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METHODOLOGICAL PROBLEMS OF MODERN ECONOMIC DIPLOMACY RESEARCH

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Abstract. Economic diplomacy is one of the crucial forms of modern diplomacy in international relations. The relevance of economic diplomacy is determined by several factors. It stems from the growing importance of economic aspects in interactions between countries and the expansion of the economic functions of diplomatic services within the framework of the state's international activities. Global changes occurring in the world and the emergence of new actors in the field of foreign economic activity also contribute to the economization of international relations.

All these factors naturally spark scientific interest, making economic diplomacy a subject of study for researchers who explore its various aspects, ranging from the history of trade diplomacy to contemporary forms of economic diplomacy. However, the authors of this article note the fragmented nature of these studies.

Some scholars understand economic diplomacy in the context of trade agreements and investment, while others broaden its scope to include political tools such as sanctions and international financial unions. This diversity of interpretations makes it difficult to understand and classify the methods and instruments of economic diplomacy. The authors draw attention to the fact that studying economic diplomacy as a multifaceted aspect of international relations presents several methodological challenges, stemming from the lack of a unified approach to defining its structure and methods. The problem lies in the inconsistent way scholars explain the methods, instruments, forms, means, and format of economic diplomacy. A comprehensive analysis is necessary to systematize the aspects of economic diplomacy used in the field. The authors aim to systematize and analyze methodological approaches to studying economic diplomacy, as well as to analyze the classification of instruments used in economic diplomacy.

Key words: economic diplomacy, methodology, tools, forms, instruments, methods and types of economic diplomacy, politics, international relations

Introduction

Disagreements regarding the tools and resources of economic diplomacy arise from differing theoretical approaches and practical experiences. Financial instruments, international organizations, and informational resources remain subjects of debate, with their significance assessed differently depending on the context and objectives of the analysis.

The modern realm of economic diplomacy encompasses traditional methods as well as a more flexible and multi-layered process that integrates informal, institutional, and corporate aspects.

In practice, contemporary economic diplomacy manifests in diverse forms such as bilateral, multilateral, commercial, financial, environmental, and energy

diplomacy, among others. Each of these forms has distinct characteristics, functions, and tools, highlighting its importance for foreign economic policy and international relations.

Economic diplomacy is a complex and multifaceted aspect of international relations, intertwining politics, economics, and socio-cultural interactions. In academic literature, its methods, formats, and instruments are interpreted in varying ways, leading to methodological challenges and disagreements among researchers.

One of the primary difficulties in studying economic diplomacy lies in the lack of clear boundaries and a precise composition of what constitutes economic diplomacy. Scholars often diverge in their views regarding the elements that should be included under its umbrella. The question of where the functions of economic diplomacy end and those of adjacent fields begin remains unresolved.

This article attempts to analyze the methodological challenges in studying economic diplomacy, aiming to identify key contradictions and disagreements regarding the interpretation of its methods, formats, and instruments. The study underscores the need for their systematic classification to enhance understanding and coherence in this field.

Description of materials and methods

The analysis of methodological approaches to the study of economic diplomacy was conducted considering various theoretical perspectives. For instance, liberal theory helped identify the crucial role of multilateral diplomacy in reducing trade barriers and liberalizing the global economy. In international economic relations, multilateral institutions such as the WTO, OECD, and IMF serve as key mechanisms for coordinating countries' economic policies. Realist theory facilitated a critical examination of the effectiveness of multilateral diplomacy; realists argue that it is less effective in protecting individual states' interests. Constructivism, which emphasizes the importance of norms, identities, and social constructs in international relations, allowed us to view all forms of economic diplomacy as part of a broader process of social interaction where norms and values influence state behavior.

In our research on economic diplomacy within this article, we applied the method of comparative analysis to identify commonalities and differences among methods, tools, and instruments of economic diplomacy. We also employed content analysis with an emphasis on its qualitative approach to uncover the main concepts, subjects, and forms of economic diplomacy. Content analysis revealed the roles played by states, international organizations, and regional bodies in implementing economic diplomacy, as well as differentiating between bilateral, multilateral, and regional forms of economic diplomacy. Contextual analysis enabled us to interpret the meanings of economic diplomacy considering political science, historical, and other contexts in which specific tools of economic diplomacy were used. Specifically, we utilized contextual analysis to examine the potential of economic diplomacy in the 21st century, expanding its functions and tasks amid global challenges affecting the interpretation of this concept and others in particular situations.

