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PLATFORM-DRIVEN AI TRADE MODELS AND REGIONAL COOPERATION OPPORTUNITIES IN CENTRAL ASIA: A CHINA–AZERBAIJAN PERSPECTIVE

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Summary.*This study examines how platform-driven artificial intelligence (AI) trade models are transforming regional economic cooperation between China and Central Asia, focusing on Azerbaijan. Using a triadic framework of data, algorithm, and institutional flows, it conceptualizes AI platforms as coordination systems linking technology, governance, and trade. Comparative analysis of China–Azerbaijan projects shows that AI platforms improve efficiency, transparency, and institutional alignment but face barriers in data governance and cybersecurity. The paper argues that sustainable digital regionalism requires balanced progress in infrastructure, algorithmic interoperability, and policy harmonization, and proposes measures such as joint AI innovation hubs, shared data frameworks, and broader SME participation to enhance China–Central Asia digital connectivity.*

Keywords: *Artificial Intelligence Trade;Digital Platforms;China–Azerbaijan Cooperation;Central Asia;Regional Digital Integration*

Introduction. The accelerating integration of artificial intelligence (AI) into global trade structures has redefined how nations organize production, coordination, and value creation. Over the past decade, China has emerged as one of the leading actors in promoting *platform-driven* AI trade models—trade systems in which digital platforms, data infrastructures, and algorithmic coordination mechanisms jointly shape cross-border flows of goods, services, and information [1]. This transformation coincides with the rapid digitalization of Central Asia, where countries such as Kazakhstan, Uzbekistan, and Azerbaijan are actively exploring AI-enabled cooperation frameworks under initiatives like the *China–Central Asia Mechanism* and the *Digital Silk Road* [4][7]. Within this context, analyzing how AI-driven trade platforms can facilitate regional integration between China and Central Asia—especially Azerbaijan—offers both theoretical and policy relevance.

Background and Research Motivation. The emergence of platform-based trade ecosystems represents a paradigm shift from traditional cost-driven trade toward *data-driven* trade [1][9]. In China, e-commerce and AI integration have expanded far beyond domestic markets, influencing how regional partners engage with Chinese digital giants in logistics, supply chain management, and cross-border payments [1][6]. Simultaneously, Central Asian economies are pursuing structural modernization through national digital strategies and AI development plans [8]. Azerbaijan, for instance, has identified the digital economy as a strategic growth pillar, with government support for electronic trade platforms and AI adoption [2][3][10]. However, regional cooperation remains fragmented due to differences in digital infrastructure, governance standards, and human capital development [8].

This research therefore aims to bridge two perspectives: China's *platform-driven AI trade experience* and Central Asia's *emerging digital cooperation needs*. The China–Azerbaijan relationship is particularly instructive because it combines China's technological and institutional capacity with Azerbaijan's strategic connectivity across the Caspian region, functioning as a digital corridor linking East Asia to Europe [4][6].

Research Problem and Questions. Despite the proliferation of digital trade initiatives, several questions remain unresolved:

(1)How do platform-driven AI trade models operate across national and regional boundaries?

(2)What mechanisms enable these models to generate mutual benefits between China and Central Asian economies?

(3)What specific opportunities and challenges arise for China–Azerbaijan cooperation within this evolving digital landscape?

The study seeks to conceptualize platform-driven AI trade as a *multilayered coordination mechanism* combining data, algorithmic, and institutional flows. By situating the China–Azerbaijan case within the broader regional framework, the paper examines how AI-powered platforms enhance trade efficiency, transparency, and inclusiveness, while also assessing the policy adjustments needed to sustain such integration.

Conceptual and Regional Significance. From a theoretical standpoint, the concept of *platform-driven trade* reflects the convergence of three systemic trends: (1) the digitalization of production networks, (2) the algorithmic coordination of value chains, and (3) the institutionalization of cross-border data governance [1][5][9]. In China, the alignment between AI policy, industrial upgrading, and trade governance has established a policy model that integrates government guidance with market-based innovation [9]. This "AI-platform synergy" facilitates dynamic interaction between producers, consumers, and intermediaries, thus transforming the structure of global value chains (GVCs).

