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METHODOLOGICAL FOUNDATIONS OF THE STUDY OF THE DEVELOPMENT OF DIGITAL TRADE IN GLOBAL MARKETS

The research is part of a comprehensive perspective aimed at considering individuals' social experiences of digital technologies, questioning the implications of the conditions of empirical research conducted in this context. It is these aspects that lead to the need to form a methodology for the development of digital trade in global markets. The growing popularity of evaluative or predictive numerical studies, whose scope and scale, while attractive and potentially discovery-generating, tend to diminish and denounce the overall complex reality of the subjects under investigation. The research aims to offer not only a state-of-the-art but also an original perspective on research in a digital context with the aim of continuing the discussion beyond it. The purpose of this work is the formation of a research methodology for the development of digital trade in global markets. The work systematizes the content and components of the research methodology by revealing the content of the components. Having disclosed the issue of research methodology, the author has built a research methodology for the development of digital trade in global markets. The study is aimed at scholars who conduct empirical research in the humanities and social sciences, as well as those who teach methodology or wish to improve their knowledge and understanding of methodology through the lens of digital technologies.

Keywords: digitalization, digital globalization, methodology, technique, digital economy.

Formulation of the problem. Thanks to the rapid development and widespread use of digital technologies, the world economy has entered a new stage of digital globalization. Lowering the cost of exchanging

information and improving the marketability of traditional services helps to improve the international division of labor, specialization and continuous expansion of the value chain. As a new branch of service trade, digital trade represents the development idea and direction of new service modes, and plays an important role in promoting the country's real economy, national economic growth, adjusting the structure of industry and trade, enterprise structure, and optimizing scale. While technological progress is driving the growth of digital commerce, it is not the only factor. More open and supportive national policies are also crucial. However, in order to promote the development of the digital economy and strengthen the protection of intellectual property rights and privacy, countries continue to strengthen their own oversight. Trade policy barriers and regulatory measures impede the breadth and depth of international cooperation in digital trade. In the context of digital globalization, national policy adjustments are superimposed on the games of global governance, and digital trade rules have become an important topic in the management of global trade in digital services, which affects many fields, such as economy and society, human welfare, sustainable development, and so on. The formulation of digital trade rules is relatively lagging behind. Bilateral, multilateral and regional trade agreements have to some extent filled the vacancies of governance rules, but also caused the complexity and diversity of digital trade policy restrictions, showing a fragmented tendency. Thus, with the growth of influence and the emergence of problematic issues, it is necessary to study the methodology of the development of digital trade in global markets.

Analysis of recent research and publications. In the conditions of digitization of the economy, the issues of digital trade are gaining special importance in the works of such scientists as: Tamir A. [10], Luong T., Nguyen D. K. [6], Yue Y. S., Zhao J. H. [11], Chad P. B., Petros C. M. [5]. Works devoted to the development of digital trade in

global markets are found by such scientists as: Meng X., Sun L., Wang, H. [7], Sun J. [9], Qi J. Y., Qiang H. J. [8]. It is worth noting that the study of the development of digital trade in global markets has a wide range of consideration, but at the same time there are certain aspects of the use of digital trade tools that cause debatable issues, which allows for additional research. The analysis of the literature enabled the author to testify to this, mobilizing a number of mostly qualitative studies and approaches. In the modern context of massive data, the study confirms the relevance of qualitative approaches, focusing, in particular, on the analysis of dense and saturated data (to understand the emergence of modern social phenomena. The study is part of a comprehensive perspective aimed at taking into account the social experience of individuals in connection with digital technologies, questioning the consequences caused by the conditions of the empirical research conducted in this context. It is these aspects that prompt the need to form a methodology for the development of digital commerce in global markets.

Formulation of the goals of the article (statement of the task).

The growing popularity of evaluative or predictive numerical studies, whose scope and scale, while attractive and potentially discovery-generating, tend to diminish and de-nuance the overall complex reality of the subjects under investigation. The research aims to offer not only a state-of-the-art but also an original perspective on research in a digital context with the aim of continuing the discussion beyond it. The purpose of this work is the formation of a research methodology for the development of digital trade in global markets.

