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Typology and Characteristics of Global Cognitive, Spiritual, and Moral Shifts in the World Economic System

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ABSTRACT

The **subject** of this study is a comprehensive typology of the global cognitive, spiritual, and moral shifts currently influencing the world economic system. The **purpose** of the study is to identify and classify the prevailing transformations in both individual and collective consciousness and spiritual content that is reflected in economic behavior and growth conditions at the global level. The **relevance** of this study arises from the necessity to fully incorporate the factors under consideration into the concept of economic development. The author employs the **methods** of content analysis and inductive research to examine processes encompassing such areas as knowledge, information, responsibility and culture, as well as the method of typological classification. The **result** of the analysis is to elucidate the mechanisms through which the examined shifts manifest themselves and interact within the global economic system. The **novelty** of this typology lies in its identification of complex properties and interrelations between cognitive and moral transformations and their underlying drivers, as well as their influence on economic development. The study reveals that each type of change has progressive characteristics, but their processes are uneven across countries and communities and may face problems of ambivalence, which complicates the analysis of feedback loops and their impact on global economic dynamics. Conceptually, this research is important for advancing theories of economic growth, sustainable development, and ethical economics. The author **concluded** that the suggested typology may be applied in developing policy principles aimed at more effectively harnessing the benefits of the information and knowledge revolution, fostering mutual respect among stakeholders, and promoting sustainable economic development.

Keywords: world economic system; cognitive shifts; spiritual and moral shifts; knowledge; information; responsibility; culture; economic development; sustainable development; economic growth; system approach

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ОРИГИНАЛЬНАЯ СТАТЬЯ

Типология и характеристики глобальных когнитивных, духовных и нравственных сдвигов в мировой экономической системе

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АННОТАЦИЯ

Предметом данного исследования является комплексная типология глобальных когнитивных, духовных и моральных сдвигов, в настоящее время влияющих на мировую экономическую систему. **Цель** исследования состоит в выявлении и классификации преобладающих трансформаций в индивидуальном и коллективном сознании, в системе моральных принципов, отражающихся в экономическом поведении

и условиях роста на глобальном уровне. **Актуальность** данного исследования обусловлена необходимостью полноценного включения рассматриваемых факторов в концепцию экономического развития. Автор использует **методы** контент-анализа, индуктивного исследования процессов, охватывающих такие области, как знания, информация, ответственность и культура, и метод типологизации. **Результат** проведенного анализа состоит в прояснении механизмов проявления изучаемых сдвигов и их взаимодействия в рамках глобальной экономической системы. **Новизна** подхода заключается в выявлении сложных свойств и взаимосвязей между когнитивными и моральными трансформациями и их основополагающими факторами, а также их влиянием на экономическое развитие. Исследование показывает, что каждый тип изменений обладает прогрессивными характеристиками, однако процессы их протекания неравномерны в разрезе стран и сообществ и могут сталкиваться с проблемами двойственного понимания, что усложняет анализ обратных связей и их влияния на глобальную экономическую динамику. С концептуальной точки зрения данное исследование важно для развития теорий экономического роста, устойчивого развития и этической экономики. Авторы делают **вывод**, что предложенная типология может быть применена при разработке принципов политики, направленных на более эффективное использование преимуществ информационной и интеллектуальной революции, укрепление взаимного уважения между заинтересованными сторонами и содействие устойчивому экономическому развитию.

Ключевые слова: мировая экономическая система; когнитивные сдвиги; духовно-нравственные сдвиги; знания; информация; ответственность; культура; экономическое развитие; устойчивое развитие; экономический рост; системный подход

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Introduction

The rapid pace of economic, technological, socio-political, and demographic processes, along with the profound transformations in economic life observed over the past 250 years, has been accompanied by significant changes affecting the cognitive, spiritual, and moral characteristics of individuals and communities. The dissolution of certain economic relations and the emergence of others, urbanization, shifts in political regimes, increased educational attainment, the growing importance of knowledge, the communication technology revolution, the critical transformation of the information environment, ecological challenges, and other phenomena and processes have substantially contributed to the foundation for these changes. In turn, these alterations in cognitive, spiritual and moral characteristics — often manifesting as shifts — are transmitted into the global economic system, influencing its parameters. Such shifts demand conscious reflection from policymakers, organizations, and citizens, beginning with an understanding of their significance and culminating in the adaptation of strategies. This dynamic underpins the academic interest in the topic and motivates the present study.

The aim of this study is to develop a comprehensive typology and delineate the key characteristics of current global cognitive, spiritual, and

moral shifts within the world economic system. This paper is essential for a more detailed understanding of the systemic transformations that are altering economic paradigms, stakeholder behaviors, and policy frameworks. Additionally, it seeks to assess the potential impact of these deep-seated changes on economic growth and development trajectories.