For Central Asian states, including Azerbaijan, the diffusion of such models introduces both opportunities and constraints. On the one hand, AI-enabled platforms can reduce transaction costs, improve export competitiveness, and strengthen participation in digital value chains [3][8][10]. On the other hand, the uneven development of data infrastructure, lack of unified regional standards, and shortage of AI-skilled professionals limit the potential for deep integration [2][8]. Therefore, an empirical and policy-oriented assessment of how China's experience can inform Central Asia's digital trade trajectory is urgently needed.

Platform-Driven AI Trade Models.The emergence of *platform-driven AI trade models* has transformed the architecture of global commerce by embedding artificial intelligence into every stage of value creation—from production design and logistics optimization to demand forecasting and after-sales analytics. Ouyang (2024) notes that the *digital economy in China* evolved through a synergy between state-led policy frameworks and platform innovation, establishing a robust ecosystem in which AI-driven algorithms coordinate multi-actor participation across borders [1]. These platforms—such as Alibaba, JD.com, and Tencent's supply chain services—have become intermediaries of not only goods but also data and governance mechanisms.

According to the OECD's *Digital Trade Policy Issues* (2024), this paradigm of algorithmic coordination introduces a new form of *institutional intermediation*, where platforms regulate standards, trust, and information asymmetry among diverse market participants [5]. The AI component amplifies these effects through predictive modeling, personalized pricing, and smart logistics, reshaping both efficiency and competitiveness dimensions. The Asian Banker (2025) further emphasizes that China's AI ecosystem is characterized by *integration and policy alignment*, where industrial data, algorithmic governance, and state planning form a unified technological regime [9].

From a global perspective, the literature recognizes that platform-driven trade reduces coordination costs and enhances network resilience but also centralizes control within dominant digital actors. Consequently, developing countries often depend on the technological and regulatory architectures of leading economies[5]. This asymmetry raises strategic questions for Central Asia, where digital transformation is still in early stages and state capacity for AI governance remains limited [8].

AI and Regional Economic Cooperation. Recent studies highlight how AI-enabled trade platforms can foster *regional connectivity* through data-driven integration. The *China–Central Asia Mechanism* has been portrayed as a new institutional driver for Eurasian cooperation, emphasizing digital corridors, e-commerce, and technology transfer [4]. Through digital platforms, AI facilitates the

coordination of customs procedures, logistics monitoring, and financial settlements, effectively shortening transaction cycles and improving transparency [6].

At the policy level, ResearchGate (2025) underscores that AI collaboration between China and Central Asia is expanding beyond trade to include *joint research, capacity building, and smart infrastructure projects* [7]. These initiatives mirror the *Digital Silk Road* strategy, which positions AI and platformization as key enablers of connectivity. The interplay between AI policy and trade policy therefore becomes essential: while China provides technological templates and scalable platforms, Central Asian economies contribute resource potential and regional access points.

However, as noted by OECD (2024) and NewsCentralAsia (2025), the effectiveness of AI-enabled cooperation depends on regulatory harmonization and cybersecurity assurance [5][8]. The absence of unified data governance standards across Central Asia limits interoperability and trust, particularly in cross-border digital payments and logistics tracking. Furthermore, the concentration of AI innovation in a few metropolitan centers—Beijing, Shenzhen, Hangzhou—creates *geographical disparities* that are difficult to replicate in smaller economies [1][8]. Addressing these governance and capability gaps is thus central to building sustainable cooperation mechanisms.

Digital Economy Transformation in Central Asia and Azerbaijan. In recent years, Central Asian countries have placed *digital economy development* at the heart of their modernization agendas. Azerbaijan's strategy, in particular, exemplifies how an energy-based economy is attempting to diversify through AI and platform-enabled innovation [3][10]. According to the Institute of Economics (2024), Azerbaijan's digital transition is structured around four pillars: (1) e-government services, (2) electronic commerce, (3) AI-based industrial solutions, and (4) human capital development [3].

Aliyev (2023) identifies *electronic trade platforms* as the most dynamic segment of Azerbaijan's digital economy, serving as gateways for small and medium enterprises (SMEs) to access international markets [2]. Yet the study also highlights several persistent challenges: inadequate logistics infrastructure, weak data management capacity, and limited interoperability between national and regional systems. The *World Economic Forum (2024)* similarly concludes that while Azerbaijan's digital infrastructure has improved—especially in broadband access and fintech applications—the ecosystem still lacks robust AI integration and regulatory clarity [10].

