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### Abstract

Digital trade is transforming the global economy, and understanding its impact is crucial. This research explores the impact of the rise of the digital market and its effects on Pakistan's GDP and employment. This study shows the potential economic and social benefits, the opportunity to contribute to academic knowledge, and the formulation of effective policies to leverage digital trade for development. Quantitative data analysis on e-commerce revenue, Unemployment rate, GDPpc, Net exports, and Net FDI from 2000 to 2023 has highlighted the potential forecasted revenue from e-commerce and become the largest supplier of goods. The literature and information were mostly obtained from research articles and reports published online like Science Direct, EBSCO, Google Scholar, Research Gate, etc. Thus, since the e-commerce revenue has such a strongly positive correlation with the GDP per capita in Pakistan. However, with the right strategies, it has the potential to generate high revenues.

**Keywords:** Digital Trade, Unit Root Test, Global Economy, Economic Growth, Unemployment Rate, E-commerce Revenue

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## Title

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**Keywords:** [Digital Trade](#), [Unit Root Test](#), [Global Economy](#), [Economic Growth](#), [Unemployment Rate](#), [E-commerce Revenue](#)

#### Abstract

Digital trade is transforming the global economy, and understanding its impact is crucial. This research explores the impact of the rise of the digital market and its effects on Pakistan's GDP and employment. This study shows the potential economic and social benefits, the opportunity to contribute to academic knowledge, and the formulation of effective policies to leverage digital trade for development. Quantitative data analysis on e-commerce revenue, Unemployment rate, GDPpc, Net Export, and Net FDI from 2000 to 2023 has highlighted the potential forecasted revenue from e-commerce and become the largest supplier of goods. The literature and information were mostly obtained from research articles and reports published online like Science Direct, EBSCO, Google Scholar, Research Gate, etc. Thus, since the e-commerce revenue has such a strongly positive correlation with the GDP per capita in Pakistan. However, with the right strategies, it has the potential to generate high revenues.

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#### Introduction

Pakistan has been working hard and smartly to change its economy from a developing to a much more developed economy where it has an ample amount of foreign exchange reserve, zero debt, and more independence from foreign pressure on

following their conditions to obtain resources or debt, more opportunities for its citizens to get jobs, and a better quality of life for its citizens. This is possible if people can have opportunities and earn good incomes to raise their standard of living. There is one sector Ecommerce or Digital trade



which can drive this vision into a reality and all other goals can be achieved through this. Many countries globally operating online are real-life examples of it. The top five countries are China, the United States, the UK, Japan, and Germany. The leading firms in the e-commerce industry include the tech giants Amazon, Google, Facebook, Apple, Meta, Microsoft, etc. all owned and started by entrepreneurs from the United States. Some of the most important industry giants from China are Alibaba, JD.com, Tencent, Xiaomi, Baidu, DiDi Global etc. Pakistan is also not behind and getting along with the industry with its own Tech giants like Daraz.pk, Pakistan Stock Exchange, Foodpanda, Telemart.pk, AliExpress, Shopen.pk, Symbios.pk, etc. Digital services include buying and selling online, financial services, digital content creation, etc. Abbasi, K. (2024). The main objective of this study is to do a comprehensive analysis of digital trade revenue if it is enhancing Pakistan's economic growth and reducing unemployment by analyzing data from 2000 to 2023. Pakistan is the 46<sup>th</sup> largest e-commerce market with revenue projected to reach US\$5035.00 m in 2024 (Alda, 2024) This digital trade revenue is expected to show an annual growth rate (CAGR 2024-2029) of 5.9%, resulting in an increase in digital market volume of US\$6711.00m by 2029. Digital trade has flourished in economic growth and reduced unemployment in Pakistan as it is in the top five countries in the world for freelancing. It has generated \$0.5 billion only from freelancing (Aroles et al., 2021). It has been ranked as the 4th most popular country for freelancing in the Online Labor Index in the 2017 report by the Oxford Internet Institute. It has got 4th position in Software development and Technology as the IT sector in Pakistan has shown immense growth. The e-commerce industry in Pakistan has witnessed an upsurge due to a larger internet population, higher smartphone penetration, and a growing middle class with greater disposable income. Data shared by the State Bank shows there were 3,003 registered e-commerce merchants in Pakistan during FY20–21; up from 1,707 who had been recorded a year

