelligence	Very High	Blue
machine learning	High	Green/Yellow
data analytics	High	Blue
financial decisions	High	Yellow
risk management	High	Green
ethics	High	Red
corporate governance	Medium-High	Red
business ethics	Medium	Red
social responsibility	Medium	Red
decision support systems	Medium-High	Yellow
big data	High	Yellow
predictive analytics	Medium	Yellow
financial markets	Medium	Yellow
sustainability	Medium	Red
blockchain	Low-Medium	Blue/Green

Source: Authors' own work (2026)

4 Keyword Co-Occurrence Analysis: Overlay Visualization (Temporal Trends)

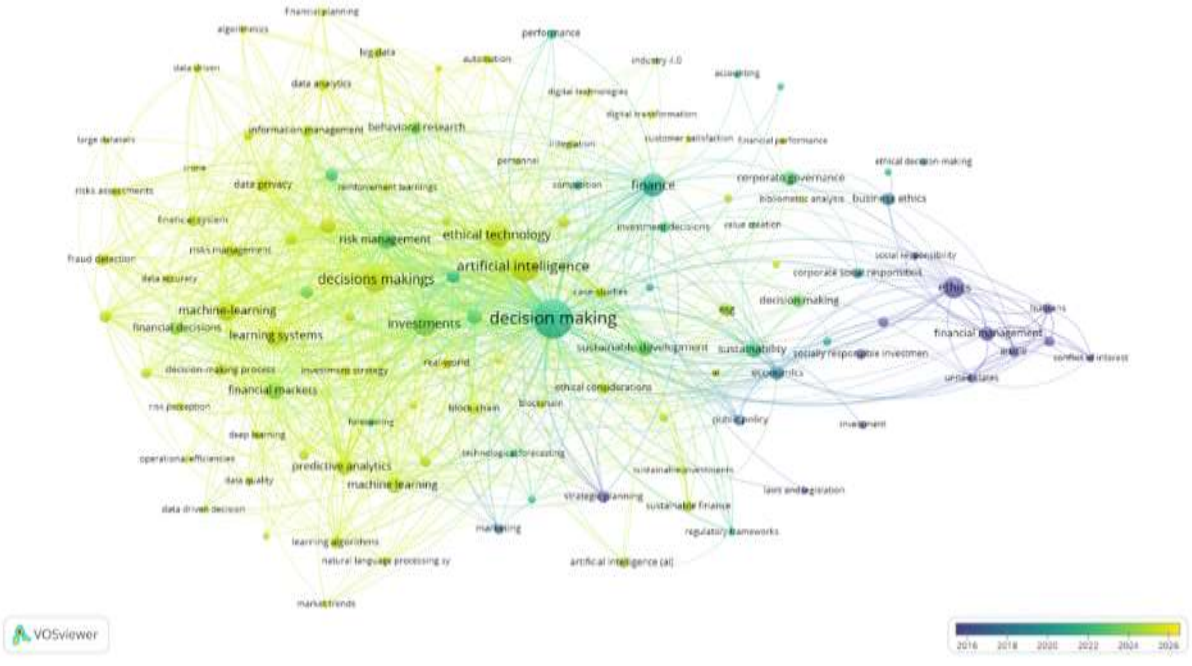

Figure 4. Overlay Visualization of Keyword Co-Occurrence

The overlay visualization introduces a temporal dimension to the keyword co-occurrence map, using color gradation to indicate the relative recency of keyword activity. Blue and dark green nodes represent terms that dominated earlier phases of the literature, including ethics, corporate governance, and financial management. The early concentration on these normative and institutional themes reflects the period in which business ethics scholarship first established the intellectual foundations for incorporating moral principles into financial practice (Sharma et al., 2025). This early phase corresponds broadly to the pre-2000 era, during which theoretical frameworks for ethical decision-making were first systematically developed.

The transition phase, represented by green nodes, marks the emergence of technology-ethics intersections, with artificial intelligence, decision support systems, and data analytics appearing as integrative themes connecting normative and technical research traditions. The most recent period, indicated by yellow nodes, is dominated by machine learning, big data, predictive analytics, and financial technology. These findings confirm a fundamental shift in the field from primarily normative and governance-oriented inquiry toward empirical, computational, and data-driven approaches to understanding and supporting ethical decision-making in financial contexts (Goktas, 2024). This trajectory mirrors transitions documented in adjacent domains, including digital transformation of financial management (Wibowo et al., 2026) and the digitalization of business processes (Usada et al., 2025; Rafasya et al., 2026).