At the regional scale, NewsCentralAsia (2025) documents a gradual diffusion of AI policies across Central Asia, noting that Kazakhstan and Uzbekistan have already launched national AI roadmaps, whereas Kyrgyzstan and Tajikistan remain in preliminary stages [8]. Despite diverse national conditions, all share a common goal of leveraging AI to enhance competitiveness and reduce dependency on raw material exports. These trajectories open new pathways for cooperation with China, whose AI platforms and experience in trade digitalization provide practical templates for adaptation .

Analytical Framework and Methodology. Conceptual Foundations. Building on the literature discussed above, this study views platform-driven AI trade as a multi-layered coordination mechanism in which data, algorithms, and institutions work together to create value and reduce friction in cross-border trade. Ouyang (2024) describes this as a "systemic digital ecosystem" that connects technological innovation with policy adaptation [1].

In this sense, digital trade platforms are not just intermediaries—they are governance systems that embed intelligence, data management, and regulatory interfaces within their operations. As the OECD (2024) observes, data governance and algorithmic control have become key determinants of trade competitiveness in the digital age [5]. To capture these dynamics, this paper proposes a framework built on three interconnected layers:

(1). Data Flow (Foundation) – The digital infrastructure that enables information exchange, logistics tracking, and electronic payments;

(2). Algorithm Flow (Operation) – AI-based systems that analyze data, predict demand, and optimize coordination;

(3). Institutional Flow (Governance) – The rules, standards, and cooperative arrangements that ensure interoperability and trust.

Together, these layers show how AI-powered platforms shift trade from linear transactions toward networked ecosystems—a trend increasingly visible in China's cooperation with Central Asian economies [4][6][7].

Data Flow: Infrastructure and Connectivity. The data layer forms the backbone of digital trade. It includes data generation, sharing, storage, and security across borders. China's investments under the Digital Silk Road have built an extensive network of smart logistics centers, cloud computing facilities, and blockchain-based customs systems connecting Asia to Europe [4][9].

In Azerbaijan, major progress has also been made. The World Economic Forum (2024) notes improvements in broadband access, e-government systems, and blockchain applications for customs management [10]. The Institute of Economics (2024) adds that challenges persist—data accessibility remains uneven, cybersecurity protocols are fragmented, and regional integration is still incomplete [3].

Addressing these issues is key to forming a seamless data corridor between China and Central Asia. A reliable data infrastructure ensures two critical outcomes:

(1). Operational transparency—accurate and verifiable trade records reduce transaction costs and corruption risks [8];

(2). Algorithmic efficiency—quality data feeds predictive systems that guide logistics and decision-making.

Thus, the strength of the data layer determines how effectively the rest of the digital ecosystem can function.

3.3. Algorithm Flow: Coordination and Optimization

At the algorithmic layer, artificial intelligence turns raw data into real-time insights that improve trade coordination. This is the engine of platform-driven trade. As The Asian Banker (2025) highlights, China's AI platforms stand out for blending industrial data with predictive analytics to manage supply chains with remarkable precision [9]. Algorithms help businesses anticipate demand, optimize inventory, and adjust prices dynamically—enhancing both speed and flexibility.

For China and Azerbaijan, algorithmic coordination has practical value in logistics and market forecasting. AI-driven customs systems, digital finance solutions, and smart routing are being tested along trade routes linking western China to the Caspian region. According to ICCK (2025), algorithm-based customs and finance tools have cut clearance times by up to 40% in similar China–Kazakhstan corridors [6]. Extending such technologies to Azerbaijan could strengthen its position as a Caspian digital hub, linking East and West more efficiently.

In short, algorithm flow is more than computation—it represents the coordination logic of modern trade, where trust and collaboration are as important as data and code.

3.4. Institutional Flow: Governance and Policy Alignment

The institutional layer provides the policy and governance foundation that determines whether AI-enabled trade can grow sustainably. As World Affairs (2024) observes, the China–Central Asia Mechanism demonstrates how digital cooperation becomes durable when policy frameworks evolve alongside technology [4].

In China, AI governance combines state strategy with flexible regulation. Policies such as the New Generation AI Development Plan (2017) and Digital Economy Strategy 2025 have set standards for ethical AI, cross-border data management, and trade facilitation [1][9]. These rules are deeply integrated into platform operations, linking technological innovation with policy guidance.