earlier an astronomical increase of nearly to almost a whopping growth rate of about %74. The top 2 Pakistani Competitors Companies to Tech Giant Amazon are Markaz and Daraz.pk. Markaz is a social commerce platform designed to make online shopping accessible to those without traditional e-commerce access. It allows resellers to create online storefronts and sell products directly, with tools to manage their businesses effectively. Markaz stands out by requiring zero investment, offering a wide range of products, and providing high earning potential with up to 25% commission. It empowers women and students in Pakistan by enabling them to start online businesses from home and offers comprehensive support services, including product sourcing, inventory management, order processing, customer service, and marketing support. This makes it highly competitive as compared to Amazon's Business Model. Similarly, Daraz.pk is a major competitor of Amazon. It supplies to more than 500 cities in Pakistan. It offers different variety of goods including home appliances, kitchen items, baby products, household things, sports, fashion, electronics, etc. It also provides different modes of payment to its customers like debit or credit card, cash on delivery, or payment from wallet online. It has a very standard policy for product returns. Their quick response, fast delivery system, and easy mode of payment options have made it convenient and accessible for Pakistani citizens to use local platforms. Pakistan has a great potential to allow new entrepreneurs to join the e-commerce market for business and increase their earning potential. Freelancers such as Haider Janjua. Company: J Telemarketing, Hisham Sarwar. Expertise: Graphic Design, Digital Marketing, Sadaf Farooqi. Expertise: Content Writing and blogging are a few examples of entrepreneurs who have started independent work on e-commerce and become self-made young millionaires. On the international level, Shahid Anwar (Shahid Anwar LLC), and Sarfraz (Estation UAE) are some exceptional examples to mention. Within Pakistan Enablers, Azad Chaiwala, Rehan Allahwalah, etc. are one in 1000

examples of those entrepreneurs who started alone and reached this level by working online. New investors or those who would like to work with zero investments can work through Markaz.com, Amazon Affiliate Marketing, Digital marketing, Ads, content writing, working on Upwork, etc.

## Literature Review

The literature on Pakistan's e-commerce industry highlights both its opportunities and challenges in the context of Pakistan and the global market. Comprehensive reports have been assessed and cited to present a balanced view of the industry's relevance, current statistics, and ongoing advancements. The review includes various types of e-commerce platforms, potential companies that can compete internationally, flexible work for laborers to increase online work mode, and impact on the Economic Growth of Pakistan. The innovation is heavily dependent on information technology and data. It is also a rapidly developing sector. Over time, various definitions of the digital economy have been proposed by different researchers (Williams, 2021) (a). A digital economy refers to an economy that transforms its sector with the latest technology (Mukhtorovna, 2021; E. Rozgar, 2024). The world is moving towards the mass digitalization of businesses, and an in-depth review reveals that 84% of globally registered companies conduct online trading and transactions (Khatib & Mohamad, 2024) (c). Numerous e-commerce platforms operate globally and in Pakistan, including online retail shopping, electronic banking, electronic public administration, and the electronic stock exchange. Extensive information from various sources was crucial to effectively showcase the e-commerce industry in Pakistan. Daraz.pk is the largest e-commerce platform in Pakistan, delivering retail goods both internationally and domestically to more than 500 different locations, including cities and towns mentioned by its CEO Ahmed Tanveer (Bano et al., 2022). Research also highlights the microeconomic impacts of e-commerce in Pakistan. The industry's growth can provide

significant solutions for the Pakistani economy, enabling it to supply goods and services to other markets, improve trade balance, generate revenue, and create opportunities.