In this study, the global economic system is conceptualized as a complexly organized network of actors interconnected through economic relations that generate transactions and flows extending beyond the confines of national markets. This comprehensive structure, which facilitates the production, distribution, and consumption of goods and services on a global scale, is traditionally understood as being influenced by institutional factors and technological advancements. However, as we aim to demonstrate in this article, its organization and outcomes — particularly the rate of economic growth — are also responsive to factors defined by the triad of cognitive, spiritual, and moral principles. The observed shifts highlight the necessity of examining processes associated with such entities as knowledge, information, self-awareness, responsibility, and culture.

Methodologically, our analysis is grounded in the theory of socio-cultural foundations of economic development and complex systems theory. In addition, we use and develop concepts related

to economic growth theory by expanding the understanding of its non-economic determinants.

The theory of complex systems offers a robust framework for transcending traditional reductionist economic models [1], illustrating that cognitive and spiritual and moral principles are not mere externalities but rather fundamental, endogenous factors that shape economic development. Several studies indicate that cognitive principles — such as how agents perceive and adopt new ideas — and moral principles — such as the criteria used for selection, including efficiency or sustainability — serve as the primary mechanisms of selection in the evolutionary processes that drive economic change [2].

Among the central themes in economic literature concerning the aspect under consideration is the role of knowledge. The conventional understanding among economists is that knowledge progress generates innovations, contributes to productivity improvements, and drives economic growth. This perspective on knowledge is extensively discussed in both theoretical and empirical literature, including works by P. Romer [3], G. Grossman and E. Helpman [4], P. Aghion and P. Howitt [5], and N. Hausman [6], among others. This prevailing perception of the significance of knowledge has led to the development of the research field known as the “knowledge economy” [7–9].

In recent years, the concept of “knowledge” and its perceived significance have undergone several fundamental changes. Knowledge models have been expanded to incorporate the growing influence of interdisciplinary connections and the increasing transfer of methodological tools and approaches across different fields of knowledge and scientific disciplines [10]. Significant challenges have emerged in adapting educational approaches to address the complexity of knowledge, the rapid pace of its renewal, its informational density, and related factors. Therefore, if a cognitive shift is defined as a substantial change in human cognitive activity, as evidenced by alterations in perception, modes of thinking, and behavior, then the rapid transformations in knowledge models indeed underscore the occurrence of such a shift that has transpired over the past few decades.

A significant shift in the evaluation of knowledge’s role involves the recognition that knowledge

embodied in intangible assets is becoming more important than physical capital. Thus, at the end of the first quarter of 2025, the goodwill and intangible assets of NVIDIA, the largest corporation in the information technology sector of the S&P 500, amounted to \$ 6.267 billion.¹ This is only slightly lower than the net tangible assets of GE Aerospace, the largest company in the industrial sector, which totaled \$ 6.547 billion.² It should be pointed out that it is the Info Tech that brought about the most radical innovations, which enable the identification of a cognitive shift characterized by a transition to a new level of interaction with the world.

With respect to intangible assets and their significance for the global economy, it is essential to emphasize that they are increasingly becoming a critical factor in profit generation for corporations and subject to international competition. A recent study indicates that companies with substantial intangible assets have derived greater benefits from globalization, capitalizing on the trade of goods and services protected by patents and trademarks [11].

The related issue concerning knowledge management pertains to the fundamental object of ownership, control, and utilization: information and data. The global economic system has undergone a profound transformation — from an era characterized by limited and fragmented access to information to one defined by the production, dissemination, and utilization of colossal volumes of data in real time [12].³ This shift from data scarcity to abundance has significantly altered decision-making processes within economic agents, enhancing the precision of market analysis, risk assessment, and forecasting. The rise of targeted advertising, digital marketing, adaptive consumer engagement models, and data-driven innovations serves as evidence of a fundamental shift in the manner in which consumers perceive and understand the world.

The increasing value attributed to data has intensified debates over ownership rights, especially

¹ URL: <https://macrotrends.net/stocks/charts/NVDA/nvidia/goodwill-intangible-assets-total> (accessed on 27.08.2025).

² URL: <https://finance.yahoo.com/quote/GE/balance-sheet/> (accessed on 27.08.2025).

³ The contemporary consumer acquires data from a diverse array of sources and simultaneously serves as a target for advertising. On average, adults spend over three hours per day on social media platforms and even more time with streaming services.

concerning personal data, including individual preferences, habits, and characteristics [13]. Similar concerns apply to data within the industrial sector [14]. The resolution of disputes regarding data ownership, usage rights, and boundaries has gained critical importance for many businesses. Individuals are often hesitant to relinquish their rights not only to personal data but also to information regarding their preferences, patterns, and habits. Concurrently, governments demand access to data held by companies for purposes related to national security, law enforcement, and regulatory compliance. The outcomes of these debates will have global implications, as they impact all stakeholders and transcend national boundaries.