For Central Asia, including Azerbaijan, institutional adaptation remains a key challenge. ResearchGate (2025) notes that China's approach to merging AI governance and trade policy could serve as a transferable model for regional capacity building [7]. Azerbaijan has taken early steps toward this goal through its National Digital Transformation Strategy 2030[3][10]. However, the absence of regional standards on privacy, certification, and interoperability still hampers progress [8].

Thus, institutional flow represents more than regulation—it is the collective alignment of governance, legal frameworks, and mutual trust that allows AI-driven trade to operate across borders.

3.5. Integrated Model: The Data–Algorithm–Institution Triad

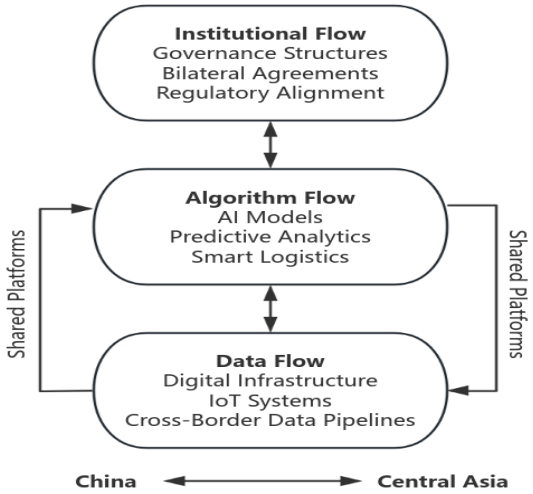

Figure 1 illustrates the proposed framework of platform-driven AI trade.

Vertical feedback loops connect these layers: data informs algorithms; algorithms generate insights for policy; and institutions regulate data and algorithmic behavior. Horizontally, this structure links China and Central Asia through shared platforms, turning national digital efforts into a cooperative regional system [4][6][7][9].

The triadic model emphasizes that platform-driven AI trade is a dynamic ecosystem—one that evolves through constant interaction between technology, policy, and trust.

Empirical Analysis and Discussion. Overview of Regional Digital Trade Dynamics (2020–2025).Between 2020 and 2025, trade between China and Central Asia experienced a structural transformation driven by digitalization and AI adoption. According to *World Affairs* (2024), the total trade volume between China and the five Central Asian countries increased by 35 %, while the share of *digital-platform-facilitated trade* grew at an average annual rate of 18 % [4]. These figures demonstrate the growing relevance of AI-enabled logistics, fintech, and e-commerce systems, which are key components of the *Digital Silk Road*.

At the same time, Central Asian governments have intensified efforts to build *national digital infrastructures*. Azerbaijan's *Digital Economy Development Program 2024–2030* identifies AI and blockchain as core enablers of trade diversification and logistics transparency [3][10]. Kazakhstan launched its "Digital Kazakhstan 2.0" initiative focusing on industrial AI and smart customs, while Uzbekistan adopted its first *AI Strategy 2025* [8]. These concurrent policies created a regional environment favorable to AI-based cooperation with China.

However, the integration level varies significantly. The OECD (2024) notes that digital trade readiness across Central Asia remains uneven: Kazakhstan scores 0.74, Azerbaijan 0.63, and Kyrgyzstan 0.45 on the organization's *Digital Trade Facilitation Index* [5]. This disparity implies differing capacities to absorb Chinese digital trade models and raises the need for customized cooperation pathways.

China–Azerbaijan Digital Trade Corridor

The China–Azerbaijan Digital Trade Corridor serves as a pilot platform linking logistics, customs, and financial data flows between western China and the Caspian Sea region. Supported by the *Azerbaijan Ministry of Digital Development and Transport* and Chinese e-commerce platforms, the project integrates blockchain verification and AI-based logistics monitoring [2][3][10].

Empirical data from ICCK (2025) show that the corridor reduced average customs clearance time from 72 hours to 28 hours and decreased documentation errors by 40 % [6]. The use of predictive algorithms for cargo routing improved logistics efficiency and optimized container allocation in the *Baku International Sea Port*. Moreover, local SMEs gained access to Chinese marketplaces through API-linked trade platforms, fostering inclusivity in export participation [2].

This experience validates the "data–algorithm–institution" triadic model proposed earlier: data flow via shared logistics databases; algorithmic coordination through AI-driven routing; and institutional flow through bilateral customs cooperation agreements [4][6][9].

