

Cross Broder Trade & Fintech: Review of Antecedents, Outcomes, Theories, Methods, and Research Recommendations

Ankita Singh¹, G.P. Sahu²

¹MNNIT Allahabad ; ankitasinghkesharwani@gmail.com

²MNNIT Allahabad; gsahu@mnnit.ac.in

Abstract

Purpose: This study examined the current literature on Financial Technology (FinTech) and International Trade to identify significant areas of interest and promote future research. This report evaluates and synthesizes data to identify research gaps and possible topics using the ADO-TCM (the antecedents, decisions, outcomes, theories, context, and methods) framework. Recognition of antecedents, results, and potential notions in current articles is vital because it proves FinTech's importance in global commerce.

Design/methodology/approach: The SPAR4-SLR (The Scientific Procedures and Rationales for Systematic Literature Reviews) approach is used to identify, analyze, and synthesize international commerce area literature. SPAR4-SLR was used to review 64 research studies methodically.

Findings: This research study provides a reflective analysis of The TCM approach in conjunction with the ADO approach, utilizing the SPAR4-SLR systematic review. This article explores significant gaps related to FinTech in International Trade research.

Originality/ Value: This research distinguishes from previous assessments by employing a Systematic review based on a framework approach that combines the ADO and TCM frameworks using 'the SPAR 4 SLR protocol'. This method examines Global Commerce more deeply.

Keywords: Global Commerce, TCM, ADO, SPAR 4 SLR, International Trade, FinTech, systematic review, cross border trade.

INTRODUCTION

Introduction of FinTech Technologies in International Business:

FinTech technologies include all aspects of Global Trade (Ahmad et al., 2021; Liu et al., 2024) and the application of technology by banks and other financial services (Zhu et al., 2023). It refers to innovative business concepts that impact the financial industry and financial services, according to Nugroho et al., 2024. Blockchain, ML (Machine Learning), AI (Artificial Intelligence), BDA (Big Data Analytics), IoT (Internet of Things), Deep Learning, and Cloud Computing enabled businesses to reach Global Markets and participate in complex Global value chains (Buckley, 2020) by increasing the speed and scope of international trade. UNCTAD published a Global Trade Update that predicted a 3% GDP decrease in International Trade in 2024. According to Global Commerce Update (March 2024), technological infrastructure does not drive International Commerce growth up to the expected limit. Traditional banking systems and outdated payment infrastructure can cause delays, higher transaction costs, and limited availability, leading to a decline in the global trade participation rate. The IMF (International Monetary Fund) indicates that various trade restrictions and insufficient technical infrastructure contribute to International Commerce, which is projected to grow by 3.3% in 2024 and 3.6% in 2025, below its historical average of 4.9% (World Economic Outlook Update, 2024).

2. Literature Review :

Technology helps rebuild worldwide businesses after a pandemic by exploiting industry-wide insights. This begins with bigger technical changes that will support infrastructure in International Trade. Valeria et al. (2022) describe Blockchain, AI, ML, and digital payment

systems as transforming and supporting tools for Global Commerce operations (Chang et al., 2019) that provide unparalleled potential to enhance efficiency, transparency, and inclusion in cross-border transactions (Zhu et al., 2023). By keeping up with FinTech trends and breakthroughs, International Businesses can fully exploit their capabilities and navigate the complexity (Chang et al., 2019). In Trade finance, supply chain management, and foreign currency, organizations can find new ways to improve operations, cut costs, and control risks (Dogru et al., 2019). Using a strategic plan and the repercussions of new models with digital technology solve International Trade problems. Businesses must carefully evaluate FinTech solutions capabilities and compliance standards to reduce risks and comply with local regulations due to the sensitivity of financial transactions & International Trade Regulations (Sekantsi, 2018). Global business can be uplifted by evaluating FinTech innovation's effects on conventional business models, new market prospects, and industry dynamics (Rios-Morales et al., 2009). Practically, the worldwide business landscape is poised for growth, but FinTech technologies' contribution is still less than expected. This emphasizes the importance of doing scholarly research that stakeholders can trust to understand FinTech's impact on International Business (Joshi et al., 2023). Such research usually involves thorough literature reviews (Paul et al., 2021), which provide the latest field advancements. Thus, scholarly research on International Business and FinTech is promising. According to Alt et al. (2024), FinTech can be categorized by its various applications: Blockchain, ML, AI, IoT, BDA, Deep learning, and Cloud Computing. Blockchain is “a novel and fast-evolving approach to recording and sharing data across multiple data stores ledgers” (Hopp, 2022). (Valeria et al., 2022) stated that Blockchain may integrate multinational commercial supply networks into secure and irreversible value chains, whereas AI replaces or enhances human labor in global enterprises. (Hasan & Ojala, 2024) and affects every aspect of Global Commerce, including customer engagement and organizational administration. At the same time, changing business processes can improve cost and time efficiency, stakeholder engagement, and International business activities in the global marketplace (Menzies et al., 2024). ML algorithms are boosting Global Trade efficiency, cost, and risk by discovering patterns, anticipating trends, and optimizing decision-making in enormous data sets (Josic & Zmuk, 2022), as well as revolutionizing International Commerce supply chain management with real-time shipment tracking, demand forecasting, and inventory optimization (Akman et al., 2020). Conversely, Deep Learning algorithms enable the analysis of large amounts of trade data, including market trends, supply chain dynamics, and trade regulations (Barata et al., 2023). Cloud platforms allow organizations to install Deep Learning models and data analytics software without investing heavily in hardware or software (Hasan & Ojala, 2024). FinTech's slow development can hinder international trade, restricting its efficiency, openness, and availability; as a result, FinTech should support international trade to ensure smooth growth (Barata et al., 2023).