Results

Economic diplomacy manifests in various forms, shaped by the goals and interests of individual nations. Depending on the content, types of activities, and objectives related to protecting and promoting national interests, different forms of economic diplomacy are observed in international practice. The analysis of these aspects of economic diplomacy led to the following conclusions.

Multilateral diplomacy involves interactions among multiple international actors (more than two), primarily conducted through international organizations and conferences. Multilateral negotiations in the trade and economic spheres often occur via institutions such as the World Trade Organization (WTO), the Organization for Economic Cooperation and Development (OECD), or the International Monetary Fund (IMF). These organizations contribute to the development of global trade and financial stability through multilateral agreements and consultations [1].

Bilateral diplomacy entails a formalized, institutionally structured activity of professional diplomatic intermediaries aimed at achieving their nations' foreign policy objectives through establishing and maintaining contacts between two states on a continuous basis [2]. These principles are reflected in the Concept of Foreign Policy of the Republic of Kazakhstan for 2020–2030, where bilateral and multilateral engagements are underscored as pivotal tools in advancing Kazakhstan's foreign economic policy and fostering international partnerships.

These insights highlight the diverse nature of economic diplomacy, demonstrating its critical role in both bilateral and multilateral formats. Each form utilizes distinct instruments and platforms to achieve national objectives, underscoring its flexibility and strategic importance in international relations.

Investment diplomacy is a type of economic diplomacy aimed at attracting foreign investment to a country and protecting the interests of its representatives abroad. This diplomacy is conducted at exhibitions and conferences, during negotiations on investment issues, or by providing financial assistance to less developed countries to gain political support. Economic technical assistance can take the form of expert advice, loans, grants, and technology transfer. In recent years, environmental and sustainable development issues have become integral to economic diplomacy due to global challenges such as climate change. Energy diplomacy is a form of economic diplomacy that promotes a country's energy interests. It aims to ensure stable energy supplies and develop international agreements on sustainable energy [3]. This involves participation in international energy organizations, negotiations with other countries on energy issues, and attracting foreign investment in the energy sector. For example, in 2008, at the Bucharest Summit, NATO countries agreed on their first report on NATO's role in ensuring energy security. Negotiations on this classified document, which outlined the basic principles and key areas of work, were complex.

Bilateral diplomacy plays a significant role in the global economy. States conclude bilateral trade and investment agreements, negotiate tariff reductions, removal of trade barriers, and promote their companies in new markets. For

example, France and Germany use bilateral negotiations to develop close economic cooperation within the EU [4].

Commercial diplomacy focuses on supporting national exports of goods and services, as well as facilitating foreign investment attraction. Agencies like Business France play a crucial role in promoting French companies internationally [5].

After analyzing various approaches to explaining the tools of economic diplomacy, the authors highlight the following types:

- Economic sanctions.
- Changes in customs tariffs.
- Trade wars and embargoes.
- Restrictions on export-import operations, freezing accounts.
- Forced capital withdrawal from a country.
- Creation of administrative and sanitary-epidemiological barriers.
- Provision of loans.
- Foreign direct investments.

Discussion

Many researchers hold differing views on what elements and functions economic diplomacy encompasses. According to the Russian scholar I.R. Mavlanov, the term "economic diplomacy" is currently interpreted too broadly, causing this scientific field to lose its distinctive characteristics. Its boundaries become blurred, merging with topics belonging to economics, politics, diplomacy, strategy, and other disciplines of international relations and foreign policy. Economic diplomacy often extends beyond classical economic tools and includes political measures such as sanctions and diplomatic lobbying.

I.R. Mavlanov emphasizes that economic diplomacy should be considered not only as a set of tools for advancing foreign economic interests but also as a scientific field that studies the intricate interactions between trade, economic relations, and diplomacy. These interactions significantly influence a state's foreign economic policy. Similarly, Pavol Baranaj, former Secretary of the Slovak Embassy in Latvia for trade and economic affairs and President of the Diplomatic Economic Club, supports this perspective. Baranaj highlights that modern economic diplomacy intertwines with various aspects of international relations, reflecting its multifaceted and evolving nature [6].

