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An Applied Method for the Greening of Airlines Leveraging the Concept of Clean Aviation

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**Abstract:** In the contemporary global landscape, the significance of international digital trade rules cannot be overstated. This study delves into the pressing disputes within bilateral and regional agreements, unraveling the nuanced dimensions of digital trade govern-ance. Employing a systematic literature review approach, meticulously summarizing and analyzing the contested rules, underlying concerns, and proposed resolutions. By adopting a dual-framework perspective involving multilateral international organizations and bilateral/regional agreements, the study aims to provide a comprehensive understanding of the challenges and potential pathways for effective digital trade governance. The findings underscore the necessity of balancing global cooperation with tai-lored regional approaches, shedding light on the intricate interplay between technological advancements, policy considerations, and the pursuit of trust in digital trade.

**Keywords:** Digital, Trade, Rules, Literature Review

1.0 Introduction

In the realm of international trade, the significance of digital commerce has experienced a remarkable ascent, playing a pivotal role in shaping the global economic landscape. The advent of digital technologies has revolutionized traditional business models, offering unprecedented opportunities for cross-border transactions and economic growth. However, this transformative force has not been without its challenges, particularly in the absence of a comprehensive regulatory framework at the global level.

2.0 Development of Research Questions

The initial focus of this review centers on identifying and scrutinizing the specific international rules that have become subjects of dispute among nations engaged in digital trade. By delving into the contested dimensions, we aim to provide a comprehensive overview of the regulatory landscape, highlighting the specific points of contention and the diverse perspectives held by different stakeholders. This section forms the bedrock, setting the stage for a nuanced exploration of the challenges inherent in the current state of international digital trade governance.

*RQ1: Contested Dimensions of International Digital Trade Rules*

It embodies the analysis results of SLR, reveals the focus of controversy on the current international rules of digital trade trends of international rules of digital trade in the future. This question is the basis for the next two research questions.

Moving beyond the surface, the second facet of this literature review is dedicated to exploring the deeper issues and concerns that underlie the rules entangled in disputes. This involves a meticulous examination of problems related to data localization, governance, sovereignty, privacy, and the treatment of digital services within trade agreements. Unearthing these underlying concerns is critical to deciphering the motivations and interests that drive the disputes. Such insight is fundamental for constructing a holistic understanding of the multifaceted challenges posed by the intersection of digital technologies and international trade.

RQ2: Articulating Underlying Concerns Embodied in Disputed Rules

3.0 Methodology

3.1 Systematic Literature Review

Systematic literature review methods originally developed in the medical field have been applied in aviation management re-search (e.g. Spasojevic et al., 2018) as well as other fields such as supply chain (e.g. Parera et al., 2018) and computer science. However, we did not find a systematic literature review in the field of international rules for digital trade. Given the importance of international rules on digital trade today, now is the time to outline the body of knowledge and assess current controversies, their underlying causes, and their solutions.

Table 1. Flow diagram for studies selection.

|  |  |  |  |
| --- | --- | --- | --- |
| **Key word** | **Result 1** | **Result 2** | **Result 3** |
| Digital, trade, agreement | 137 | 68 | 33 |
| Digital, trade, policy | 306 | 126 | 28 |
| Digital, trade, rule | 135 | 45 | 14 |
| Digital, trade, law | 123 | 59 | 7 |
| Total | 2524 | 811 | 83 |

Finally, we carefully read the full text of the article, screened "Result 3" again, excluded articles that had little or no relevance to the topic of the literature review, and retained 33 articles. Due to the small number of retained articles, we further expanded the number of articles in this systematic literature review based on references, such as:

* Relevant to negotiations on digital trade agreements between developed and developing countries
* Related to digital trade
* Evolution of e-commerce-related provisions in regional trade agreements (RTAs)

3.2 Preliminary bibliographic results

The selected results of our literature review are intended to provide a bibliometric overview of the body of knowledge. As shown in Figure 3 (the y-axis is the number of articles from 0 to 23, and the x-axis is the number of articles from 2010 to 2023), on average, the number of publications has increased over the past decade. Although this increase is close to twenty-three times, 23 publications in four years in this important area of research can be considered small in total.

Figure 1. Annual publications from 2010 to 2021.

4.0 Results & Analysis

The analysis is based on the forty-four publications resulting from the SLR and which are listed in the appendix. The analysis addresses the main research question of this article namely the contested dimensions to digital trading rules as addressed by the body of knowledge.

The examination of 44 pertinent literature sources reveals several contentious dimensions within international digital trade rules, particularly in the context of bilateral and regional trade agreements. Through combing the literature, ten controversial issues in international digital trade rules mentioned was summarized in the current literature. The frequency of being mentioned is shown in Figure 2.

Figure 2. Frequency of Controversial Rule

The main disputes can be summarized and clarified as follows:

*Cross-Border Data Flows and Data Localization*

Disputes over cross-border data flows and data localization practices constitute a significant area of contention. The literature points to differing opinions on the balance between facilitating data flows and addressing concerns related to data sovereignty and security.

5.0 Discussion & Conclusions

While the analysis has successfully identified specific rules generating disputes, it is important to acknowledge that the literature predominantly focuses on the perspectives of countries actively engaged in digital trade. Limited attention has been given to the voices of less digitally developed nations, potentially overlooking their unique challenges and viewpoints. Future research should strive for a more comprehen-sive representation of diverse global perspectives to ensure a holistic understanding of contested dimensions.

Declarations

***Declaration of AI and AI-assisted technologies***

*The author declares the use of AI and AI-assited technologies in the writing process of this article. The tools is: GPT-3.5.  The tools was used in the following fashion: Enhancement of sentences for readability and language, in section 4.0. After using the tool, the author declares that he reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.*

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Author Biographies

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