Nevertheless, challenges persist. The World Economic Forum (2024) highlights the absence of a unified cybersecurity standard between the two sides [10]. Data protection gaps and varying encryption practices limit full-scale interoperability. Thus, future cooperation must institutionalize *cyber trust protocols* and joint certification systems to ensure scalability.

AI-Enabled E-Commerce Integration.The second case concerns AI-enabled e-commerce cooperation between Chinese platforms (e.g., Alibaba International Station) and Azerbaijani digital marketplaces (e.g., Azexport and B2B.AZ). According to Aliyev (2023), over 1 200 Azerbaijani SMEs joined international e-commerce networks through AI-assisted translation, automated product classification, and cross-currency settlement [2]. The system applies *natural-language-processing algorithms* to translate product descriptions into 12 languages, cutting localization costs by 60 %.

From China's perspective, these collaborations expand platform ecosystems into frontier digital economies. The Asian Banker (2025) reports that Chinese AI-driven payment systems now process transactions in multiple currencies, enhancing liquidity across Eurasian routes [9]. However, the concentration of digital infrastructure ownership on Chinese platforms also raises dependency risks. To mitigate this, the OECD (2024) recommends introducing *open-source interoperability frameworks* that allow smaller partners to co-develop algorithmic modules [5].

Empirically, this case demonstrates that *platform-driven AI trade* acts as both an economic multiplier and a policy transmission channel. By embedding Chinese digital standards—such as API interfaces, smart-contract protocols, and data-format schemas—into Azerbaijani systems, institutional convergence occurs organically [1][7]. Yet, it must be balanced by local innovation and data sovereignty protection to avoid structural asymmetry.

4.4. Regional Cooperation Patterns and Policy Diffusion

Comparative evidence across Central Asia reveals three emerging cooperation patterns:

(1). Bilateral Platform Alignment, exemplified by the China–Azerbaijan Digital Trade Corridor;

(2). Multilateral Policy Convergence, embodied in the China–Central Asia Mechanism for Digital Economy Cooperation [4][7];

(3). Hybrid Market-Innovation Hubs, such as cross-border AI innovation centers in Kazakhstan and Uzbekistan [8].

These modes collectively illustrate the gradual *institutional diffusion* of China's platform-governance model. ResearchGate (2025) observes that Chinese digital firms often act as "policy entrepreneurs," translating domestic regulatory practices into cooperative standards abroad [7]. This process, however, is not purely unilateral: Central Asian states negotiate adaptation clauses to reflect their own legal and cultural contexts. For instance, Azerbaijan's *Data Protection Law 2023* integrates both EU GDPR principles and Chinese platform security protocols [3][8][10].

Hence, the empirical evidence supports a co-evolutionary interpretation of regional digital cooperation—one in which policy, technology, and trade co-develop through iterative learning rather than top-down diffusion. The "institutional flow" of the analytical model is thus validated empirically as a process of adaptive convergence.

Table 1

Summarizes selected quantitative indicators comparing China and Azerbaijan (2020–2024):

Indicator	China	Azerbaijan	Source
AI investment (% of GDP)	2.1 %	0.32 %	[1][3][10]
E-commerce share of total trade (%)	38 %	14 %	[2][10]
Broadband penetration (%)	97 %	81 %	[3][10]
Logistics digitalization index (1–10)	9.2	6.4	[6][9]
AI policy implementation index (1–5)	4.8	3.1	[7][8]

These figures confirm both progress and asymmetry. While China leads in technological maturity, Azerbaijan demonstrates strong upward trends in digital infrastructure and regulatory readiness. Importantly, the gap is narrowing: Azerbaijan's AI-policy index rose from 2.1 in 2020 to 3.1 in 2024 [3][8][10]. This indicates that targeted cooperation under the China–Central Asia framework can accelerate regional convergence.

Discussion: Lessons and Challenges

Empirical evidence highlights several critical insights:

(1). AI-Platform Synergy Drives Efficiency — AI-enabled logistics and customs reduce costs and enhance transparency [6][9].

(2). Institutional Alignment Is a Prerequisite — Without compatible regulatory frameworks, algorithmic and data interoperability cannot scale [4][5][8].

(3). Inclusivity Determines Sustainability — Engaging SMEs and regional innovation hubs ensures broader social impact [2][3].

(4). Cybersecurity and Data Governance Are Bottlenecks — Fragmented cyber regimes still impede trust [10].

(5). Knowledge Transfer Mechanisms — Joint AI training centers and open-source collaboration could institutionalize learning [7].