Similarly, scholar M.A. Karabanova underscores the necessity of an interdisciplinary approach to analyze economic diplomacy comprehensively. She emphasizes that political science analysis is crucial for evaluating the influence of economic diplomacy on foreign policy mechanisms and predicting its outcomes. Furthermore, the role of non-state actors, such as corporations and non-governmental organizations, remains underexplored, which creates additional challenges in understanding and classifying the methods and tools of economic diplomacy. This gap underscores the importance of broadening the scope of

research to include non-traditional actors and their impact on the global economic landscape [7].

There is a considerable diversity of opinions among scholars as to what exactly methods and tools belong to economic diplomacy. Foreign researchers, such as Daniel Mlinari and his colleagues, propose a microeconomic approach to economic diplomacy for a more detailed analysis of its effectiveness. A group of foreign scholars believe that all these points should be considered in terms of economic diplomacy. But we can also define it as the use of the full spectrum of a state's economic tools to achieve its national interests. Economic diplomacy covers all economic activities, including but not restricted to exports, imports, investments, lending, aid, free-trade agreements (FTA), business opportunities and terms. It deals with the nexus between power and wealth in international affairs. Three elements are necessary to investigate and understand economic diplomacy:

- political influence
- economic assets and relationships
- ways of consolidating the right climate in the political and international environment.

Obviously, efficiency of economic diplomacy depends on many determinants and there is no single answer which fits them all. Minimizing economic diplomacy costs is a quite different issue. Even if there is no hurry to develop economic diplomacy, the microeconomic perspective will provide more concrete results than the macroeconomic economic diplomacy perspective [8].

Russian scientist I.R. Mavlanov proposes a systematic approach, highlighting the objects, subjects, and legal aspects of economic diplomacy, as well as methods that include institutional and modeling approaches.

– He offers his methodology for studying modern economic diplomacy, which should include:

– Objects of economic diplomacy: international trade, investment attraction, development assistance, etc.

– Subjects of economic diplomacy: states, international and regional organizations, enterprises, etc.

– Forms of economic diplomacy: bilateral, multilateral, regional, and other forms of economic diplomacy

– Tasks of economic diplomacy: facilitation, assistance, protection, lobbying, etc.

– Legal provision of economic diplomacy: bilateral, regional, and multilateral legal provision (trade, investment, etc.)

– Methods of economic diplomacy: systemic, institutional, modeling, etc. [6, p.35]

Another Russian researcher, B.I. Shevchenko, in his scientific article «Economic Diplomacy in Modern International Relations» analyzes the assessments of the possibilities of economic diplomacy in the 21st century. He notes that the expansion of the scope of economic diplomacy's potential, along with interstate activities, has led to the development of its functions in providing political

and legal support for national economies while consistently upholding national interests without compromising national security [9]. In his work, B.I. Shevchenko emphasizes that economic diplomacy encompasses not only economic aspects, but also political and legal measures aimed at safeguarding national interests in the context of global competition. The interaction of economic diplomacy with other fields, such as legal and political instruments, complicates its analysis and classification.

Researcher A.A. Lapin draws attention to the expansion of the functions and tasks related to improving the quality of work of specialized government structures in the field of supporting foreign economic activity, lobbying for domestic companies abroad, trade-political assistance, and mobilizing effective external resources for development purposes [10]. He also believes that economic diplomacy requires clearly defined objectives and effective tools to support foreign economic activities, especially in the face of global challenges.

Another methodological issue is defining the means of economic diplomacy, which include various resources and instruments of influence, including financial resources, information assets, and international organizations. Some scholars consider these means solely as financial resources and economic levers, while others include cultural and informational channels, such as media, social networks, and international conferences. This discrepancy makes it difficult to construct a comprehensive picture of economic diplomacy as a complex phenomenon. In the article by authors Lee, Donna, and Hudson David, they focus on the interplay of political and economic factors in contemporary diplomatic practice and propose a broader understanding of the means of economic diplomacy [11].

The role of international organizations in economic diplomacy is also subject to debate. Some researchers argue that international organizations such as the World Trade Organization (WTO) and the International Monetary Fund (IMF) play a crucial role in shaping and implementing economic diplomatic strategies. Other scholars believe that national governments have more opportunities to directly influence the situation, bypassing international structures. Bayne Nicholas and Woolcock Stephen, in their book, describe the role of international organizations and the multilateral approach in economic diplomacy, emphasizing their significance [1, p. 150]. Another foreign scholar, P. Blustein, examines crises associated with the activities of the International Monetary Fund and criticizes its economic management methods, questioning the effectiveness of this institution [12].

