

## **DIGITAL TRADE AS A MODERN TREND IN THE DEVELOPMENT OF WORLD TRADE**

The abstract is devoted to digital trade as a modern trend in the development of world trade.

Digital trade has become one of the most dynamically developing sectors of the world economy. It represents the realization of trade transactions through electronic networks, including the Internet. E-commerce, online platforms, digital services and other forms of electronic transactions are the main elements of digital trade.

One of the major advantages of digital commerce is the ability to globally scale a business. Online platforms and e-commerce allow companies to operate internationally without significant investment in physical infrastructure. This creates new opportunities to enter global markets and expand their customer base.

However, digital commerce also faces a number of problems and challenges. One such challenge is data protection and privacy. The transmission and storage of information in a digital environment presents security risks. Cybercrime, hacking and data breaches can cause serious damage to both consumers and companies. Therefore, it is necessary to develop effective information protection mechanisms and strengthen measures to combat cyber threats.

Another challenge is inequality of access to digital technologies. In developing countries and vulnerable social groups, access to the Internet and digital platforms may be limited. This creates a digital divide and increases inequality in trade. To overcome this challenge, there is a need to develop connectivity infrastructure, increase digital literacy and provide access to digital resources.

Nevertheless, digital commerce holds great promise. It fosters innovation, new business models and more efficient trading operations. Automation, big data, artificial intelligence and other technologies can significantly improve trade processes and customer satisfaction.

In addition, digital commerce creates opportunities for small and medium-sized enterprises (SMEs). Online platforms and e-commerce allow SMEs to reach a wide audience of consumers and compete with large companies. This contributes to the diversity of offerings on the market and stimulates competition.

The successful development of digital trade requires taking into account not only technical but also legal and regulatory aspects. The development of an appropriate legal framework and international agreements will help to ensure the security and protection of the interests of all participants in digital trade.

In conclusion, digital trade is a modern and important trend in the development of global trade. It provides companies with new opportunities to expand their business and access global markets. Despite the problems and challenges, there are prospects for innovation, SME development and more efficient trade operations. Proper regulation and addressing inequalities in access to digital technologies will help maximize the potential of digital trade.