

DIGITAL SECURITY OF INTERNATIONAL TRANSPORTATION FROM CENTRAL ASIA TO EASTERN EUROPE

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In the context of globalization, data security issues are essential issues in the implementation of export-import operations. Today, to promote products along the Silk Road, numerous countries still haven't formed information protection, integrated databases of international partners, and online monitoring of trade flows. Foreign economic policy has not developed in favor of business development. At the same time, the formation of the international transport system in the post-Soviet space is carried out in the context of deepening integration relations with European countries. Exporters face problems of lack of information clarity on the promotion of goods, joint information of tariffs, and quality monitoring, which provides transparency of foreign economic market relations for enterprises. Recently, there are several cases of cyber theft of products, their value, and ownership in the regions. The paper considers information about basic questions of digital security in countries of Central Asia and Eastern Europe. The main objective of the paper is to open review of several instruments how to ensure export potential for the region.

With the development of international relations and the deepening globalization, Adilov S., Yesengazieva S., Legeza D. Yu. L., Zhao D., New H. and Lu F., Yerokhin V., Diao L., and Du P., Vohidova M. have covered in their works issues of the organization of international transportation.

Current research of the international transport system is focused on the value chain development demanded in the European markets. Recent studies show that entrepreneurs from Central Asia and Eastern European countries can provide stable value chains in agriculture [2]. As reported by Legeza D., such countries may supply added-value products of Agriculture, Horticulture, and the Food industry [1]. Producers from the region have lack information about the market potential in Europe. They meet problems in the security of their goods during customization. In addition, the digitalization of goods transportation still has not been developing. Because countries of the region do not have well-established economic relations, their trade net is not settled and stable [3]. From this side, the development of the trade union One Belt One Road gives entrepreneurs opportunities to enhance their export potential [4]. However, most of the previous studies do not take into account problems of digitalization flows of goods and digital security of the process.

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The study is based on a focus group of entrepreneurs from four countries (Tajikistan, Uzbekistan, Kazakhstan and Ukraine). It was selected managers from agricultural and food companies, which have experience in export to a country from the European Union. During June and July 2021, they should evaluate the main factors, which influence on digital security in international transportation. The evaluation table consists of nine groups of questions (export experience, market entry model, transport encounters, big data usage, fintech and banking, management of risks, monitoring of flows, customization, and data protection). Besides that, the interviewers have the opportunity propose their own decision to solve the problem. Results of focus groups shows, that entrepreneurs meet problems, which limit their potential to export in Europe:

1. Restrictions on cross-border data flow.
2. Limitation of data transfer.
3. Different fin technologies in countries.
4. Unsafe financial transactions.
5. Loss and corruption of data.
6. Unequal distribution among trade companies.

Accoridung to focus group results, export-oriented companies should make breakthrough in such directions as:

- creation a cloud of a computing services;
- provide data security in customization and banking;
- protection data among export flows;
- development ability to transfer data;
- development of artificial intelligent international transportation;
- usage of big data for monitoring of goods flows.

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