According to the literature review, the research questions (RQ) investigated in this study are as follows:

RQ 1. What research context has been studied in FinTech Impacting International Trade performance?

RQ 2. Identification of essential constructs based on the Antecedent, Decision, and Outcomes (ADO) paradigm.

RQ 3. What research methodologies were employed to study FinTech's influence on international trade performance?

RQ 4. What essential outcomes have been studied till now?

RQ 5. Which theories were adopted in Financial Technology to impact the Performance of International Business?

Research Objective (RO):

RO1: To study the research context used in FinTech Impacting International Trade.

RO2: To determine the owner construct according to the ADO Framework.

RO3: To examine the research methodologies employed in International Business and FinTech.

RO4: To explore the recent research theories adopted in International Business and its Outcome.

Research Techniques

This research study adheres to the systematic literature review guidelines of SPAR4SLR and employs the mixed-method frameworks ADO and TCM. This paper presents a thorough literature review on the understanding of FinTech in International Trade based on prior evaluations:

3.1 Systematic Research Evaluation:

A systematic evaluation employs a more restrictive & apparent approach (Islam & Beloucif, 2023) to significantly examine the prior scholarly work on a particular study subject (Blommerde, 2023). In contrast, a typical literature review summarises and critically examines relevant literature (Yeo et al., 2023). Because of its higher emphasis on objective observation of search results, the SPAR 4 SLR method is a prominent strategy (Mahajan et al., 2023). Evidence-based approaches to finding, selecting, and evaluating literature and reducing prejudice and errors help this strategy produce high-quality research. This review is centered on the discipline of International Business. The finding and selection of relevant papers for the review (Paul et al., 2021) is guided by the four-stage PRISMA methodology, which is as follows: Identification, Screening, Eligibility, and Inclusion. A framework methodology that integrates the TCM (Xiang et al., 2024) and ADO frameworks (Khan & Nasim, 2024; Gori et al., 2024) to objectively and methodically arrange the review's findings, directs the process of evaluating the pertinent articles. The systematic review is guided by the PRISMA protocol, which serves as a review protocol.

The content or findings from the systematic review are objectively and systematically organized using two frameworks: the ADO (antecedents, decisions, outcomes) framework and the TCM (theories, contexts, methods) framework.

The review focuses on implementing FinTech in Global Trade collectively instead of examining particular industries.

The attributes of FinTech implementation in global business are analyzed concerning the antecedents, decisions, and outcomes of consumers' and producers' involvement in international commerce.

This study uncovers the theories, contexts, and techniques used to study the implementation of FinTech in Global Commerce.

It also presents the future directions for global trade growth through FinTech.

By doing so, this paper advances theory in three ways:

By bringing together and balancing existing knowledge on the application of FinTech in International Business.

By emphasizing deficiencies in understanding the integration of technology in Global Trade.

By providing suggestions for future studies to address these informational deficiencies.

Increasing knowledge of the following three areas:

Factors influencing consumer and producer engagement in Global Trade via FinTech;

Choices that consumers and producers can make within the International Business with FinTech integration and

Outcomes that can be evaluated or predicted due to the involvement of consumers and producers in Global Commerce facilitated by technological infrastructure.

3.2 The Structure of the Current Literature Review

The organization of the systematic literature review is as follows. The systematic review's methodology is disclosed, encompassing the decision-making procedures employed throughout the review. The findings of the systematic review are subsequently detailed. The findings will examine the inquiries of "How do we ascertain the Impact of Technology on Global Trade," particularly regarding the theories, contexts, and methodologies for analyzing international business, and "What do we understand about the FinTech impact on International Trade," specifically concerning the antecedents, decisions, and outcomes of consumer and producer engagement in International Business. The systematic review's conclusion encompasses key findings and recommendations for the future of International Business. Figure 1 delineates the complete process.