5 Co-Occurrence Map Based on Text Data

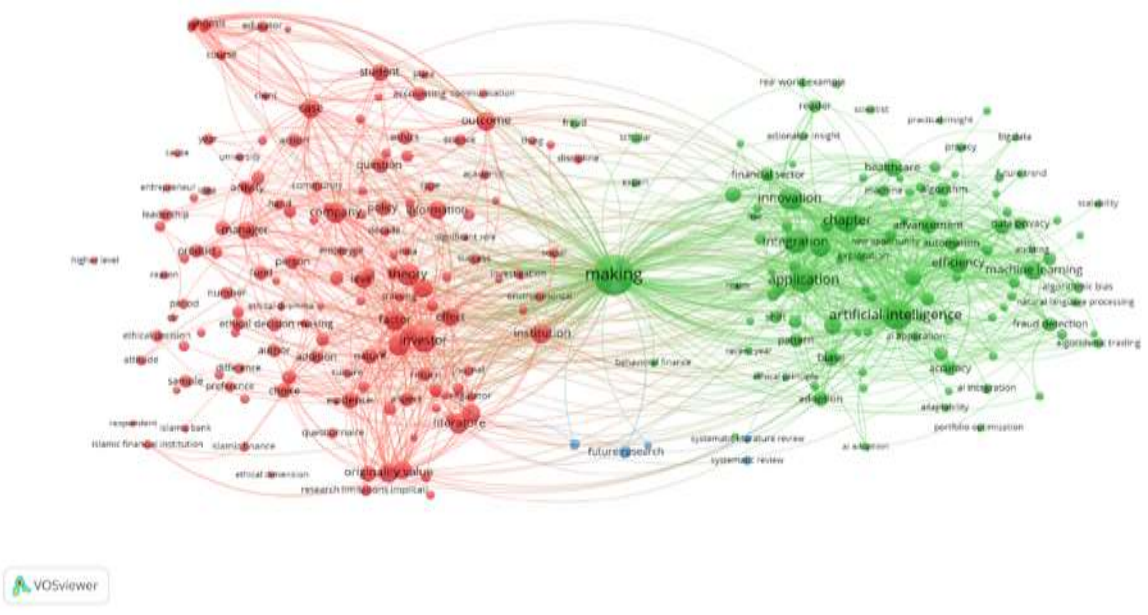

Figure 5. Network Visualization of Co-Occurrence Map Based on Text Data

The co-occurrence analysis based on full-text data further refines the thematic structure of the literature, revealing two primary clusters. The red cluster groups terms associated with social and

managerial dimensions, including ethical decision making, company, investor, theory, factor, manager, and policy. This cluster reflects a substantial body of research concerned with how organizational structures, individual actors, and policy environments shape ethical decision-making behavior in financial contexts. The green cluster, in contrast, aggregates terms tied to technological development and innovation, specifically artificial intelligence, machine learning, data privacy, and innovation, indicating that a growing segment of the literature examines the ethical implications of technological integration in financial management. Bridge nodes including making and application, situated at the intersection of both clusters, signal that the normative and technological strands of the literature are not independent but are increasingly engaged with shared questions, such as how AI-driven decisions can be designed and governed to uphold ethical standards (Fundira & Mbohwa, 2025; Putri et al., 2025).

The overlay visualization of the text-based co-occurrence map reinforces the temporal narrative established by the keyword analysis. Early research, represented by blue nodes, centered on theory, investor behavior, and ethical decision making as conceptual anchors. The green transitional phase introduced integrative concepts connecting ethics with institutional and policy contexts. Yellow nodes, representing the most recent research activity, are concentrated in artificial intelligence, machine learning, big data, and data privacy, confirming that current scholarly attention has shifted toward the ethical governance of technology-mediated decision processes. This temporal trajectory reflects not only the changing capabilities of financial technology but also the growing recognition, documented by Svetlova (2022) and Sharma et al. (2025), that the ethical risks embedded in algorithmic systems require proactive scholarly and institutional attention. Table 4 summarizes the co-occurrence cluster analysis.

Table 4. Co-Occurrence Analysis Summary

Cluster	Size & Density	Top Keywords	Main Focus	Key Characteristics
Red Cluster	Large, high density	ethical decision making, company, investor, theory, policy	Ethical decision-making in business and organizational contexts	Conceptual and empirical; focuses on individual and organizational behavior; examines cultural, policy, and institutional determinants
Green Cluster	Large, high density	artificial intelligence, machine learning, big data, data privacy, innovation	Technology integration in decision-making	Oriented toward emerging technologies; examines AI in financial decision support; surfaces new ethical issues including algorithmic bias and privacy
Interconnection Area	Medium density, bridge function	making, application, integration, innovation	Linkage between ethics and technology clusters	Multidisciplinary; serves as integration point between traditional and modern approaches; reflects shift toward applied research

Source: Authors' own work (2026)

CONCLUSION

This study examined the intellectual development of ethics in decision-making research within financial management through a bibliometric analysis of 400 peer-reviewed articles retrieved from the Scopus database, covering publications from the 2000s to the present. Using VOSviewer, the study mapped co-authorship networks at the author and country levels, and analyzed keyword co-occurrence patterns using both author-assigned keywords and full-text data. The findings reveal that the field has undergone a significant thematic evolution, progressing from normative ethics and corporate governance foundations toward the integration of artificial intelligence, machine learning, big data, and predictive analytics as central scholarly preoccupations. Author collaboration remains structured around a small number of high-centrality nodes and tightly bounded clusters, with India and the United States dominating country-level collaboration networks. Emerging market and Global South perspectives are systematically underrepresented, and the normative and technological strands of the literature, while increasingly interconnected, continue to develop in semi-parallel trajectories.

For policymakers and financial regulators, this study highlights the urgency of developing ethical governance frameworks that keep pace with the rapid adoption of AI and data analytics in financial decision processes, an implication underscored by the emerging scholarly consensus documented across multiple clusters in this analysis. For financial managers and organizational leaders, the findings suggest that competencies in ethical reasoning must now encompass both classical normative principles and the technical dimensions of algorithmic accountability. This study is subject to the inherent limitations of single-database bibliometric analysis; future research should incorporate Web of Science and other databases to improve coverage, and should apply systematic literature review methods to examine the substantive arguments and findings within the identified thematic clusters. Further research addressing the ethical dimensions of AI-driven financial decision-making in emerging market contexts would address the geographic gaps identified in this study and respond to the call for more contextually grounded scholarship in this domain.

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