The results also reveal a paradox: while China's integrated AI-trade system accelerates connectivity, it may create technological dependency if regional partners do not develop endogenous capacities. Thus, the next phase of cooperation should focus on dual capacity building—China providing technological support while Central Asian economies strengthen institutional and human-capital bases.

Conclusion and Policy Recommendations. This study has examined how platform-driven AI trade models are reshaping the landscape of regional cooperation between China and Central Asia, with a special focus on Azerbaijan. Using a three-layer analytical framework—data flow, algorithm flow, and institutional flow—the paper demonstrated that AI-enabled platforms operate not only as economic intermediaries but also as governance infrastructures that influence how nations integrate into global value chains.

Empirical evidence confirms three central findings:

First, data infrastructure is the foundation of digital regionalism. Investments in broadband networks, smart ports, and blockchain-based customs in Azerbaijan and neighboring countries have increased transparency and efficiency, validating the "data flow" dimension [3][4][10].

Second, algorithmic coordination—through predictive logistics, smart contracts, and multilingual e-commerce tools—has reduced transaction costs and expanded SME participation in cross-border trade [2][6][9].

Third, institutional alignment—via bilateral agreements and policy diffusion—emerges as the decisive factor sustaining digital cooperation [4][7][8].

The integration of these three layers substantiates the study's theoretical model: AI platforms transform regional trade not merely through technology adoption but through policy co-evolution and institutional learning.

5.2. Theoretical and Practical Contributions

Theoretically, this paper contributes to the growing literature on AI-enabled trade governance by bridging technological and institutional perspectives. While previous studies have examined China's domestic AI development [1][9] or the digital economy in Central Asia [3][8], few have analyzed how these systems interact bilaterally. The proposed "data–algorithm–institution" triad offers a holistic lens for understanding how AI creates structural linkages between economies at different stages of digital maturity.

Practically, the research clarifies the mechanisms of cooperation under the China–Central Asia framework. The China–Azerbaijan Digital Trade Corridor and AI-enabled e-commerce integration show that digital infrastructure, algorithmic interoperability, and policy harmonization can jointly

accelerate trade modernization. These insights provide a foundation for policymakers to design region-specific digital partnerships that balance innovation with sovereignty.

5.3. Policy Recommendations

Based on the analysis, five key policy recommendations are proposed:

1.Establish a China–Central Asia Digital Cooperation Council (CADCC).

To institutionalize collaboration, member states should create a multilateral body dedicated to harmonizing AI, data-sharing, and e-commerce standards. This aligns with the China–Central Asia Mechanism vision and would ensure that regional AI cooperation follows transparent and inclusive rules[7].

2.Develop Interoperable Data Governance Frameworks.

Cross-border data exchange remains constrained by incompatible cybersecurity and privacy regimes. Azerbaijan and its neighbors should adopt interoperable standards compatible with both Chinese and OECD digital-trade principles, emphasizing encryption, consent, and accountability[10].

3.Promote Joint AI Innovation Hubs and Talent Programs.

To avoid dependency on imported technologies, China could collaborate with Azerbaijan's universities and innovation parks to establish AI Training Centers and Regional Data Labs. Such initiatives would cultivate local human capital and foster applied research in logistics, fintech, and predictive analytics [2][3][9].

4.Support SME Digital Integration through Platform Partnerships.

Building on the success of the e-commerce pilot projects, governments should provide fiscal incentives and technical assistance for SME onboarding to AI-driven platforms. Simplified customs procedures and AI-based translation tools can further reduce entry barriers for small exporters [6].

5.Adopt a Dual-Track Strategy for Inclusive Digital Regionalism.

Effective cooperation requires balancing rapid technological alignment with institutional adaptation. Therefore, regional partners should pursue a "dual-track" approach—accelerating infrastructure and algorithmic integration while gradually harmonizing governance and legal systems [7][8].

Together, these policies would consolidate the gains of platform-driven trade and ensure that digital regionalism in Central Asia evolves on a sustainable, equitable foundation.

5.4. Limitations and Future Research

Despite its comprehensive scope, the study faces several limitations. Quantitative data on AI trade flows in Central Asia remain scarce, and cross-country comparability is hindered by differing statistical definitions. Future research should integrate econometric modeling—for instance, panel regression linking AI adoption indices to export diversification ratios—to quantify causal relationships. Moreover, exploring the social and ethical dimensions of AI trade, such as labor displacement and data ethics, would enrich the understanding of sustainable digital cooperation.