Presentation of the main research material. The study of digital trade is a type of scientific research, which is why, in the author's opinion, it is appropriate to reveal the main parameters associated with the characteristics of general methodological approaches, the relationship between theoretical and empirical knowledge, information

collection tools and other basic approaches to conducting scientific research. That is why the disclosure of the methodology, methods, and technologies of conducting research in the digital trade system is considered relevant. For a detailed understanding of the need for research, it is worth paying attention to its methodology.

Methodology – (from the Greek *methodos* – method, method and *logos* – science, knowledge) is a systematic study by observing scientific practice, the principles on which it is based, and the research methods used. While research methodology is a scheme of how this research is conducted. It defines the methods or procedures used to identify and analyze information about a specific research topic.

Research methodology is a means by which the used methods are substantiated and valid and reliable research results are obtained. The research methodology makes it possible to assess the reliability and validity of the research based on the appropriateness and effectiveness of the procedures used. There are three main types of research methodology (Fig. 1).

As can be seen from Fig. 1, the research methodology combines three components, namely: qualitative research, quantitative methodology and mixed methods methodology. Qualitative research involves research conducted using words and textual data. This research method is usually used in exploratory research, the purpose of which is to study a research problem that is not clearly defined. This methodology is useful when trying to understand abstract concepts, perceptions, body language, thoughts, and even visual data. Quantitative research is based on measuring and testing numerical data. Unlike qualitative research, which is more exploratory in nature, quantitative research is generally used when the research objectives are confirmatory in nature. Mixed methods methodology combines qualitative and quantitative methodologies to combine their strengths and achieve results. Research methodology also determines the

intellectual positioning of scientists, as the choice of methodological tools is tied to our epistemological and axiological positions. In this sense, epistemology and methodology are intrinsically linked: the epistemological stance sheds light on how the relation to the people and phenomena under study is viewed, and on the choice of methods used to collect and analyze data.

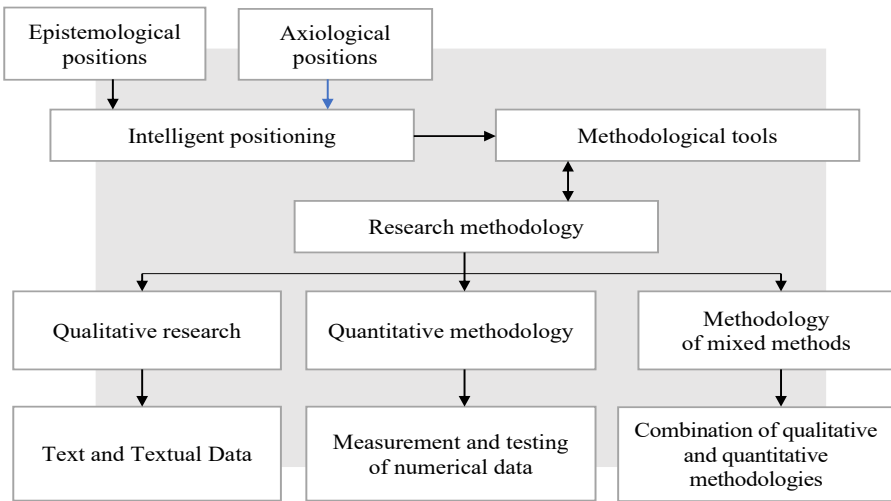


Fig. 1. Content and components of the research methodology

Source: systematized by the author.

Research conducted in a digital context requires a focus on the emergence of digital terrain and objects in order to adapt existing methods or create new ones. This allows for the exploration and explanation of unprecedentedness, originality, innovation, and through the misunderstandings and mistrust that these methods can cause. The development of digital technologies is causing major changes – and equally resistance – in the social sciences and humanities, especially in terms of access to digital data, the creation of tools adapted to their