A profound shift in global consciousness, which influences economic dynamics through institutional and technological channels, is occurring in connection with the advancement of the green agenda. Indeed, beginning with the 1972 Stockholm Conference on the Environment, the green agenda has increasingly permeated the minds of policymakers, business leaders, and broad segments of society — expressing their will as consumers, savers, private investors, community members, and more [15–17]. Simultaneously, the increasing focus on sustainable development and environmental protection can be associated with shifts in spiritual beliefs, resulting in the formation of a moral imperative to safeguard the planet. This transformation has given rise to phenomena such as green business, sustainable practices, and ethical consumerism. A growing number of companies and banks adopt sustainable practices in response to changing preferences of both private [18] and institutional [19] investors. This movement significantly impacts the international production system and global capital markets.⁴ Similarly, in consumer markets, individuals are

increasingly favoring environmentally friendly products [20], which in turn influences the structure of supply chains and corporate strategies.

Overall, it is evident that in recent decades, continuous processes have been unfolding that impact the cognitive and moral components of societies. These processes are becoming significant factors shaping the global economic system and influencing prospects for economic growth. In the subsequent section of this article, we propose a typology of these processes, along with a more detailed discussion of the changes (shifts) they induce, particularly regarding their implications for the global economy and growth trajectories.

Global cognitive, spiritual, and moral shifts' typology

A comprehensive understanding of the ongoing cognitive changes that are significant at the scale of the global economy, as well as a further analysis of these changes — including their potential impact on economic growth — requires the development of criteria for their classification and differentiation. Establishing such criteria enables the typologization of the observed changes. The most general categories of change are proposed to be classified as cognitive and spiritual-moral transformations. Subcategories or specific types within the cognitive changes include those affecting knowledge, information, cultural components, and attitudes. Regarding spiritual-moral changes, the examined transformations are categorized into value orientations, social responsibility, and ethics. This approach is summarized in *Table*.

Global cognitive, spiritual, and moral shifts and economic growth prospective

Following the structure of this typology, we will examine how global cognitive and spiritual-moral shifts can influence the characteristics of the global economic system, as well as the dynamics of both the world economy and national economies. The manifestations of this influence are evident in changes to individuals' mindsets, the strategic behaviors of economic agents, and the channels and mechanisms of interaction, as well as in the emergence of new business models. The cumulative effect of these processes is reflected in variations in labor productivity and the rates of economic growth.

⁴ According to the Bank for International Settlements (BIS), the global green bond market is projected to reach a size of USD 2.9 trillion by 2025. This projection indicates that the market has experienced an annual growth rate of at least 50% over the past decade. See: Demski J., Dong Y., McGuire P., Mojon B. Growth of the green bond market and greenhouse gas emissions. BIS Quarterly Review. 2025. URL: https://www.bis.org/publ/qtrpdf/r_qt2503d.htm (accessed on 29.08.2025). The volume of assets under management of sustainable funds grew during these same years, according to Statista, at a rate of 36%, reaching the same size of \$ 2.9 trillion by the beginning of 2024. URL: <https://www.statista.com/statistics/1549922/market-value-sustainable-funds-worldwide/> (accessed on 03.09.2025).

Table

The global cognitive, spiritual, and moral shifts in the world economic system: typology and characteristics

Category	Type	Impact on the global economic system
Cognitive changes	Rethinking the modern role of knowledge	The transition from traditional models of knowledge to integrative approaches that embrace interdisciplinary connections and factors; the increasing role of technology and data that create new approaches to teaching and understanding the world
	Innovative thinking and creativity	Increasing the value of creativity and innovation as key factors for economic growth; shifting public policy towards supporting start-ups and entrepreneurship, innovative development
	Changing the information paradigm	Embodies a transformative approach to understanding information and interacting with it, driven by technological advances that are changing both individual cognition and collective knowledge structures. Information is becoming a valuable commodity. Large volumes of data characterizing consumer behavior, characteristics of production processes, etc., are transformed into a high-value asset. Changing the ways information is received, processed, produced, distributed, as well as the increasing the value of data, are critical to growth prospects
	Globalization of culture	The spread of cultural elements around the world through technology and media has a dual impact on individuals and communities (including ethnic groups). On the one hand, the globalization of culture enriches and fills the individual, promotes a spirit of tolerance and mutual understanding. On the other hand, this phenomenon can threaten local traditions, cause rejection and resistance
	Splitting the attitudes: from developing global consciousness to following local narratives	The trend towards globalization, formed in the second half of the 20th century, created an image of the interconnectedness of countries and regions, heightened awareness of global problems and shared responsibility. This same trend focused the emphasis of social development on universal values (human rights, social justice), strengthened the tendencies to build a model of a social state, and contributed to the formation of a sustainable development economy. The global financial and economic crisis of 2007–2009 undermined this trend, forming tendencies towards fragmentation based on the priority of national and local interests driven by local narratives
	Changing the economic security paradigm	The global economic crises of 2007–2009 and 2020, the anti-Russian sanctions of 2014 and 2022, the tariff war of 2025, and other events have led to a change in the view of national economic security, causing changes in the world economic system, including deglobalization, geoeconomic fragmentation, the formation of payment and settlement systems alternative to the dollar, etc.