Digital Trade is driven by technological advancements, integration in communication, collaboration, and tasks (Schaupensteiner, Gonzalez, & Borgmann, 2021) (d). It contributes to the development of the workforce sector with an increase in demand for skill workers to work online and increase efficiency. This represents a paradigm shift in work performance and management (Padmanabhan, 2023) (e). Pakistan's national literacy rate stands at 60% (according to Education Secretary Waseem Ajman Chaudhry) reflected in an Economic Survey 2022-23 (Chen & Gao, 2022). The year 2020 saw a sudden rise in the use of mobile devices, tablets, laptops, etc. but there is still a long way to go. Pakistan can improve its economy earn \$36 billion (increase in GDP) and create 4 million jobs by 2025 by increasing the digital financial services alone (Manyika, Lund, Singer, White, & Berry, 2016) (f). Pakistan's Economy can have major solutions with the progress of E-commerce in the country, enabling it to supply its goods and services around the globe, leading to generating huge revenue that can create further future opportunities to grow (Bano, Mirza, Sohail, & Javaid, 2022) (g). In the upcoming review, the paper has clarified each gap in the existing paper. First, the digital conversion of society to the global review of the study in the data review. The existing literature compares the investments made in ICT and its impact on the growth of the future of the economy of web uses. These terms are not properly aware of the knowledge of digitalization in the economy. Moreover, research has played a vital role in discussing the advantages of a cashless context in the growth of the economy in the context of Pakistan's economy. Existing studies hardly cover qualitative analysis of Pakistan's Digital trade via interviews with industry experts, young millionaires, and successful giants of tech of Pakistan, etc. Their opinion is equally important in reflecting where Pakistan stands now.

However, some scholars have explored the impact of digital trade as a driving engine in Pakistan, the structure of e-commerce, the market expansion of e-commerce since 2015, and IT exports. This study covers that qualitative gap and shows the opinions of successful entrepreneurs operating online. It also exhibits the quantitative analysis of e-commerce revenue earned by Pakistan from 2000 to 2023. The results presented in the study show the similarity with the existing literature results that Pakistan can grow its e-commerce revenue and grow further in the Digital trade sector once policies are regulated regarding; improving privacy settings and ethical dimensions for customers, building trust factors of customers to use digital services, bringing awareness among people on how much IT skills and online earning skills are important rather than traditional degrees from universities. Moreover, changes in syllabi in educational academies and inclusion of online earning skills courses, empowering women and dependent populations like retired, disabled, housewives, students, and those who couldn't avail higher education from universities due to poverty can all be taught and they can contribute to the GDP of Pakistan beyond the boundaries.

## Methodology

This study uses the time series data of Pakistan from 2000 to 2023. The basic understanding of the research is shown in Table 1, including the dependent and independent variables. All variables data is obtained from the World Bank database except for the E-commerce Revenue, which is obtained from the paper published by Aayan Jamal Bukhari from IBA Karachi (Bukhari, 2020). This particular study employs the quantitative research paradigm to examine the phenomenon of expanding digital trade to determine its effect on Pakistan's economic growth and unemployment from the years 2000 to 2023. The quantitative research approach is appropriate for this study since it requires the use of numbers to compare the data and reveal distinct relationships between factors. Thus, in the context of this study, the emphasis is placed on

comprehending relationships between e-commerce revenue, unemployment, FDI, and GDP per capita which, in turn, helps to explain the general economic effects of digital trade in Pakistan. Concerning the examination of these relationships, the Johansen integration method within the context of the Vector Auto Regressor model is leveraged. Johansen's method is more applicable for this research since it defines for finding of both long and short relationships of non-stationary variables that become stationary when differenced at the first order. This approach is important in testing the long-run co-integration and causality effective variables, GDP per capita unemployment, e-commerce, and FDI revenues as it establishes the truest form of the economic system by accounting for coefficients of the autoregressive and the moving average terms. The application of methods of descriptive statistics allows presenting results and undertaken calculations in the form of description of central tendencies, dispersion, and general trends of the given data. Subsequently, the unit roots tests are carried out to confirm to enable the Johansen co-integration analysis. The study has stated the variety of the transmission of the processing of the growth. They are then subjected to the Johansen test to establish the co-integration status signifying. The paper also utilizes the VAR model for the establishment relationship between the variables of interest, as well as the propagation effects of shocks to the variables—ensuring that it is well understood how one variable impacts the others. This approach is useful for policymakers and economists because of the evidence it generates on the favorable effects of digital trade on economic growth and unemployment in Pakistan.