Bilateral diplomacy focuses on bilateral agreements between states, where the example of France and Germany underscores the importance of close economic ties. Comparing this approach with the works of Bayne and Woolcock, who assert that bilateral diplomacy often serves as a foundation for multilateral cooperation, one can see that bilateral agreements frequently act as steppingstones toward larger-scale multilateral agreements and initiatives [1, p. 224]. Thus, this form of economic diplomacy not only allows countries to achieve their own economic goals but also lays the groundwork for broader global economic coalitions and collaboration. Scholars emphasize the advantages of bilateral diplomacy as a basis for multilateral

cooperation while drawing attention to possible negative consequences, such as heightened nationalist tendencies, asymmetry in relationships, and diminished trust in international institutions.

For economic diplomacy to function successfully, there needs to be a balance between bilateral and multilateral formats, allowing both national interests and the collective goals of the global community to be considered. Some analysts and political scientists criticize excessive reliance on bilateral agreements, arguing that they may weaken multilateral cooperation. They contend that the pursuit of bilateral treaties could divert attention away from addressing global issues requiring collective action, such as climate change, pandemic response, or resolving regional conflicts [13, p. 33].

The multilateral format involves several states or international organizations, making it more complex and diverse. Examples such as the WTO and IMF align with Woolcock S.'s research, where multilateral economic agreements are described as most effective in addressing global economic issues because they offer a more universal approach to regulating and supporting international trade [1, 226]. Multilateral diplomacy stands out due to its ability to unite the interests of multiple countries, which is particularly important when dealing with cross-border issues such as finance and ecology.

Commercial diplomacy, emphasized in scholarly works, refers to active efforts to promote national companies in international markets, which is also supported by the studies of Lee D. and Hudson D. These authors stress the political significance of commercial diplomacy and its role in creating a positive economic image for a country [11]. In this context, commercial diplomacy operates not just as a tool for economic gain but also to strengthen political influence, which remains relevant amid global competition for markets.

Financial diplomacy, considered in the context of the roles of the IMF and the World Bank, is focused on maintaining stability in the global financial system and assisting developing countries. In the works of Blustein P., this form of diplomacy is presented as critically important for crisis management and ensuring financial security at the global level [12]. Financial diplomacy differs from other forms since its primary goal is to minimize economic risks and support financial structures, making it unique and necessary for sustainable development.

Environmental and energy diplomacy highlighted here emphasize the importance of sustainable development. The approach described by A. Goldthau views environmental and energy diplomacy as central components of modern economic diplomacy since countries face global challenges such as climate change and energy security [3]. Unlike other forms, these types of diplomacy focus on long-term prospects and resource sustainability, rendering them highly relevant for many nations.

Conclusion

Thus, the analysis of existing approaches shows that economic diplomacy covers a wide range of methods and tools, each having its unique place in the theory and practice of international relations. Key methodological problems include the blurred boundaries of economic diplomacy and contradictory interpretations of its methods and

instruments. The authors emphasize the need for a systematic, interdisciplinary approach to its study. Systematization and classification of these approaches help create a more comprehensive understanding of economic diplomacy as an interdisciplinary and multi-level area of research. Clearly defining the components of economic diplomacy remain pressing tasks for scholars, as this will help develop more precise and standardized methods for investigating and interpreting this complex phenomenon.

In the context of Kazakhstan, domestic experience in economic diplomacy provides valuable insights, as discussed by Z.D. Shaimordanova and B.M. Nygmetova [14]. The main idea of their research, emphasize the significance of domestic experience and contextual insights in advancing the study and practice of economic diplomacy. They argue that economic diplomacy is an essential tool of foreign policy, focused on promoting and safeguarding a state's economic interests amidst globalization and an open economy. The study highlights the need for an integrative and interdisciplinary approach that bridges fields such as international relations, political science, and economics. Additionally, the authors advocate revisiting classical theories like realism, neorealism, liberalism, neoliberalism, and constructivism to address contemporary global transformations in economic diplomacy.

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ҚАЗІРГІ ЭКОНОМИКАЛЫҚ ДИПЛОМАТИЯНЫ ЗЕРТТЕУДІҢ ӘДІСНАМАЛЫҚ МӘСЕЛЕЛЕРІ

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Аңдатпа. Экономикалық дипломатия халықаралық қатынастардағы қазіргі заманғы дипломатияның маңызды түрлерінің бірі болып табылады. Экономикалық дипломатияның өзектілігі бірнеше факторлармен анықталады. Ол елдер арасындағы өзара әрекеттесуде экономикалық аспектілердің маңыздылығының артуынан және мемлекеттердің халықаралық қызметі аясында дипломатиялық қызметтердің экономикалық функцияларының кеңеюінен туындайды. Әлемде болып жатқан жаһандық өзгерістер мен сыртқы экономикалық қызмет саласында жаңа акторлардың пайда болуы да халықаралық қатынастардың экономизациясына ықпал етеді.