Table (continued)

Category	Type	Impact on the global economic system
Changes related to spiritual and moral properties	Changes in consumer value orientation	The transition from a consumerist approach to a lifestyle that is consciously based on ethical and moral principles, environmental orientation; growing interest in spirituality, culture and self-awareness. This transition is driven by technological factors (the spread of the Internet and social networks), increased transparency of life, a broad cultural shift towards increased consumer awareness, social responsibility, and a collective desire for meaningful participation in the world. It fuels the demand for an economy based on transparency, consumer-centered interests that promote a healthy lifestyle, and other principles
	Rethinking traditional values	The impact of globalization on traditional values of different cultures, causing both the synthesis of different cultural practices and their conflicts; the search for a new balance between tradition and modern challenges such as technology and socialization
	Social and environmental responsibility of business	The changing role of business in society, moving from purely economic to social and environmental objectives; an emphasis on corporate social responsibility and sustainability criteria influencing business strategies and decision-making
	Environmental ethics	Recognition of the need for environmentally sustainable use of resources as a value important for future generations; the development of environmental protection movements and sustainable development policies, which affects the rate and structure of output growth

Source: Developed by the author.

The first type of cognitive change to be examined is the reevaluation of the significance of knowledge. Building upon the approach proposed by Thomas Kuhn [21], knowledge should be viewed not only as the “fuel” for scientific development, where progress occurs through the gradual accumulation and refinement of understanding. Instead, scientific progress also results from abrupt paradigm shifts, where existing knowledge is replaced by new, revolutionary insights. Recently, largely due to changes in the informational environment, both evolutionary and revolutionary advancements in knowledge have increasingly emerged through interdisciplinary interactions and mutual cross-fertilization [22]. This process has become one of the most important sources of innovation. This innovation-driven growth process generates substantial structural changes, including the rapid expansion of intangible assets, the increasing prominence of companies centered on the creation and utilization of such assets, and the swift integration of information-oriented and data-oriented technologies into an ever-growing array of products and solutions.

A prominent trend of the contemporary era is the rapid integration of artificial intelligence (AI) technologies and solutions across a vast array of human activities. AI promises to further enhance the integrative nature and flow of knowledge, thereby accelerating innovation. It is predicted that the average rate of economic growth resulting from the implementation of AI will increase significantly, rising from the current range of 2–3 to 20–30 percent [23]. This forecast is based on the premise that the ultimate source of economic growth is the generation of ideas that are subsequently transformed into scientific and technological knowledge. However, emerging trends — particularly those centered around the development of AI technologies — partially conflict with older trends, notably the increasing prominence of the creative class. In our view, it is reasonable to expect that the creative class, whose significance has grown steadily since the publication of Richard Florida’s seminal work over twenty years ago [24], will undergo substantial adaptation to this new environment, simultaneously perceiving artificial intelligence as both a competitor and an assistant.

A focus on creativity and innovation as key drivers of growth and development fosters the emergence of new technologies and business models. In *Table*, this characteristic is identified as “*innovative thinking and creativity*.” Countries that excel in this area benefit from the creation of new jobs, a structural shift in their economies toward more productive sectors and successful companies, and enhanced competitiveness of their goods and services in international markets [25]. At the same time, comparative analyses of investment dynamics in research and development, as well as the number of registered patents, indicate that the global gap in technological development and its potential across countries is not only persisting but widening. For example, over the past decade, the average score of the Global Innovation Index for the top 20 countries increased by 2.79 points, whereas the average score for the 20 lowest-ranking countries declined by 22.6 points.⁵

At the same time, the perspective on knowledge, innovative thinking, and creativity — highlighting cognitive shifts that are generally regarded as unequivocally positive for economic growth prospects — takes on a more nuanced character when scholars develop the concept of cognitive capitalism. Within this framework, particular emphasis is placed on the transition of knowledge from being viewed as a private good to being recognized as a public good. This transition drives the process of knowledge appropriation by companies through institutions that protect intellectual property rights, such as patent laws, among others. However, the flip side of this process involves the alienation of workers from the knowledge generated through their efforts, as well as the concentration of intellectual property assets within large corporations — potentially leading to a form of global monopolization of knowledge [26]. Such dynamics can hinder the development of small and medium-sized enterprises and impede the economic growth of countries that lag behind in creating and securing intellectual property rights in the form of patents and industrial designs. These phenomena lead to inefficient resource allocation and hinder innovation activity, ultimately contributing to slower productivity growth and overall economic expansion. To some extent, the

pressures exerted by the United States — initially in 2018 and subsequently in 2025 — targeting China and several other countries, reflect an effort to assert dominance through control over intellectual property rights. The set of demands from the United States includes strengthening legal protections for American patents, trademarks, and copyrights in China, as well as increased oversight of industrial espionage and technology theft. According to the definition provided in reference [26], this pressure can be characterized as “a legal monopoly over some items of knowledge, which extends well beyond national boundaries.”

