

**Guliyeva Kamala Khalis**

Lecturer,

Azerbaijan University of Languages

ORCID: <https://orcid.org/0000-0001-8095-205X>**Гулїсва Камала Халїс**

Азербайджанський університет мов

**THE ROLE OF DIGITAL COMMERCE IN THE GLOBAL ECONOMY****РОЛЬ ЦИФРОВОЇ КОМЕРЦІЇ У СВІТОВІЙ ЕКОНОМІЦІ**

*Digital commerce has become an integral part of the global economy in recent decades, fundamentally changing the way businesses and international trade are conducted. Thanks to digital commerce technologies, companies have gained access to global markets, consumers have access to a wider range of goods and services, and countries have access to new opportunities for economic growth and employment. This article examines the key economic effects of digital commerce, its impact on international trade and economic development, as well as the main challenges and prospects associated with its integration into modern economic models. Particular attention is paid to the role of digital commerce as a catalyst for economic growth, innovation, and sustainable development on a global scale. Digital commerce today represents a powerful economic driver that is not only transforming traditional trade but also creating new mechanisms for growth and interaction between countries.*

**Keywords:** digital commerce, trade, global economy, growth, employment, innovation.

*Цифрова комерція стала невід'ємною частиною світової економіки за останні десятиліття, фундаментально змінивши спосіб ведення бізнесу та міжнародної торгівлі. Завдяки технологіям цифрової комерції компанії отримали доступ до світових ринків, споживачі мають доступ до ширшого спектру товарів і послуг, а країни мають доступ до нових можливостей для економічного зростання та зайнятості. В останні роки стрімкий розвиток технологій та глобальне розповсюдження інтернету призвели до значних змін у сфері торгівлі. Розвиток цифрової економіки передбачає вдосконалення сучасної інфраструктури, задоволення зростаючого споживчого попиту, впровадження передових технологій, збільшення числа інтернет-користувачів та розширення електронної комерції. У цій статті розглядаються ключові економічні наслідки цифрової комерції, її вплив на міжнародну торгівлю та економічний розвиток, а також основні виклики та перспективи, пов'язані з її інтеграцією в сучасні економічні моделі. Особлива увага приділяється ролі цифрової комерції як каталізатора економічного зростання, інновацій та сталого розвитку у світовому масштабі. Транзакції, що здійснюються в електронному середовищі, дозволяють передавати дані безпосередньо одержувачу без необхідності копіювання традиційних паперових документів. Концепція електронної комерції поєднує різні технологічні рішення, а застосування інноваційних підходів у цій галузі забезпечує її сталий розвиток. Цифрова комерція сьогодні є потужним економічним рушієм, який не лише трансформує традиційну торгівлю, але й створює нові механізми зростання та взаємодії між країнами. Цифрова комерція значно пришвидшує обмін товарами та послугами, полегшуючи доступ до ринку та знижуючи витрати на торговельну інфраструктуру. Згідно з економічним аналізом, розвиток електронної комерції позитивно впливає на економічне зростання, стимулюючи збільшення доданої вартості та створення робочих місць у суміжних секторах економіки. У роботі зазначено, що електронна комерція – це система цифрових платформ, що дозволяє здійснювати комерційні угоди та керувати виробничими процесами за допомогою сучасних інформаційних технологій.*

**Ключові слова:** цифрова комерція, торгівля, світова економіка, зростання, зайнятість, інновації.

**Problem statement.** Digital commerce is trading activity conducted through digital platforms, the internet, and electronic channels for the sale of goods and services. The practice of making purchases online without human intervention is called digital commerce. Since the advent of modern technologies, e-commerce has become the core of the overall digital economy, influencing all major sectors of the global economy. The relevance of this topic is primarily due to the theoretical problem of forming relationships in e-commerce and

the stages of their development, the fact that this area has not yet received significant development in our country, and, at the same time, the fact that it is a new type of trade.

E-commerce platforms facilitate expanded market access for businesses, reduce transaction costs, and accelerate the exchange of goods and services between countries, making it an important factor in international trade and global economic growth. Due to the growth and intensification of international relations in

e-commerce, competition in the international market is intensifying.

Furthermore, digital commerce influences consumer behavior, shapes new business models, and creates the conditions for the development of e-commerce infrastructure.