Finally, residual diagnostics are made on the model with regard to normality, serial correlation, and the Heteroskedasticity test. CUSUM is used to find the proper result of variables that are used to test the hypotheses and is an important check to ensure the results obtained hold. Therefore, the objectives of this research include the use of the Johansen integration method and VAR models to

establish the extent to which digital trade contributes to the structure of Pakistan's economy. Therefore, reasonable assumptions are that these results will be of interest to policymakers, investors, and researchers dealing with the development of Pakistan's economy in the context of the information society.

### Model Setting

The impact of digital economy revenue on Pakistan's Economic growth and reduction in unemployment is analyzed by:

$$GDP_{pcit} = \beta_{0i} + \beta_1 ECOR_{it} + \beta_2 Unempl_{it} + \beta_4 FDINF_{it} + \epsilon_{it} \quad (1)$$

- GDPpc = Gross Domestic Product per capita of Pakistan
- Boi = Intercept term which means that the values of GDP per capita
- ECOR= Ecommerce Revenue
- Unempl = Unemployment (Unempl)
- FDINF = Foreign Direct Investment Net Flow

- $\epsilon_{it}$ : This is the error term, summarizing all factors that have an impact on GDP per capita but are not covered by the variables in the model.

This model will aspire to assess the relationship between the new e-commerce revenue (ECOR), unemployment rate (unemployed), and Foreign direct investment net flow (FDINF) in Pakistan's economic growth (GDP per capita). The study also involves regression of independent variables on the model to assess any shock in the economy affecting them.

$$ECOR_{it} = \beta_{0i} + \beta_1 Unempl_{it} + \beta_2 FDINF_{it} + \epsilon_{it} \dots \dots (2)$$

$$Unempl_{it} = \beta_{0i} + \beta_1 ECOR_{it} + \beta_2 FDINF_{it} + \epsilon_{it} \dots \dots (3)$$

$$FDINF_{it} = \beta_{0i} + \beta_1 ECOR_{it} + \beta_2 Unempl_{it} + \epsilon_{it} \dots \dots (4)$$

All the coefficients ( $\beta$ ) show the direction and magnitude of the association between the predictor variables and the dependent variable; namely, GDP per capita.

### Empirical Results

**Table 1**

*Descriptive Statistics*

Variable	Meaning	Mean	Standard Deviation	Min	Max
GDPpc	Gross Domestic Product per Capita	1360.50	42.20	1053.0	1697.0
ECOR	Ecommerce Revenue	0.97	0.39	0.00	5.90
Unempl	Unemployment Rate	4.06	0.54	0.40	7.80
FDINF	Foreign Direct Investment Net Flow	0.90	0.15	0.10	2.90

Table In this study, the dependent variable (GDPpc) indicates that the economic development level of Pakistan is lower than developed world as per World Bank Classifications which suggests a lower living standard for Pakistan. GDP per capita of the top four countries in 2024 are; China at \$13136, the United States at \$85373, Germany at \$54291, and Japan at \$33138 comparison to Pakistan which is \$1680 suggests that Pakistan is far behind in achieving its goal of being a developed nation. The core independent variable is e-commerce revenue (ECOR) shows moderate variations and an extremely growing capacity in

digital trade. Another important independent variable analyzed is Unemployment (Unempl) suggests a relatively stable, fairly consistent labor market in Pakistan. FDINF shows consistent but low foreign direct investments with limited changes or disruptions in FDI.