A no less intense conflict exists in the realm of control over information flows and accumulated data. As illustrated in *Table*, this conflict is rooted in a *shift within the informational paradigm*. This shift represents a cognitive phenomenon characterized by a fundamental change in how individuals and societies process, understand, and utilize information. It has been driven by technological advancements, particularly the widespread adoption of the internet and digital communication technologies, which have transformed traditional methods of acquiring and disseminating information and knowledge.

Historically, information was often transmitted through linear, hierarchical structures such as books, formal education, and expert judgments conveyed by authoritative figures. The advent of the information age and the widespread availability of the Internet have fundamentally disrupted this paradigm, resulting in the democratization of knowledge. Today, anyone with internet access can obtain information and accumulate knowledge. Moreover, the systematization and expansion of knowledge have become the result of the activities of a much broader social group than in the past. Consequently, individuals experience a cognitive reassessment in several key areas. First, as information has become instantly accessible through search engines, social media platforms, and AI chatbots, there has been a reassessment of priorities regarding attention allocation and information processing. Second, the virtually infinite volume of available information leads to cognitive overload, which adversely affects critical thinking and decision-making processes. Third, there is a noticeable shift toward collaborative knowledge creation, diminishing the value traditionally placed on individual advancement of

⁵ Our calculation is based on the data published on the Global Innovation website. URL: <https://www.globalinnovationindex.org/Home> (accessed on 03.04.2025).

knowledge. Crowdsourcing and social platforms provide diverse perspectives, fostering a deeper understanding of complex issues. This shift reflects a change in cognitive dynamics from passive reception to active engagement and participation. Fourth, transformations in the ways information is presented, stored, and managed generate a demand for new skill sets.

Currently, one of the central challenges influencing the competitiveness of nations is digital literacy, which encompasses, among other aspects, the ability to navigate, evaluate, and synthesize vast amounts of information from diverse sources. Overall, the aforementioned points indicate that the shift in the informational paradigm stimulates the development of higher-order thinking skills, thereby enhancing adaptability and creativity in the application of knowledge. The speed of information production, transmission, and exchange is increasing, along with greater flexibility in its processing and utilization. These processes constitute a significant factor contributing to productivity growth and long-term economic development. At the same time, one cannot help but see the limits of such growth, stemming from consumer conservatism or cognitive problems inherent in older individuals.

To complement the foregoing, it is important to assert that the shift in the information paradigm should be characterized as a qualitative leap that fundamentally elevates the role of information in successful business operations. The integration of decision-making approaches based on deep and comprehensive information analysis has significantly enhanced the operational efficiency of companies across both the real and financial sectors of the economy [27, 28]. The emergence of big data analytics and real-time information flows has enabled more informed strategic decisions, fostering competitive advantages and stimulating innovation across various industries [29], thereby laying the foundation for increased productivity and sustained economic growth.

A profound and significant cognitive shift, identified in *Table as the development of global consciousness*, should be examined in conjunction with the prevailing trends of adherence to local narratives. The phenomenon of global consciousness, reinforced by a growing awareness of interdependence, has become increasingly evident over recent decades through heightened recogni-

tion of global challenges such as climate change, migration, poverty and inequality, and the pursuit of financial stability. This awareness is reflected in the numerous international initiatives and agreements aimed at collectively addressing these pressing global issues.

The link between the development of global consciousness and prospects for economic growth can be observed through various mechanisms and channels. A significant portion of emerging initiatives and agreements based on this consciousness aim to enhance the resilience of economies against challenges and crises — particularly through the formulation of coordinated measures focused on achieving financial stability.⁶ Additionally, these efforts seek to attain long-term sustainability of global socio-economic development, primarily within the context of environmental agendas,⁷ as well as to address social issues such as poverty and inequality [30]. Research indicates that the success of such policies can substantially contribute to economic growth [31, 32].

It is important to acknowledge the complexity inherent in the relationship between the shifts associated with the development of global consciousness and those related to spiritual and moral values. This complexity arises from a fundamental contradiction. Although spiritual and moral values are often perceived as universal, they are in fact shaped by societies bounded by specific territorial and historical contexts and are transmitted primarily within local groups. Consequently, spiritual and moral values are not monolithic or universally applicable; rather, they likely contain embedded codes that facilitate intercultural, intercivilizational, and interethnic dialogue. However, the inclusion of these codes may be hindered by conditions in which countries and communities prefer to pursue strategies focused on their own (often short-term) interests. This very shift has been observed in the period following the 2007–2009 financial and economic crisis, as well as during the collapse triggered by the COVID-19

⁶ Basel III: international regulatory framework for banks. Basel Committee on Banking Supervision (BCBS). December 2010. URL: <https://www.bis.org/bcbs/basel3.htm> (accessed on 04.05.2025); Financial Stability Board (FSB) Recommendations. URL: <https://www.fsb.org/> (accessed on 04.05.2025).

