



# Economic Impacts of Digital Transformation on Global Markets: A Systematic Review

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## Abstract

This study explores the economic impacts of digital transformation on global markets, focusing on how the integration of digital technologies is reshaping industries and influencing international trade. Through a systematic review of 50 recent peer-reviewed articles, the research identifies key trends such as increased economic efficiency, business model innovation, and market dynamics shifts. The findings highlight the dual nature of digital transformation, offering significant growth opportunities while presenting challenges related to regulatory adaptation and digital inequality. The study's insights are crucial for businesses and policymakers leveraging digitalization to enhance competitiveness and foster sustainable economic development. Recommendations include investing in digital infrastructure, fostering innovation, and developing adaptive regulatory frameworks. The paper underscores the importance of strategic implementation to maximize the benefits of digital transformation in the global economy.

**Keywords:** global economy, digital transformation, global market, technologies, trade, economic development