analysis, and the re-composition (re-set) of disciplinary boundaries that result from this. Research conducted in a digital context requires a focus on the emergence of digital terrain and objects in order to adapt existing methods or create new ones. This allows for the exploration and explanation of unprecedentedness, originality, innovation, and through the misunderstandings and mistrust that these methods can cause. The development of digital technologies is causing major changes – and equally resistance – in the social sciences and humanities, especially in terms of access to digital data, the creation of tools adapted to their analysis, and the re-composition (re-set) of disciplinary boundaries that result from this. The effectiveness of all subsequent measures and activities of digital trade as a whole will depend on the correct choice. Researching and summarizing the scientific achievements of scientists, as well as taking into account the fact that the directions of research within the development of digital trade in global markets are the last, but their number causes confusion in theoretical and practical justifications. Therefore, in the opinion of the author, it should be taken into account that during analytical research, the possibility of obtaining quantitative and qualitative indicators of digital trade evaluation on global markets must be taken into account. Having revealed the issue of the research methodology, the author considers it expedient to achieve the goal of the research to build a research methodology for the development of digital trade in global markets (Fig. 2).

As can be seen, from Fig. 2, the methodological approach reveals three dimensions of the methodology – practical, epistemological and epistemological.

The methodological approach is based on four steps: the first step provides an explanation of the general methodological approach of the research. This includes an explanation of the research problem and the type of data.

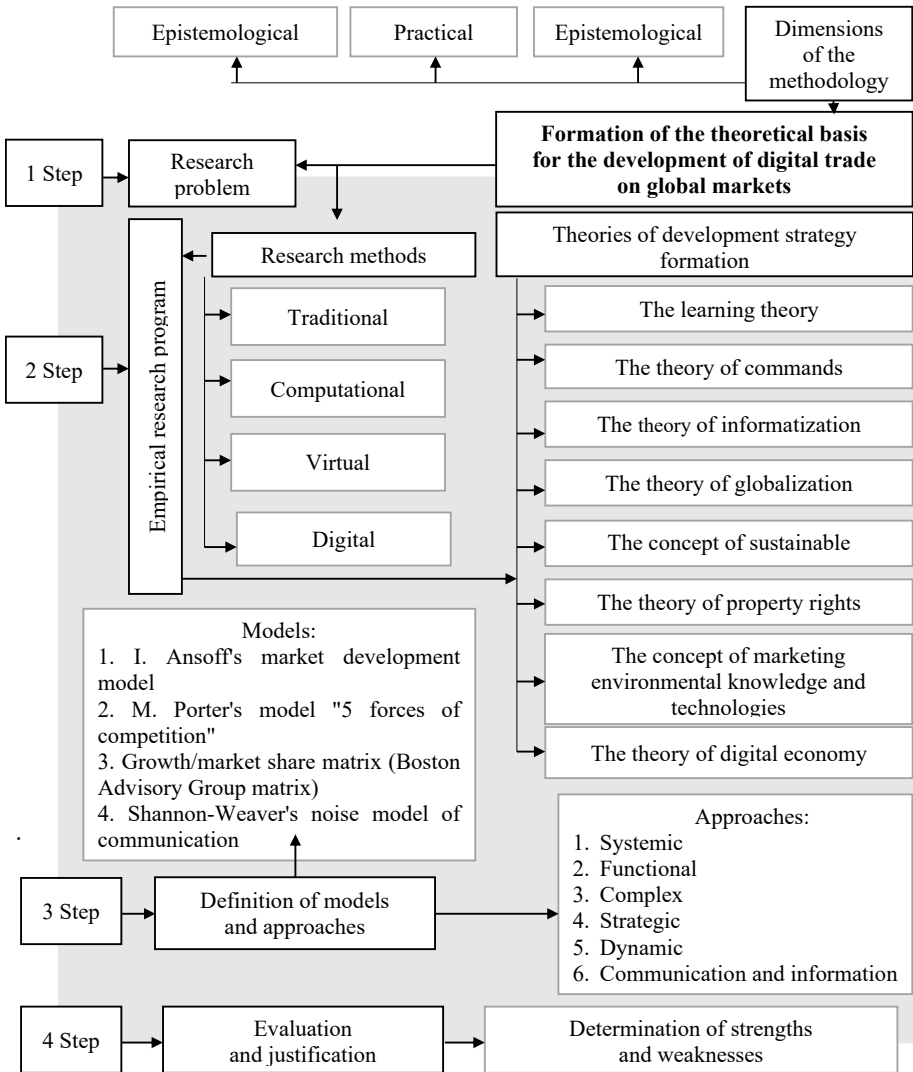


Fig. 2. The theoretical basis of the study of the development of digital trade in global markets

Source: author's vision.