⁷ Paris Agreement. United Nations Framework Convention on Climate Change (UNFCCC). December 12, 2015. URL: https://unfccc.int/sites/default/files/english_paris_agreement.pdf (accessed on 05.05.2025).

pandemic. These events exposed the vulnerabilities of the world's largest economies and revealed the unwillingness of the wealthiest nations to assume responsibility for the global state of affairs and the order they had previously established [33].

The typological series illustrating cognitive changes concludes in *Table* with a shift in attitudes toward *economic security*. It becomes evident that many of the prevailing notions about the patterns of formation and functioning of the global economic system, established in the 20th century, as well as compelling arguments in favor of cultural globalization, the synthesis of cultural practices, and consensus on sustainable “green” growth, are losing their primacy, priority, and unquestionable justification in the context of escalating inter-state competition. The economic miracle of China has not merely resulted in the emergence of a formidable competitor to the United States; it has also marked a pivotal threshold beyond which the most significant geopolitical reconfiguration since World War II is underway. As it has become evident, policies aimed at leveraging comparative advantages — such as promoting trade and financial liberalization, deepening international division of labor, and fostering global specialization — relying heavily on the technological leadership of Western developed countries and their economic dominance, have led to a distribution of physical, human, and intellectual capital that fails to realize its full potential. Instead, this distribution reveals vulnerabilities in a state that deviates from the optimal conditions of globalization, exposing systemic fragilities rather than fostering resilience. As a result, liberal thinking is now being openly or implicitly replaced by an alternative paradigm across the globe. In the lexicon of policymakers, experts, and researchers, key terms such as “re-industrialization”, “industrial policy”, “national interests”, “import substitution”, “tariff restrictions”, “technological sovereignty”, and others have become prominent. These concepts, which we collectively categorize under the broad umbrella of economic security, reflect a shift in strategic priorities and policy orientations in response to evolving geopolitical and economic challenges.

This trend is expected to lead to a deterioration of economic conditions and a slowdown in the pace of economic growth. Taking into account the direct effects of the new trade restrictions announced by the United States in spring 2025,

as well as their indirect effects through external trade linkages, increased uncertainty, and deteriorating market sentiment, the IMF revised its global economic growth forecast downward to 2.8 percent for 2025 (compared to 3.3 percent in 2024). This reduction, relative to the World Economic Outlook forecast issued prior to the implementation of tariff measures, amounts to a decrease of 0.5 percentage points for 2025 and 0.3 percentage points for 2026.⁸

Next, we turn to the types of changes affecting the contemporary global economic system that reflect the spiritual and moral characteristics of individuals and communities.

It is important to begin by noting that a particular interpretation and perception of spiritual and moral values can contribute to improved economic development and more dynamic growth. Specifically, this occurs through increased attention to the quality and accessibility of education and healthcare, as well as other channels that foster the growth of human capital [34]. An equally important point, as defined by A.A. Auzan, is that “value orientations shape the demand for institutions” [35, p. 17]. The potential of many countries in these areas remains far from fully realized. Its fulfillment would enhance the quality of life, improve institutional effectiveness, and stimulate economic development.

When examining the level of international and intercultural relations, it is important to emphasize the role of spiritual and moral foundations alongside the rejection of policies that impose values originating from a single culture. Persistent contradictions and conflicts underscore the significance of spiritual ideas grounded in mutual understanding and respect for diverse cultures, which can facilitate more peaceful interactions among countries and peoples. Such a foundation promotes the expansion of international trade, capital flows, and technology transfer, ultimately contributing to more sustainable growth. An important area of research in this field is intercultural religious literacy. As articulated by C. Seiple and D.R. Hoover, this approach entails “a comprehensive approach to understanding and conducting the kind of engagement that distin-

⁸ International Monetary Fund. World Economic Outlook, April 2025; Chapter 1. Global prospects and policies. URL: <https://www.imf.org/en/Publications/WEO/Issues/2025/04/22/world-economic-outlook-april-2025> (accessed on 10.05.2025).

guishes robust, covenantal pluralism from merely indifferent “tolerance” of diversity” [36, p. 1].

Significant cognitive shifts related to those discussed above pertain to the corporate sector and are identified in *Table as the social and environmental responsibility of businesses*. The recognition by businesses of the importance of their social and environmental impact, coupled with strong public demand for increased corporate accountability in these areas, has recently led to a transformation in how companies approach corporate social responsibility [37, 38] and sustainable development [39]. This shift is reflected in the integration of sustainability principles into business strategies, enhanced transparency and accountability to society, and a growing emphasis on reputation management and the cultivation of long-term relationships with customers, shareholders, and the broader community.