### Unit Root Test for Data

The annual data collected on the above-mentioned variables are tested (Unit Root Test) and their report is as follows;

**Table 2**

*Unit Root Test*

Variables	Probability	Stationary
GDPpc	0.0168	1 <sup>st</sup> difference
LIDV_1_ECOR	0.0000	1 <sup>st</sup> difference
LIDV_2_UNEMPL	0.0001	1 <sup>st</sup> difference
LIDV_3_FDINF	0.0416	1 <sup>st</sup> difference

Table it finds that the unit root test for four variables: GDPpc, Log of e-commerce revenue, log of Unemployment, and log of Foreign Direct Investment Net Flow. The lag lengths used in the test vary for each variable. The value of P for is less than 0.05 at 1<sup>st</sup> Difference, indicating that we will be applying Johansen Cointegration Method.

**Lag Length Selection Criteria**

Once these stationary at 1<sup>st</sup> difference are done in the data analysis, lag length was checked. It also suggests that there is a lag of 2 as per HQ: Hannan-Quinn information criterion.

**Table 3**

*Lag Length Selection Criteria*

Lag	LogL	LR	FPE	AIC	SC	HQ
0	-800.3756	NA	1948.821	18.92648	19.04143	18.97272
1	-132.4293	1257.311	0.000425	3.586572	4.161314	3.817749
2	12.47611	259.1250	2.05e-05*	0.553503*	1.588038*	0.969622*
3	15.98104	5.937759	2.77e-05	0.847505	2.341833	1.448565
4	20.96938	7.981335	3.63e-05	1.106603	3.060724	1.892605
5	31.90607	16.46938	4.17e-05	1.225739	3.639654	2.196683
6	65.30473	47.15104*	2.86e-05	0.816359	3.690067	1.972245
7	70.94214	7.428122	3.80e-05	1.060185	4.393685	2.401012
8	83.99860	15.97495	4.32e-05	1.129445	4.922738	2.655214

**Summary of all 6 Test**

Once these all variables were stationary at 1<sup>st</sup> difference, the Johansen Cointegration test was run to see the variation in terms of long and short findings between these variables. A summary of all 6 test assumptions was done and it suggests that there is a cointegration of 1 that exists.

**Johansen Cointegration Test: Vector Error Regression Model (VECM)**

Vector error regression test analyzes the long and short-run impact among imperative variables of the study. The result of the cointegration summary shows that there is cointegration 1 that exists which means cointegration does exist in the long run.

**Table 4**

Cointegration Results

Variable	Coefficient	t-value
$GDPPC_t$	1	-
$LIDV\_1\_ECOR_t$	-71.87	-31.8189**
$LIDV\_2\_UNEMPL_t$	8.04	0.8859
$LIDV\_3\_FDINF_t$	-73.69	-5.0678**

Table: 4 The results show that ECOR is having a positive impact of 71.87 on GDPpc. With every \$1 increase in e-commerce income, there will be an increase of \$71.87 in GDPpc. Unemployment is having a negative effect on GDPpc as with every

1% increase in unemployment there will be a decline of \$8.04 in GDPpc. Similarly, FDI net flow has a positive impact on GDPpc, with every \$1 increase in FDI net flow in the country there will be an increase in GDPpc by 73.69.

**Table 5**

Short Run Relation

Variable	Error correction	t-value
<i>ect</i>	-0.044	-2.77**
$\Delta GDPpc_{t-1}$	0.893	7.52**
$\Delta LIDV\_1\_ECOR_{t-2}$	2.387	0.368
$\Delta LIDV\_2\_UNEMPL_{t-2}$	1.368	0.264
$\Delta LIDV\_3\_FDINF_{t-1}$	4.185	0.749

Table 5: This part of the result shows CointEq1 error correction is a negative value which suggests that error is being corrected by 4.4 % in every quarter and the fluctuations will be restored to the stability in the research for the field of covariance

and co-relation. Its t-value is significant as it's greater than 2 which is -2.77 which indicates that cointegration does exist among the variables. GDPpc is a significant variable as its t value is greater than 2 which is 7.52.