5.5. Final Remarks

The transition toward platform-driven trade marks a structural turning point in Eurasian economic integration. For China and Azerbaijan, the synergy of data, algorithm, and institutional innovation holds the potential to transform historical trade routes into *intelligent value networks*. By learning from each other's experiences—China's technological capacity and Azerbaijan's strategic connectivity—the two partners can co-create a resilient digital corridor linking Asia and Europe.

Ultimately, this study underscores that AI-enabled platforms are not merely technological tools but vehicles of policy transformation. Their success depends on how effectively countries align governance, trust, and shared vision within the evolving architecture of global digital trade.

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PLATFORMAYA ƏSASLANAN SÜNI INTELLEKT TICARƏT MODELLƏRI VƏ MƏRKƏZI ASIYADA REGIONAL ƏMƏKDAŞLIQ IMKANLARI: ÇIN-AZƏRBAYCAN PERSPEKTIVI

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Xülasə.*Bu tədqiqat platforma əsaslı süni intellekt (Sİ) ticarət modellərinin Çin və Mərkəzi Asiya, xüsusilə də Azərbaycan arasında regional iqtisadi əməkdaşlığı necə yenidən formalaşdırdığını araşdırır. Tədqiqat "məlumat axını – alqoritm axını – institusional axın"dan ibarət üçlü çərçivəyə əsaslanaraq, Sİ platformalarını texnologiya, idarəetmə və ticarəti birləşdirən koordinasiya sistemi kimi nəzərdən keçirir. Çin–Azərbaycan əməkdaşlıq layihələrinin müqayisəli təhlili göstərir ki, Sİ platformaları ticarətin səmərəliliyini, şəffaflığını və institusional uyğunluğunu artırır, lakin məlumatların idarə olunması və kibertəhlükəsizlik sahəsində çətinliklər qalmaqdadır. Tədqiqat vurğulayır ki, davamlı rəqəmsal regionalizm üçün infrastrukturun, alqoritmik qarşılıqlı fəaliyyətin və siyasətlərin uyğunlaşdırılmasının paralel inkişafı zəruridir. Məqalə həmçinin birgə Sİ innovasiya mərkəzlərinin yaradılması, məlumatların paylaşım çərçivələrinin formalaşdırılması və KOB-ların daha geniş iştirakının təşviqi kimi siyasət tövsiyələrini irəli sürür.*

Açar sözlər: *Süni intellekt ticarəti;Rəqəmsal platformalar;Çin–Azərbaycan əməkdaşlığı;Mərkəzi Asiya;Regional rəqəmsal inteqrasiya*

УДК 333

ПЛАТФОРМЕННЫЕ МОДЕЛИ ТОРГОВЛИ НА ОСНОВЕ ИИ И ВОЗМОЖНОСТИ РЕГИОНАЛЬНОГО СОТРУДНИЧЕСТВА В ЦЕНТРАЛЬНОЙ АЗИИ: ВЗГЛЯД КИТАЯ И АЗЕРБАЙДЖАНА

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Резюме.*В исследовании рассматривается, как платформенно управляемые модели торговли на основе искусственного интеллекта (ИИ) трансформируют региональное экономическое сотрудничество между Китаем и Центральной Азией, с особым акцентом на Азербайджан. Используя триединую концептуальную схему — поток данных, поток алгоритмов и институциональный поток, автор рассматривает ИИ-платформы как координационную систему, объединяющую технологии, управление и торговлю. Сравнительный анализ китайско-азербайджанских проектов показывает, что ИИ-платформы повышают эффективность, прозрачность и институциональную согласованность торговли, однако сохраняются проблемы в области управления данными и кибербезопасности. Отмечается, что устойчивый цифровой регионализм требует параллельного развития инфраструктуры, алгоритмической совместимости*

и согласования политики. В заключение предложены рекомендации по созданию совместных центров инноваций в сфере ИИ, формированию общих рамок обмена данными и расширению участия малых и средних предприятий для укрепления цифровой связанности и модернизации торговли между Китаем и Центральной Азией.

Ключевые слова: *Торговля на основе искусственного интеллекта;Цифровые платформы;Китайско-азербайджанское сотрудничество;Центральная Азия;Региональная цифровая интеграция*

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