

## **INFLUENCE OF CROSS-BORDER DATA FLOWS ON GROWTH OF GLOBAL E-COMMERCE ON THE BACKGROUND OF THE COVID-19 PANDEMIC**

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The article focuses on the growth of global e-commerce on the background of the covid-19 pandemic. The data-driven digital economy has been growing rapidly in recent times. The purpose of this work is to determine the degree of impact of cross-border data flows on the growth of global e-commerce on the background of the covid-19 pandemic. It has been studied that in many countries, statistics show a strong increase in online sales and a significant increase in online market share in contrast to offline retail since the beginning of the pandemic. It is determined that digital technologies have played an important role in supporting stronger international trade and economic activity in 2020. The theoretical basis for the operation of cross-border data flows and related e-commerce between business (B2B) and business consumer (B2C). It was emphasized that the promotion of cross-border e-commerce could contribute to economic recovery, provided that there was a proper emphasis on the need to ensure that the smallest traders could take advantage of export opportunities. The world's largest bilateral trade flows take place between China and the United States, as well as between their respective neighboring economies. It has been identified that governments and businesses in many parts of the world have increased investment in innovation amid huge human and economic losses from the COVID-19 pandemic. International bandwidth usage is geographically concentrated on two main routes: North America-Europe and North America-China. The largest digital platforms are Apple, Microsoft, Amazon, Alphabet (Google), Facebook, Tencent and Alibaba, which are increasingly investing in all parts of the global data value chain. Data have no value if they are not systematized and processed. Conversely, there can be no digital intelligence without raw data. The study proves the need to develop a new global approach to data management, their regulation at the international level. Thus, states need to develop innovation strategies to be able to withstand any future pandemic crisis. Investing in new technologies, including digital innovation, fostering stronger global collaboration and maintaining sustainable innovation ecosystems, will be key to protecting humanity from any such adverse health crisis scenario. It is important to ensure that new technologies in the digital, biological and physical worlds remain human-centered and serve society and the planet as a whole.

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