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## Humanizing Data: Ethics, Empathy, and Analytics Across Health and Business

Ramon George O. Atento, PhD<sup>1</sup>

<sup>1</sup>First Asia Institute of Technology and the Humanities

Corresponding Author: [rroatento@firstasia.edu.ph](mailto:rroatento@firstasia.edu.ph)

<sup>1</sup><https://orcid.org/0009-0001-7598-1443>

### Abstract

IJHBA Vol. 1 No. 2 (December 2025) presents fourteen articles under the theme “Humanizing Data: Ethics, Empathy, and Analytics in Modern Healthcare.” The editorial frames analytics as a socio-technical and cross-sector practice shared by health and business domains, with extensions to governance, education, and applied science. It highlights methodological diversity, the need for interpretive discipline, and the role of ethical restraint in making analytics credible and socially consequential.

The contemporary landscape of analytics is defined less by scarcity of data than by an overabundance of it. Across health systems, business organizations, educational institutions, and public governance, decision-makers are increasingly confronted with complex datasets, algorithmic outputs, and model-driven recommendations. While advances in artificial intelligence, automation, and computational modeling have expanded analytic capacity, they have also intensified long-standing questions regarding interpretation, accountability, and ethical responsibility. In this context, analytics can no longer be understood as a purely technical endeavor. It is, fundamentally, a human practice—embedded in social systems, shaped by values, and consequential for individuals and institutions alike.

This second issue of the International Journal of Health & Business Analytics (IJHBA) is framed around the theme “Humanizing Data: Ethics, Empathy, and Analytics in Modern Healthcare.” Yet the scope of the issue extends beyond healthcare alone. The fourteen articles collected in this volume demonstrate that the challenges of human-centered analytics cut across sectors. Health and business analytics, often treated as distinct or parallel domains, increasingly share common methodological concerns and decision contexts: uncertainty, risk trade-offs, resource constraints, institutional accountability, and the limits of prediction. In recognizing this convergence, IJHBA positions itself as a cross-sector analytics journal where health and business are analytically equivalent fields of inquiry rather than hierarchically ordered or siloed domains.

At the core of this issue is the recognition that analytics operates at the intersection of data and

judgment. Whether applied to patient-centered care, organizational leadership, market valuation, governance assessment, or scientific investigation, analytic tools do not speak for themselves. They require interpretation, contextualization, and ethical restraint. Several contributions in this issue foreground human-centered and ethical approaches to analytics, emphasizing narrative, qualitative synthesis, and reflective inquiry as legitimate analytic modes. These studies highlight empathy not as an abstract moral ideal, but as a methodological stance—one that shapes how problems are framed, how evidence is weighed, and how decisions affect lived experience in healthcare, education, and organizational settings.

Complementing this perspective, a second cluster of articles examines analytics in governance, policy, and institutional resilience. These works demonstrate how analytic frameworks can inform diplomacy, strategic adaptability, and institutional integrity without resorting to over-claiming or deterministic conclusions. Rather than presenting analytics as a mechanism for prediction or control, these studies treat it as a tool for institutional learning and sense-making. In doing so, they underscore an important editorial position of IJHBA: rigor in analytics includes restraint in inference. Evidence-based policy analysis gains credibility not by asserting certainty, but by transparently articulating assumptions, limitations, and contextual dependencies.

A third thematic cluster addresses financial, market, and valuation analytics. These contributions engage with market behavior, comparative valuation, ranking methodologies, and investment analysis, particularly within emerging and



developing market contexts. Collectively, they challenge the notion that analytics in finance is primarily about forecasting or optimization. Instead, they emphasize analytics as a framework for disciplined interpretation—helping decision-makers navigate volatility, information asymmetry, and structural uncertainty. This orientation aligns with the broader theme of the issue: analytics serves not only to quantify performance, but to support informed judgment under imperfect conditions.

Beyond thematic diversity, this issue also signals a methodological orientation that merits attention. Across the fourteen articles, there is a notable emphasis on applied, interpretable, and context-aware analytics. Qualitative thematic reviews coexist with laboratory-based analyses, econometric and rank-based models, governance frameworks, and valuation benchmarks. Importantly, these methods are not presented as universally transferable solutions. Rather, they are embedded within specific institutional, geographic, and disciplinary contexts. Such an approach reflects a commitment to analytic humility—recognizing that methodological rigor is inseparable from transparency, replicability, and contextual validity.

The issue also reflects IJHBA's continued engagement with scholarship from emerging and developing economies, particularly within the Philippine and broader Global South contexts. This is not a matter of regional branding, but of analytic relevance. Many of the most pressing challenges in health systems, markets, and governance today arise precisely where resources are constrained, institutions are evolving, and data environments are uneven. Analytics in such settings demands approaches that are adaptable, ethically grounded, and sensitive to local realities. The contributions in this volume collectively demonstrate that methodological sophistication need not come at the expense of contextual awareness.

Taken together, the articles in this issue advance an understanding of analytics as a decision science rooted in human judgment rather than an end in itself. They invite readers to reconsider what constitutes analytic rigor: not the complexity of models alone, but the clarity of interpretation, the defensibility of claims, and the ethical implications of analytic use. In this sense, humanizing data is not an add-on to analytics; it is integral to its credibility and impact.

As IJHBA continues to evolve, the journal remains committed to serving as a bridge across

disciplines and sectors. We welcome contributions that integrate health, business, policy, education, and scientific inquiry through analytics that is methodologically sound, ethically responsible, and socially grounded. In an era where data-driven decisions increasingly shape individual lives and institutional futures, the task of analytics is not merely to optimize outcomes, but to inform choices in ways that are transparent, accountable, and humane.

— Editor-in-Chief

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