Finally, we characterize the changes encompassed by our typology under the term “*environmental ethics*”. Rising living standards and the emergence of a middle class in many countries have driven shifts in consumer values and preferences. There is a noticeable transformation in the hierarchy of consumer values, with consumption increasingly becoming a conscious and deliberate aspect of daily life [40]. Contemporary consumers express concern for their own health and the well-being of their loved ones through their behavior. Their preferences often include demands for manufacturers to engage in environmentally responsible practices and to adhere to principles of social responsibility.

The evolving demands and criteria of consumers elicit responses from businesses and governments. Ultimately, these dynamics lead to changes in industry structures, as well as in the range of products and services available to end consumers. However, it is important to recognize that these phenomena unfold differently across various countries. To some extent, they have contributed to the relocation of “dirty” industries to less economically developed nations, which, in particular, influences the observed disparities in the ratio of green GDP to total GDP among different countries.

Discussion

The aim of this paper was to systematize the existing ideas and opinions regarding the cognitive, spiritual, and moral shifts significant for

the world economic system and to elaborate a typology of these changes. Furthermore, as we explore the key characteristics of these shifts, our objective has been to project their potential impact on parameters of economic growth. In this section, the results obtained are discussed within the context of the existing theoretical frameworks, practical challenges, and determining directions for future research.

The developed typology classifies the shifts into two domains: cognitive and spiritual and moral. Our approach advances the methodology of a systems perspective on the dynamics of human development, particularly following the framework proposed by Ronald Inglehart and Christian Welzel [41, 42]. The detailed typology we have developed underscores the multi-layered nature of the processes encompassed by the concept of cognitive and spiritual and moral shifts that impact the global economy, thereby revealing the multiplicity of their consequences.

The cognitive dimension reflects a fundamental reconfiguration of collective knowledge and perception, driven by technological advancements and the proliferation of information flows. The spiritual-moral dimension embodies a shift toward purposeful values that highlight interconnectedness and holistic well-being, complemented by the emergence of evolving normative standards emphasizing responsibility, equity, and sustainability.

The interdependence between these domains, as exemplified by the pursuit of Environmental, Social, and Governance (ESG) principles, underscores the relevance of systems theory, which posits that social changes constitute a complex adaptive process characterized by feedback loops and emergent properties [43]. The co-evolution of cognitive and spiritual-moral shifts suggests that transformations in one domain catalyze and reinforce changes in the other, thereby creating a dynamic process of systemic evolution.

For example, increased awareness of environmental issues (a cognitive shift) fosters moral demands for justice and responsibility, which in turn inspire spiritual quests for purpose and interconnectedness [44]. This interrelation aligns with the concept of the “moral economy,” wherein economic activity is increasingly guided by ethical and spiritual considerations [45]. The co-evolutionary process accelerates systemic change, as

each domain amplifies the influence of the others, leading to a more sustainable and adaptive global economic system.

Digital technologies and globalization act as accelerators of these shifts. The rapid dissemination of ideas and values across borders fosters a shared global consciousness, increasing the demand for moral and spiritual values [46, 47]. In the past two decades, the emergence of social platforms has played a particularly significant role. Interactions among users on these platforms generate transformations in the norms governing such interactions and lead to rapid shifts in perceptions regarding specific events, processes, and individuals. The extensive reach of consumers within social networks is revolutionizing traditional approaches to corporate economic behavior [48].

At the same time, a large number of economic players whose businesses either do not benefit from such changes or who are not ready to compete with more successful rivals are becoming opposed to these innovations [48]. We will add that the process of building Chinese walls in terms of the possibilities of disseminating certain social networks in some countries, which has been observed most recently, is actually slowing down the effect of disseminating ideas and values across borders, transforming social networks into a tool for manipulating consciousness.

The comprehensive analysis of specific types of global cognitive, spiritual, and moral shifts presented in this study reveals characteristics typical of complex systems [49] as applied to the contemporary global economic system. Among these characteristics are emergent properties, adaptation, the presence of catalytic elements and growth constraints, nonlinear dynamics, and others. We identify overlapping spheres of influence of the examined changes as they interact with the global economic system. Notably, some of the changes discussed in the analysis have clear positive and possible hidden negative effects in terms of their impact on economic growth prospects.

To some extent, our findings relate to the concept of the “moral economy” [45, 50]. At the same time, it is important to note that the implementation of the principles of the moral economy or sustainable development, where observed, predominantly occurs due to the specific roles that certain countries occupy within the international division of labor, as well as their possession of

various strategic competitive advantages. Unfortunately, the question of how to address the interests of countries that have not succeeded in such development remains unresolved.

Overall, a thorough and in-depth analysis of cognitive, spiritual, and moral shifts helps policymakers, business leaders, and citizens make important conclusions, although these insights are not always easily converted into practical recommendations. This can be considered a limitation of the analysis carried out. The most straightforward conclusions might be as follows: policymakers should promote the creation of an environment conducive to sustainable innovation, social entrepreneurship, and ethical standards by implementing regulatory reforms and incentives [51]; businesses are encouraged to adopt purpose-driven strategies, engage actively with stakeholders, and ensure transparency in their operations, aligning corporate objectives with societal values [52]; and citizens are encouraged to embrace behaviors based on environmental stewardship, healthy lifestyles, empathy, and tolerance.