**Residual Diagnosis**

**Figure 1**

Normality Test:

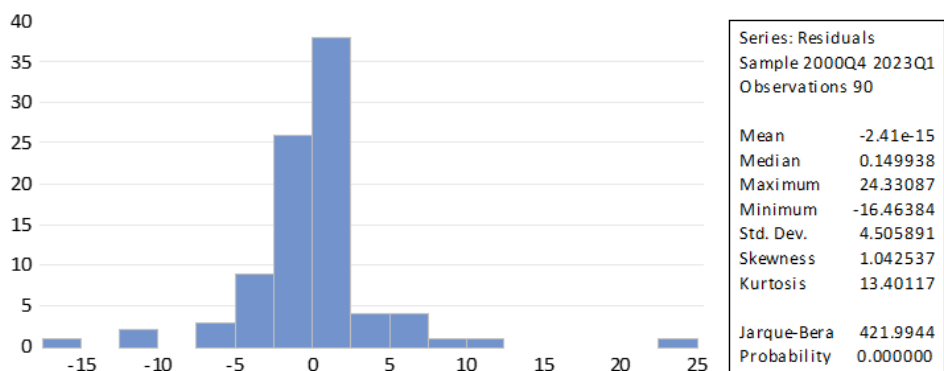


Fig:1 It evaluates that residuals or errors of the model follow a normal distribution, which is significant for validating statistical inferences. The results show that the data isn't normally distributed because the probability is less than 0.05.

Serial Correlation: It checks if the errors of one period are correlated with the other, ensuring that errors of one period don't predict the errors of another period. The result shows that data is not significant as the probability is less than 0.05 which is 0.6876.

**Table 6**

*Serial Correlation (Not Significant)*

<b>Breusch-Godfrey Serial Correlation LM Test</b>	
Null Hypothesis: No Serial Correlation at up to 2 lags	
F-statistics	0.376
Obs*R-squared	0.894
Prob. F(2,75)	0.687
Prob. Chi-Square(2)	0.639

Heteroscedasticity Test: It assesses the variation in the error term of the model to the context of all variables, ensuring that the model predictions are

consistent and reliable across various data ranges. The results suggest that data is not significant as the probability is less than 0.05 which is 0.8965.

**Table 7**

*Heteroscedasticity Test: ARCH (Not Significant)*

<b>F-statistic</b>	<b>0.017</b>
<b>Obs*R-Squared</b>	0.017
<b>Prob. F(1,87)</b>	0.896
<b>Rob. Chi-Square(1)</b>	0.895

**Stability Diagnosis**

This analyzes if the parameters of the model are

consistent over time, making sure that the model is reliable and robust.

**Figure 2**

*CUSUM test: Stable*

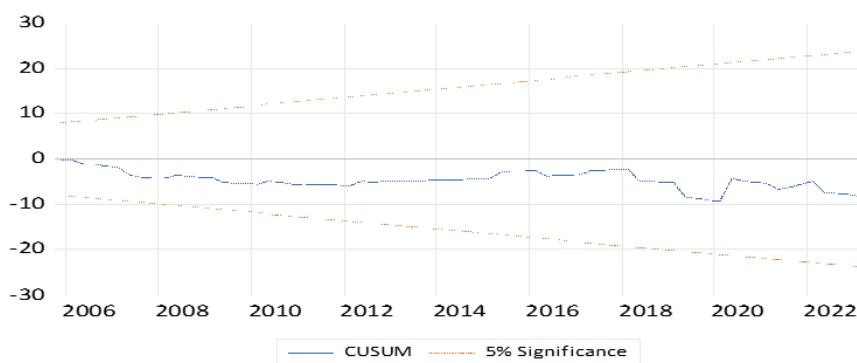


Fig 2: The graph indicates that the CUSUM lines remain well within the 5% significance level throughout the entire period, suggesting that there are no significant parameter changes that show stability in the various time-frame periods.