#### **Analysis of recent research and publications.**

The issue of digital commerce and its impact on the global economy is actively explored in both domestic and international academic literature. The theoretical foundations of international commercial activity and its transformation under the influence of digitalization are examined in the work of K. Jabbarov [1], where the author analyzes the characteristics of international commercial activity, forms of foreign economic transactions, and modern trade tools. In turn, M. Akbarov [2] thoroughly examines the essence and mechanisms of e-commerce, revealing its organizational, technological, and economic aspects, which forms a theoretical basis for understanding digital commerce.

The transformation of international trade in the context of technological change is reflected in the article by N. Garbellini [3], who examines international trade as a process of selecting production technology, allowing one to assess the structural shifts in the global economy under the influence of technological progress. A study by N. Terzi [7] is devoted to an analysis of the impact of e-commerce on international trade and employment; the author substantiates that the development of e-commerce contributes to the expansion of foreign trade flows and the creation of new jobs.

Considerable attention is paid to the relationship between the digital economy and economic growth. Thus, X. Li and Q. Wu [4] examine the impact of the digital economy on qualitative economic development through the expansion of consumption, confirming the positive effect of digital platforms on macroeconomic indicators. H. Triyana, M. Rahim, and E. Purnawan [8] analyze the impact of online commerce on the economic growth of Southeast Asian countries and identify a stable correlation between the development of digital commerce and GDP dynamics. In the work of N.F. Wahiba [10], digitalization is considered as a factor in economic growth, with e-commerce defined as one of the key channels for stimulating investment activity and increasing productivity.

Institutional and methodological aspects of digital commerce are reflected in the materials of the OECD [5], which presents an updated definition of e-commerce and recommendations for its statistical accounting, which is important for the comparability of international data. The UNCTAD report [9] analyzes global trends in the development of e-commerce and the digital economy, as well as the role of digital commerce in the integration of developing countries into the

global economic system. The behavioral aspects of the digital market are explored in a study by A. Perju-Mitran and A. Budacia [6], which examines gender differences in the perception of online marketing communications and their impact on consumer behavioral intentions, furthering our understanding of how digital markets function.

Thus, an analysis of scientific publications reveals that contemporary research encompasses the theoretical, institutional, macroeconomic, and behavioral aspects of digital commerce. However, there remains a need for a comprehensive understanding of the role of digital commerce specifically in the context of the global economy, which determines the relevance of this study, "The Role of Digital Commerce in the Global Economy".

**The purpose of the article.** The purpose of this article is to comprehensively analyze the role and significance of digital commerce in the modern global economy and identify its impact on international trade and economic development.

**Presentation of the main material.** Economic globalization is a universal process that further expands the economic nature of all types of relationships and facilitates the expansion of global trade and e-commerce between countries and individual societies.

Digital commerce significantly accelerates the exchange of goods and services, facilitating market access and reducing trade infrastructure costs.

According to econometric analysis, the development of e-commerce has a positive impact on economic growth, stimulating increased value added and jobs in related economic sectors.

With the growth and intensification of international e-commerce connections, competition in the international market is becoming increasingly fierce.

For example, quantitative studies show that the intensive use of digital technologies and the share of e-commerce in retail sales are positively correlated with the economic growth of countries with large e-commerce markets [3; 5]. With the intensification and growth of e-commerce, competition in the international marketplace is becoming increasingly more challenging.

The economic impact of digital commerce is felt at various levels of the global and national economies, affecting production, trade, employment, and innovation.

In the modern era, when the use of information and communication tools has become commonplace, no society or country can exist without trade relations, especially those that utilize e-commerce.

This impact is underpinned by the ability of digital technologies to reduce transaction costs, accelerate information exchange, and expand economic access to markets. Electronic platforms enable companies to optimize procurement, sales, and logistics processes,

leading to increased productivity and improved overall business efficiency. “In marketing research in general and consumer behaviour modelling especially, the study of control variables indicating consumers’ social and demographic characteristics is a must” [6].

The rapid development of e-commerce and its internal dynamics, which are undergoing numerous changes, require an appropriate approach.

At the macroeconomic level, digital commerce contributes to economic growth by expanding domestic and external demand. At the same time, maximizing the positive impact requires a developed digital infrastructure, effective regulation, and reducing the digital divide between countries and regions, which is becoming one of the key tasks of modern economic policy.

