

Emerging Trends in Digital Economics: Data, Innovation and Policy Perspectives — A Global Analytical Review

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Abstract- *This paper presents a global analytical review of emerging trends in digital economics, highlighting the relationship between data innovation and policy frameworks shaping the digital economy. The study explores how AI, blockchain, cloud computing, and big data analytics redefine production, consumption, and market integration, and examines the impact of data-driven decision-making, digital currencies, and platform economies on competitiveness and sustainable development.*

Keywords: *Digital Economics, Innovation, Data Economy, Policy Frameworks, Economic Growth, Globalization*

I. INTRODUCTION

The digital economy is transforming global production, trade, governance, and consumption. Emerging technologies redefine markets and introduce new forms of competition, inclusion, and policy priorities.

II. LITERATURE REVIEW

Eke & Osi (2023) emphasize the role of time-sensitive data in digital transformation. Eke (2016; 2019) highlights telecommunications and data access as productivity drivers in Nigeria. Eke, Magaji & Ezeigwe (2020) link digital access with employment resilience. In 2025, Kala et al. demonstrated how digital tools support innovation in traditional industries.

III. EMERGING TRENDS

The digital economy is shaped by data expansion, AI adoption, automation, blockchain, cloud computing, digital payments, and platform-based labor systems.

IV. POLICY PERSPECTIVES

Governments prioritize digital identity, regulatory frameworks, competition policy, cybersecurity, and digital currency experimentation, e.g., e-Naira, e-CNY, Aadhaar-linked services.

V. CONCLUSION

Digital transformation requires infrastructure investment, adaptive regulation, and inclusive innovation ecosystems.

VI. ACKNOWLEDGMENT

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Author Contributions

All authors contributed equally. ****Kala Iliya John**** served as Corresponding Author and project lead.

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