## Results and Discussion

In this study, the degree of association of Pakistan's digital economy with macroeconomic variables from 2000 to 2023 reveals quite meaningful movements and level of association with e-revenue, unemployment, and FDI on its GDP per capita growth. This study and the Mukhtorovna (2021) paper focus on the wider consequences of digital transformation on economies, and it aligns with this study as it examines how digital trade affects economic growth. Both studies used numbers, primarily, and are preoccupied with the notion that a digital economy propels economic expansion. Schauensteiner, Gonzalez, & Borgmann's (2021) paper is similar to this study as well, as it argues for the role of technological developments in e-commerce which goes hand in hand with this study approach where quantitative data has been used to assess how e-commerce revenue affects GDP per capita. Similarly, (Khatib & Mohamad, 2024) are similar to this study that employs statistical methods to investigate the relationship between digital trade and economic indicators, this essay emphasizes global e-trade and its effect on economic growth. Moreover, Bano, Mirza, Sohail, & Javaid (2022) do not only talk about the prospects of e-commerce in terms of Pakistan's economy but also use such factors as revenue from electronic commerce as an independent variable connected to GDP per capita which is similar to the research done in this study.

However, Manyika, Lund, Singer, White, & Berry (2016) estimate possible future impacts on economics by providing projections in terms of what could happen if some policies were implemented yet it did not apply the Johansen integration method or VAR model. This differs from this work which is based on predictions instead of current data analysis. According to

Padmanabhan's (2023) paper, this research explores how digital trade affects workforce sectors and skill development rather than measuring it by economic indicators like GDP per capita, unemployment, and FDI. While both studies focus on the digital economy, this current study employs a more macroeconomic approach.

This study's results suggest that an impressive contribution towards the generation of the country's income is being contributed by the e-commerce revenue from digital trade. There should be an emphasis on creating job opportunities to enhance economic growth. The labor market in Pakistan has not been severely affected by changes in the rate, which moderately declined over the study period: Thus, further policies to encourage employment are still required. The above results also reveal that FDI shows an upward impact on the economic growth of the country by enhancing the GDP per capita which is evidenced by a coefficient of 30 meaning that foreign investment is very important to Pakistan's economy. Besides capital, FDI also brings technology transfer, managerial skills, and international market access which in a way boosts the country's capacity.

Johansen test supports a long-run equilibrium relationship among the variables and the cointegration rank is one. This assertion means that in the long run, the variables do have an economic relation that goes up even though they may at times go down occasionally as the graph shows in the CUSUM test. As a method of constant growth of 4% for one quarter is preserved, this approach strengthens the stability of the model. More so, from the CUSUM stability test analysis, it can be noted that the model is stable for the analyzed period and the parameters are fairly stable with no major changes hence confirming the goodness of the results.

The digital sector can be supported to spur innovation and create new opportunities, thereby reducing unemployment and driving economic growth. By improving foreign direct investment in technology and e-commerce, Pakistan can make

the most of digital progress for a better quality of life.

## Conclusion

Thus, since the e-commerce revenue has such a strong positive correlation with the GDP per capita in Pakistan, authorities should pay more attention to the development of a digital market. Pakistan's e-commerce industry is currently behind the global digital landscape. However, with the right strategies, it has the potential to generate high revenues. The authorities have to concentrate on the enhancement of digital payment means which will include PayPal to make it a worldwide solution, besides backing up digital currencies. Constructing a strong e-commerce ecosystem and introducing digital skills in education would help individuals and foster start-ups. Moreover, the education in online skills such as; Graphic design, Content Writing, Blogging, YouTube Video Creation, Web Development, AI, Python Course, Amazon FBA

Virtual Assistant, Freelancers, how to sell on social media platforms like TikTok, Facebook, and YouTube automation programs etc. should be taught from schools level then at colleges and universities as well. Students should learn these practical skills which can enable them to work independently. Moreover, tax exemptions and business incentives should be extended by the government so that it can support the industry to grow stronger. For further research of this nature, future scholars should use both these approaches (quantitative and qualitative) to understand more about the economic implications of digital trade on different sectors like agriculture, industry, and services by conducting interviews with industry experts, young online entrepreneurs, and e-commerce government officials. By addressing these research gaps, future studies can provide a comprehensive view of the rise of digital trade and its impact on Pakistan's economic growth and employment opportunities for everyone.

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