The findings also highlight the importance of educational reforms aimed at fostering awareness and competencies aligned with these shifts, such as systems thinking, ethical reasoning, and sustainability literacy [53]. Implementing such initiatives can accelerate the transition toward a more sustainable and equitable global economy, equipping individuals with the skills necessary to navigate and contribute to systemic change effectively.

The presence of both positive and negative effects resulting from various observed shifts, for example, in the realms of information, cultural globalization, in the field of the implementation of the climate agenda [54], and the conflicting trends of global consciousness and the promotion of local narratives, brings about, as mentioned above, certain limitations regarding the formulation of policy recommendations. From the perspective of developing the methodological approach implemented in this study, it is important to consider the promising prospects of cross-cultural analysis, utilizing data from search queries and user reactions to information as tools for conducting empirical investigations into the depth and consequences of the studied shifts.

Considering the impact of the studied shifts on economic growth as the ultimate goal, focused research of their influence on productivity appears to be a promising direction. Such investigations

could include examining effects related to the development of innovative potential, the generation of advanced technologies, and the more equitable distribution of intellectual property rights (as a potential solution to the challenges of cognitive capitalism), among other aspects.

Conclusion

The conducted study has highlighted the evident significance of cognitive, spiritual, and moral shifts for the global economic system. At the same time, it revealed the multidirectional nature of the influence exerted by some of these shifts, which is determined, among other factors, by the differentiation in countries' economic development and conflicting economic and political interests. The typology of the examined shifts proposed in this paper may facilitate a more focused and balanced analysis of their consequences and various manifestations across different sectors and domains. These include the knowledge accumulation domain, the information sphere, the cultural sphere, the value systems, ethical norms, and others.

The conducted analysis has identified specific characteristics of certain types of cognitive, spiritual, and moral shifts, while also examining their relationship with prospects for economic growth. This relationship is highly complex and cannot be reduced to straightforward causal links. For instance, a significant portion of the effects considered as consequences of geo-climatic risks are explicitly associated with negative implications for the economy. Often, these effects are simply direct damages inflicted by human activities on climate systems, water resources, soils, and other environmental factors, thereby diminishing the potential of productive forces. Simultaneously, the environmental movement, driven by the pursuit of sustainable development goals, has recently shaped — or transformed — a significant number of markets, aligning the entire production chain (including distribution, financing, manufacturing, and consumption) with stringent eco-standards. This shift stimulates economic growth by making it less destructive in terms of long-term consequences for humanity. However, because the “green” economy relies heavily on standards and regulations, its advancement may create uneven conditions for participants and pose risks, particularly for countries with less developed technological infrastructures to support green growth.

The examined components of cognitive and spiritual-moral shifts — such as paradigm changes in knowledge, the development of global consciousness, innovative thinking, creativity, and corporate social and environmental responsibility — are primarily manifested through actions that promote human capital accumulation, enhance productivity, and consequently support economic growth. However, among these and other components of cognitive, spiritual, and moral shifts, there are also elements whose consequences for the economy may be characterized as negative. Alongside the paradigm shift in knowledge, there has been a wave of new approaches to education and knowledge generation. Unfortunately, this often leads to the dismantling of traditional methods and systems, replacing them with new ones that are sometimes less effective. Beneficiaries of this process tend to be segments of the bureaucracy that promote reform agendas, while the system as a whole becomes burdened with additional costs and fails to deliver the anticipated outcomes of these reforms. A particularly significant divide emerges concerning the issue of personal data control. Large corporations that have established extensive ecosystems are accumulating increasing amounts of unique data related to consumers and their preferences. Their pursuit of unrestricted rights to utilize this information increasingly conflicts with consumers' desire to retain control over their personal data. This ongoing contradiction is likely to hinder the growth of various consumer sectors in the near future until a mutually acceptable compromise is reached, satisfying the interests of both parties.

Finally, it is important to note that the examined shifts within the global economic system are, to some extent, interrelated. For instance, geo-climatic shifts — characterized in the context of anthropogenic impacts on climate change — drive a significant portion of cognitive shifts, particularly those reflected in the growth of global consciousness. At the same time, these shifts underpin various socio-economic consequences affecting the global economic system, such as migration flows, territorial degradation, and increased poverty. Another example of the interdependence among global shifts is the connection between changes in the knowledge paradigm and the rising importance of innovative thinking and creativity. Similarly, the contemporary role of corporate so-

cial and environmental responsibility is influenced by climate change, evolving consumer preferences, and societal demands regarding product quality and the ecological footprint of manufacturers. All of these factors are interconnected within a complex web of mutual relationships and influences,

which are reflected in trends related to corporate strategic behavior, the stance of governments, and the agendas of interstate relations. Consequently, they exert an impact on economic growth across various levels — from intra-firm and microeconomic scales to the international arena.

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