Studying the characteristics of e-commerce’s development and its development directions is one of the issues being explored by scholars and the scientific community worldwide.

It is worth noting that digital commerce facilitates the growth of international trade by making cross-border transactions more accessible and less costly. Research demonstrates that e-commerce activities increase international trade volumes by facilitating access to new markets, reducing barriers, and accelerating interactions between trading partners.

As we established at the beginning of this article, identifying and describing the main forms of e-commerce, their key characteristics, and current trends in the development of e-commerce relations is the primary goal of our research. In this regard, it’s worth noting that digital commerce plays a significant role in expanding international trade, as it reduces traditional barriers between national markets and makes cross-border economic relations more accessible and efficient. Thanks to online platforms, companies are able to enter foreign markets without having to establish a physical presence in another country. This is especially important for small and medium-sized businesses, which were previously constrained by high costs associated with exporting, logistics, and marketing.

“Both the development of digital economy and consumption growth will impact on high-quality economic development. This impact path includes both consumer demand and consumption supply” [4, p.4].

Online services provide access to information on prices, market demands, and consumer preferences, reducing information asymmetries between trading participants. As a result, companies can more quickly adapt their products and services to the demands of foreign markets, and countries can more actively integrate into the global trading system, using digital commerce as a tool for economic growth and international cooperation.

Digital commerce stimulates innovation, particularly in information and communications technology, logistics, and payment systems. E-commerce platforms generate new business models, such as marketplaces, flexible supply chains, and digital payments, increasing the global competitiveness of enterprises.

E-commerce platforms primarily function to assist businesses and individual sellers in selling products online to consumers. The focus is on self-service commerce that minimizes social interaction, with an emphasis on transactions and product transparency [8, p. 9]

In recent centuries and decades, the leading direction of innovation in this area has been the introduction of new types of goods into the sales cycle and the application of new sales technologies. In other words, innovation has become the primary driver of e-commerce development.

Innovation and competitiveness are among the key outcomes of digital commerce development in the modern economy. The use of digital platforms, big data, and artificial intelligence allows companies to implement innovative business models, optimize production and distribution processes, and respond more quickly to changing demand. In a globally competitive environment, the ability to digitally innovate is becoming a key factor in the sustainability and long-term development of enterprises.

According to M. Akbarov, “Currently, regulation is based on internationally recognized multilateral trade rules, including the General Agreement on Trade in Services” [2, p. 213].

Digital commerce enhances companies’ competitiveness by expanding market reach and improving the efficiency of customer interactions. Online platforms enable analysis of customer behavior, personalization of offers, and improved service quality, creating competitive advantages in international markets. Furthermore, digital technologies stimulate the development of logistics, financial, and marketing innovations, reducing costs and increasing the speed of bringing goods and services to market.

Currently, e-commerce is capable of connecting potential consumers online thanks to the power of the virtual world worldwide. The volume and diversity of products will stimulate companies seeking to effectively utilize the digital environment. Digital marketing is considered a revolutionary tool that changes all business processes [1].

At the macroeconomic level, the development of digital commerce contributes to the increased competitiveness of national economies. Countries that actively invest in digital infrastructure, innovative ecosystems, and digital skills gain advantages in international trade and attracting investment. Thus, digital commerce serves not only as a commercial

tool but also as an important factor in innovative development and strengthening competitive positions in the global economy.

Different sources describe the emergence of e-commerce in different ways.

Digital commerce encompasses a wide range of commercial transactions conducted using digital technologies, the internet, and online platforms. Depending on the type of participants, their roles, and areas of interaction, several key types of digital commerce are distinguished. We can outline several categories in this article:

1. B2B (Business-to-Business)

Platforms for purchasing raw materials and equipment for businesses, such as Alibaba or Made-in-China.

2. B2C (Business-to-Consumer)

This is the most common form of digital commerce. For example, direct sales of goods and services through branded websites and mobile apps: Amazon, eBay, Walmart.