The next step is the description of the research methods and the selection of theories for the formation of the strategy for the development of digital trade in global markets, which are used in the study.

Either method can be fruitful as long as it is part of an empirical research program that seeks to shed clear light on digital practices, objects, and fields.

According to the author, four main groups of methods should be used in the methodical approach to achieve the research goal: traditional methods, computational methods, virtual methods and digital methods. These main categories will help map the main approaches by identifying the potential for methodological innovation related to digital trade in global markets.

The next step is to choose models and approaches to research the development of digital commerce in global markets. And the final step presents the evaluation and justification of the methodological choice by recognizing the limitations of the weak sides, which are compensated by the strong sides.

So, the main hypothesis of the current study is presented in the following interpretation: hypothesis (main) – «On the development of digital trade on global markets as a mechanism for ensuring the development of the digital economy, which contributes to the acceleration of the globalization and integration processes of the economy of Ukraine». Despite the fact that the processes of globalization contribute to the unification of national economies into a single world system, they also standardize the structural elements of economies according to the requirements, the foundation of the development of the digital economy is provided; a digital ecosystem is being created to ensure sustainable development, digital trade is being transformed in the public and private sectors, and conditions are being created for an inclusive digital space. We should also note that the processes of dynamic global economic

development determine and substantiate the need for transformation and modernization of the country's national development strategy, taking into account the global market. This situation is caused by the lack of fundamental research that allows us to fully reveal the deep essence of the development of digital trade on global markets.

Conclusions from this research and further prospects in this direction. Thus, the development of digital trade in global markets is significantly influenced by integration and globalization processes, and to form a single informational space for communication. The study is aimed at scholars who conduct empirical research in the humanities and social sciences, as well as those who teach methodology or wish to improve their knowledge and understanding of methodology through the lens of digital technologies.

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МЕТОДОЛОГІЧНІ ОСНОВИ ДОСЛІДЖЕННЯ РОЗВИТКУ ЦИФРОВОЇ ТОРГІВЛІ НА ГЛОБАЛЬНИХ РИНКАХ

Вивчення питання розвитку цифрової торгівлі на глобальних ринках має великий спектр розгляду, але при цьому є окремі аспекти використання інструментів цифрової торгівлі, які спричиняють дискусійні питання, що дає змогу здійснювати додаткові дослідження. Дослідження є частиною комплексної перспективи, спрямованої на врахування соціального досвіду окремих осіб у зв'язку з цифровими технологіями. Це спонукає до необхідності формування методології розвитку

цифрової торгівлі на глобальних ринках. Зростаюча популярність оцінювальних чи прогнозних чисельних досліджень, масштаби та масштаби яких, незважаючи на те, що вони привабливі та потенційно генерують відкриття, мають тенденцію зменшувати загальну складну реальність досліджуваних предметів і позбавляти її нюансів. Дослідження має на меті запропонувати оригінальну точку зору на дослідження в цифровому контексті з метою продовження дискусії. Метою є формування методології дослідження розвитку цифрової торгівлі на глобальних ринках шляхом розкриття змісту та складових методології дослідження. Дослідження цифрової торгівлі є різновидом наукового дослідження, саме тому на думку автора доцільним є розкриття основних параметрів, пов'язаних з характеристикою загальних методологічних підходів, на взаємозв'язку теоретичного й емпіричного знань, інструментарію збору інформації та інших основних підходах до проведення наукового дослідження. Саме тому актуальним вбачається розкриття методології, методів, технологій здійснення дослідження у системі цифрової торгівлі. Розкривши питання методології дослідження, автором побудовано методологію дослідження розвитку цифрової торгівлі на глобальних ринках. на розвиток цифрової торгівлі на глобальних ринках суттєво впливає інтеграційний та глобалізаційний процеси. а формувати єдиний інформаційний простір для спілкування. Дослідження спрямовано на вчених, які проводять емпіричні дослідження в гуманітарних і соціальних науках, так і на тих, хто викладає методологію або бажає вдосконалити знання та розуміння методології через призму цифрових технологій.

Ключові слова: цифровізація, цифрова глобалізація, методологія, методика, цифрова економіка.

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