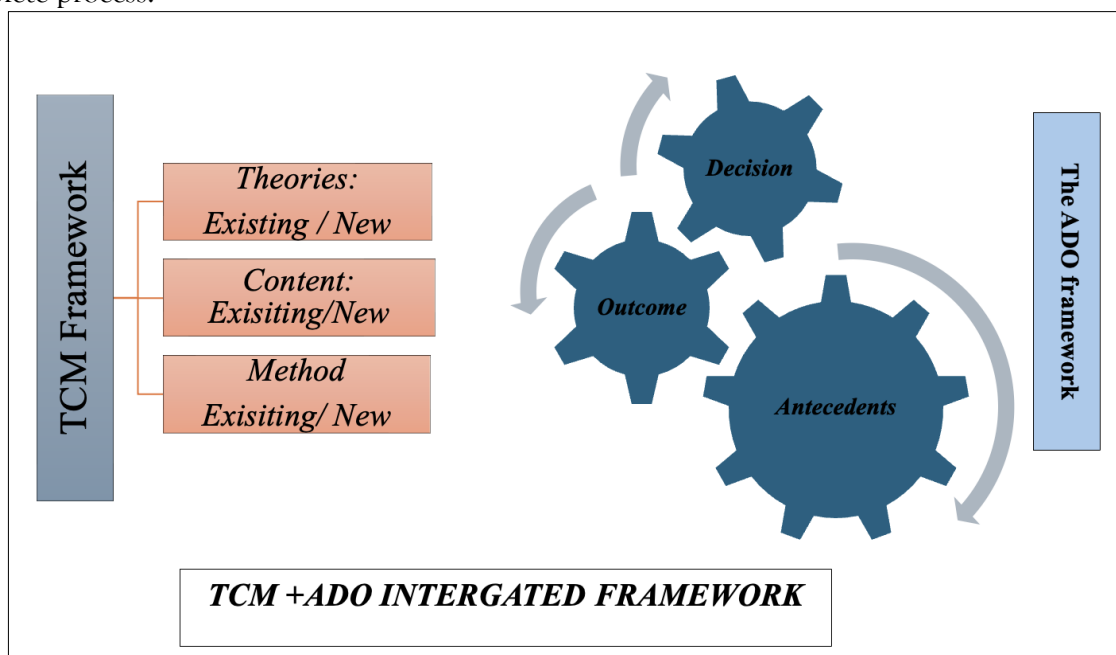


Figure 1: Systematic review based on the ADO-TCM methodology (Paul et al., 2021).

4. ADO Framework-based Data Analysis

The PRISMA approach comprises four stages: Identification, Screening, Eligibility, and Inclusion, as part of the systematic literature review process (Ahiadu & Abidoye, 2023). An accumulation technique was employed during the identification phase to gather a sample of relevant articles on FinTech and International Business. It is notably a recognized strategy in systematic reviews to pursue a representative sample rather than an exhaustive one (Liu et al., 2024). The snowballing methodology, derived from snowball sampling, employs a "pearl growing" method to establish a collection of delegates. Initially, a curated collection of research publications pertinent to International Business and Emerging Technologies is identified. These articles are subsequently employed to identify further relevant articles. Although predominantly employed in empirical investigations, the snowballing methodology is a recently established and underutilized approach for systematic reviews, as opposed to the conventional way of acquiring all relevant papers through keyword searches (Yeo et al., 2023). The snowballing technique is advantageous for systematic reviews as it facilitates the identification of pertinent research papers in the field, given that the supplementary articles discovered are associated with the initial set, implying that "association" is interpreted as "relevance." The reviewer identified an initial collection of 20 papers concerning FinTech and International Trade and upon aggregating the references, uncovered a total of 2,196 articles, including the first set. During the Screening Phase, 2196 papers were assessed according to specific criteria established by prior researchers, as illustrated in Figure 2. The criteria encompassed the publication period (2008-2024), the kind

of publication (peer-reviewed and academic), and the language of publication (English) (Singh et al., 2023). The application of these criteria led to the rejection of 1,180 research articles and the admission of 1,016 research articles during the screening process. During the Eligibility phase, the Abstracts of the 1016 papers underwent a screening process to determine their subject relevance, namely concerning Global Commerce and FinTech Technologies. As a result, 110 articles were excluded from consideration, while 906 articles were included. 484 articles were included and 422 articles were excluded after a Duplicate Screening that followed the Abstract Screening. Subsequently, the complete text of the papers was obtained from the educational institution's database. The Conference Proceedings, Book Chapters, and Retracted Articles were excluded, leaving only the articles category available. The complete texts of the accessible articles were thoroughly examined, resulting in the exclusion of articles that did not pertain to the challenge of Fintech in International Business. Consequently, only articles that met the criteria for Inclusion were retained. In the preliminary phase of Inclusion, a thorough collection of qualifying articles was chosen for incorporation into a Content Analysis. The study analysis utilized the ADO-TCM integrated methodology, which entailed coding the antecedents, decisions, results, theories, contexts, and techniques of each research article in an Excel document and summarizing them for reporting reasons. Table I provides a succinct summary of the review process, encompassing steps, selection criteria for articles, the quantity of articles, and their descriptions. Table II delineates the knowledge map pertaining to consumers and producers in Global Trade, detailing their responses to each factor—Method, Context, and Outcome—categorized as voting (Enabler (E) / Barriers (B)). This encompasses all factors, including Reliability, Legal, Ecological, Innovative, Social, and Technological. Table III presents an overview of all these choices.