The challenges and risks of digital commerce include various economic, social, and technological aspects that may hinder its effective development and implementation. Despite its many advantages, digital commerce faces several serious issues that may impact its successful operation and long-term growth. The concepts of e-commerce and e-trade can be explained by considering the functions they perform and contain in the sphere of financial and economic relations, and by applying a systems approach. One of the main challenges is the lack of uniform international standards and regulation in digital commerce. Differences in the legislative systems of different countries affect issues of taxation, data protection, consumer rights, intellectual property, and so on. This creates legal gaps, increases legal risks, and can cause difficulties for companies operating in multiple jurisdictions. For example, differences in approaches to personal data protection, as was the case with the introduction of the GDPR in the European Union, can create difficulties for cross-border trade.

E-commerce is the first step in the process of exchanging virtual currency. However, e-commerce is the purchase and sale of goods, services, and information online, followed by traditional methods, using a delivery network. Therefore, it is important to distinguish between cyber cargo and security. Cyber threats and the risk of data leakage are one of the main challenges of digital commerce. The growing number of online transactions and the increasing volume of personal data processed make platforms and online stores attractive targets for hackers and fraudsters. DDoS attacks, phishing, financial and personal information leaks, and virus attacks can undermine trust in digital commerce and lead to significant

economic losses. Effective protection requires constant updating and improvement of security technologies.

“The Internet is dramatically expanding opportunities for business-to-business and business-to-consumer e-commerce transactions across borders” [7, p. 746].

As is well known, the process of delivering goods offered for sale within the trading process to local and domestic buyers using these tools, as well as through networks, is carried out with the involvement of high-quality international partners.

The electronic sale of goods is one of the historic achievements of economic life in recent decades. Today, any product can be purchased online. Digital commerce creates inequality both within individual countries and internationally. In developing countries and among low-income groups, access to the internet and modern digital skills are often lacking. This limits their participation in the global digital economy and contributes to the deepening digital divide. To address this problem, it is necessary to develop digital infrastructure, improve internet accessibility and availability, and increase digital literacy among the population.

All these concepts are integral to the electronic exchange of goods and services through global networks, and this feature is a key component of the concept of e-commerce. Today, the term «e-commerce» primarily refers to the presentation of goods (products) and services using a vast, globalized information network. E-business impacts all aspects of production organization – from strategic planning and business processes to building relationships with partners and customers.

E-business, in turn, refers to the sequence of processes carried out or implemented by a commercial organization using the internet and computer networks. The growth of digital commerce also brings with it increased dependence on technology platforms and services, creating risks for companies heavily dependent on a single operator. For example, problems with large platforms (such as Amazon, eBay, AliExpress) or social media could impact the operations of many small and medium-sized businesses that use these services for sales. In this new type of commerce, there are two mutually beneficial parties with whom trade relationships can be established, and the forms this type of commerce takes are determined by the diversity of these parties. Technological disruptions, algorithm changes, or platform policies could reduce the visibility and profitability of such companies.

Digital technology is a major source of productivity and innovation, and is therefore an essential driver of competitiveness and growth for businesses. This potential is expressed in particular through the redefinition of their business models, the strategic

reallocation of their resources and the reconfiguration of their customer relationships [10, p. 11].

Although e-commerce is essentially a subset of e-commerce, it has a broader meaning. For example, activities on job search portals, where you search for free information online, are not considered e-commerce but rather e-business. Digital commerce impacts the environment through increased energy consumption to support servers and cloud storage, as well as through rising transportation costs for product delivery. Furthermore, increased consumption and the rapid product “upgrade” cycles inherent in online commerce can contribute to increased waste and environmental pollution.

**Conclusions.** In general, there are many factors determining the development of the global economy as a whole. Most of these are traditional, while others are new and have emerged recently. By expanding market access, reducing transaction costs, and accelerating trade processes, digital commerce contributes to increased economic efficiency and

the dynamism of international trade. Its further development will determine key areas of national economic policy and shape global economic trends in the 21st century.

The benefits of participating in e-commerce can be assessed from the perspectives of individual buyers, trade organizations, and society as a whole.

Despite the significant benefits and advantages that digital commerce brings to both companies and consumers, it also comes with numerous challenges and risks that require attention and proactive solutions. The global economy is a composite of national economies. The development of national economies directly translates into the development of the global economy. Thus, e-commerce plays a vital role in the development of national economies.

Along with all this, e-commerce itself has also undergone a period of development and is constantly evolving. More precisely, e-commerce is developing both on its own and as a result of the development of the global economy.

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