Осы факторлар экономикалық дипломатияны әртүрлі қырынан зерттейтін ғалымдар үшін ғылыми қызығушылық тудырады. Олар сауда дипломатиясының тарихынан бастап қазіргі экономикалық дипломатияның формаларына дейінгі мәселелерді қарастырады. Дегенмен, осы зерттеулердің үзік-үзік сипатын авторлар атап өтеді.

Кейбір ғалымдар экономикалық дипломатияны сауда келісімдері мен инвестиция тұрғысынан түсінсе, басқалары оны санкциялар мен халықаралық қаржы одақтары сияқты саяси құралдарды қамтитындай кең ауқымда қарастырады. Бұл интерпретациялардың алуан түрлілігі экономикалық дипломатияның әдістері мен құралдарын түсінуге және жіктеуге қиындық туғызады.

Авторлар экономикалық дипломатияны халықаралық қатынастардың көп қырлы аспектісі ретінде зерттеу әдіснамалық қиындықтарды туындататынын атап көрсетеді, бұл оның құрылымы мен әдістерін анықтаудың бірыңғай тәсілінің жоқтығынан туындайды. Мәселе ғалымдардың экономикалық дипломатияның әдістері, құралдары, формалары, құрал-жабдықтары мен форматтары туралы түсіндірулерінің бірізді болмауында. Осы салада қолданылатын экономикалық дипломатияның аспектілерін жүйелеу үшін жан-жақты талдау қажет.

Авторлар экономикалық дипломатияны зерттеуге арналған әдіснамалық тәсілдерді жүйелеу мен талдауды, сондай-ақ экономикалық дипломатияда қолданылатын құралдарды жіктеуді талдауды мақсат етеді.

Тірек сөздер: экономикалық дипломатия, әдіснама, құралдар, формалар, құрал-жабдықтар, әдістер мен экономикалық дипломатияның түрлері, саясат, халықаралық қатынастар

МЕТОДОЛОГИЧЕСКИЕ ПРОБЛЕМЫ ИССЛЕДОВАНИЯ СОВРЕМЕННОЙ ЭКОНОМИЧЕСКОЙ ДИПЛОМАТИИ

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Аннотация. Экономическая дипломатия является одной из ключевых форм современной дипломатии в международных отношениях. Актуальность экономической дипломатии определяется несколькими факторами. Она вытекает из растущей значимости экономических аспектов во взаимодействиях между странами и расширения экономических функций дипломатических служб в рамках международной деятельности государства. Глобальные изменения, происходящие в мире, и появление новых акторов в сфере внешнеэкономической деятельности также способствуют экономизации международных отношений.

Все эти факторы закономерно вызывают научный интерес, делая экономическую дипломатию объектом изучения исследователей, которые рассматривают её различные аспекты — от истории торговой дипломатии до современных форм экономической дипломатии. Однако авторы данной статьи отмечают фрагментарность этих исследований. Некоторые ученые понимают экономическую дипломатию в контексте торговых соглашений и инвестиций, в то время как другие расширяют её рамки, включая политические инструменты, такие как санкции и международные финансовые союзы. Это разнообразие интерпретаций затрудняет понимание и классификацию методов и инструментов экономической дипломатии.

Авторы обращают внимание на то, что изучение экономической дипломатии как многогранного аспекта международных отношений представляет собой ряд методологических вызовов, связанных с отсутствием единого подхода к определению её структуры и методов. Проблема заключается в различных интерпретациях учёных относительно методов, инструментов, форм, средств и форматов экономической дипломатии. Необходим всесторонний анализ для систематизации аспектов экономической дипломатии, используемых в этой области.

Авторы ставят цель систематизировать и проанализировать методологические подходы к изучению экономической дипломатии, а также проанализировать классификацию инструментов, используемых в экономической дипломатии.

Ключевые слова: экономическая дипломатия, методология, инструменты, формы, средства, методы и типы экономической дипломатии, политика, международные отношения

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