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Original Article

Exploring New Dimensions in Social Science, Humanities, Commerce, Management and Sciences

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Abstract

New perspectives, approaches, and applications have emerged as a result of the changing research landscape in the humanities, social sciences, commerce, and management. Multidisciplinary approaches are crucial for tackling today's problems as economies become more complicated and cultures become more intertwined. This paper's primary goal is to emphasize the value of interdisciplinary collaborations in producing creative solutions for societal and economic advancement.

Keywords: *Interdisciplinary, AI ethics, behavioral economics, and sustainable development, Fintech, Gig Economy, Digital Education.*

New Dimensions in Social Sciences and Humanities.

1.AI and Society: Researchers investigate how algorithms influence social inequity, decision-making, and identity development.

Digital Humanities and Cultural Shifts: The use of digitized historical materials and corpora enables new interpretations of history and language, while research investigates narrative, memory, and creativity in digital contexts.

2. Decolonial Perspectives: A substantial movement toward non-Western ideas and decolonial ideologies, embracing voices from Africa, Asia, and Latin America, and involving indigenous populations as co-creators of knowledge.

Emerging Fields: Behavioural sciences, digital anthropology, and environmental sociology are quickly expanding, bridging the gap between human behaviour and environmental impacts.

Emerging trends in commerce and management.

1.AI-Driven company: AI is transitioning from experimental to a core component of company strategy, such as automated decision-making and AI-enabled HR systems.

Sustainability and ESG: Sustainability has evolved from a corporate social responsibility (CSR) "tick-box" to a critical business objective, with an emphasis on green economics and environmental, social, and governance (ESG) initiatives.

The Creator Economy refers to the rise of digital content production, personal branding, and decentralized platforms.

2.Hybrid Work Culture: The long-term effects of flexible, remote, and hybrid work models are defining new management styles and employee well-being.

FinTech Expansion: Increase in blockchain, decentralized finance (DeFi), and digital payments.

Interdisciplinary Innovations (Science & Society)

1.Bridging Boundaries: The 2026 conference themes highlight bridging boundaries between environmental studies, social studies, and technology to create collaborative solutions.

2.Digital Transformation in Education: Moving from passive learning to active, digital-led education that emphasizes critical thinking, AI adaptability, and real-world application.

3.Ethical AI Governance: Intensive focus on creating ethical frameworks to prevent AI from exacerbating existing social inequalities.

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The Interdisciplinary Nexus: Integrating Humanities, Social Sciences, and Commerce

1.Digital Humanities and AI: Scholars are employing data science and machine learning to evaluate centuries of literature, historical records, and language patterns, transforming "soft" themes into quantitative inquiry.

2.Behavioural Economics: This is the ultimate link between social science and commerce. It examines why humans make illogical financial decisions, shifting management away from traditional "logical" approaches and toward more psychological ones.

3.Sustainability and ESG: The Sciences (climate data) are increasingly influencing management strategies. Companies are no longer just concerned with profit; they are being reorganized to consider environmental effect and social ethics.

4.Neuromarketing: By tracking brain activity, researchers can examine how individuals react to branding, providing Commerce with a direct insight into the human mind.

Conclusion:

The changing landscape of social sciences, humanities, and commerce demonstrates a strong push for interdisciplinary integration and innovation. The expanding influence of artificial intelligence, digital transformation, and environmental concerns is transforming how knowledge is created, evaluated, and used across disciplines. Traditional boundaries are melting as disciplines work together to address complex global concerns.

At the same time, emergent approaches like decolonial philosophy and ethical AI governance emphasize the need of inclusion, justice, and accountability in both research and practice. Trends in commerce and management, like AI-driven strategies, ESG frameworks, and hybrid work patterns, show that firms prioritize social and environmental impact alongside profit.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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