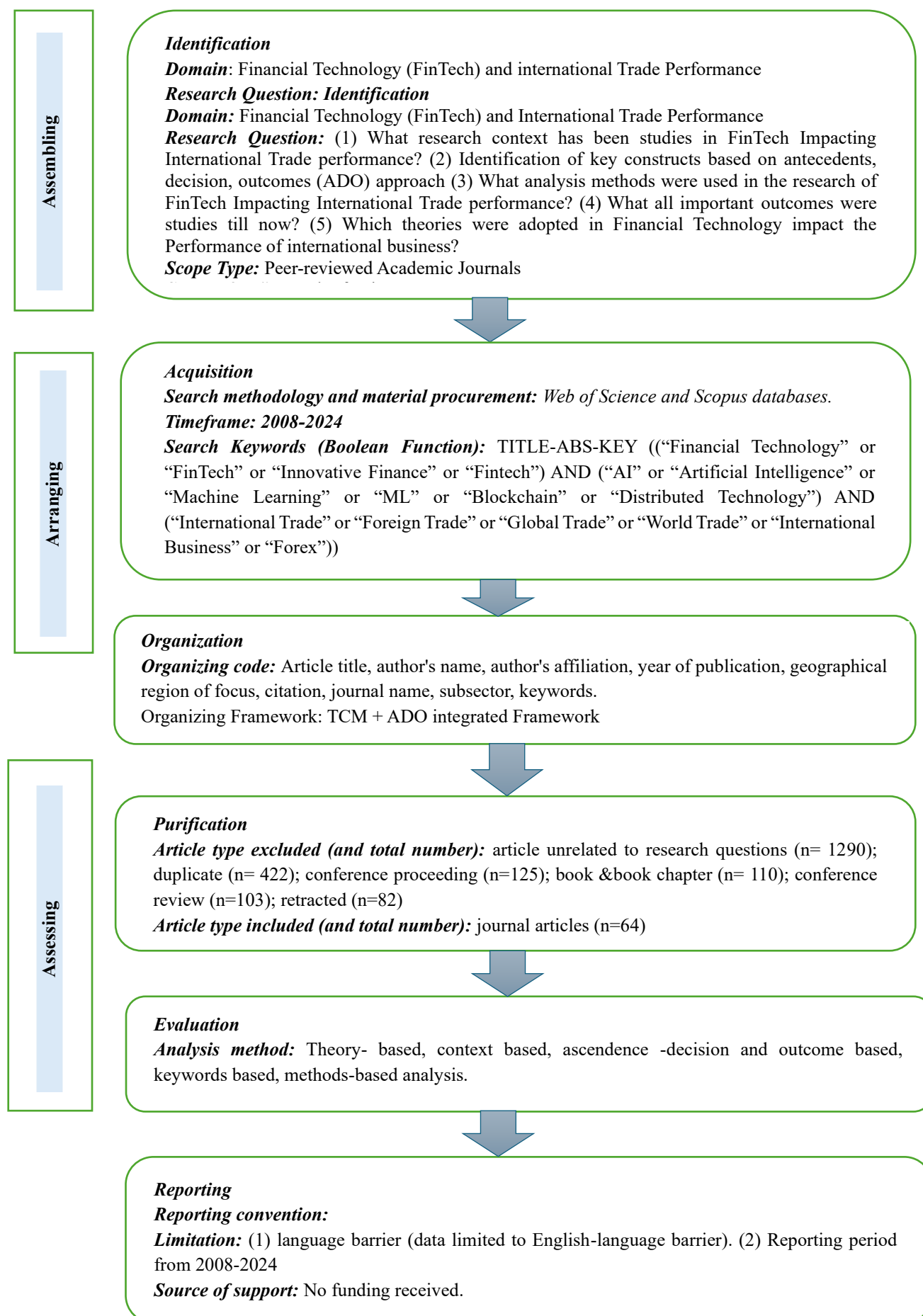


Figure 2: SPAR Protocol for Literature review

Stage	Criteria for searching and selecting articles	Article (Record)	Description
Identification	Start set	I:20	Selection of article for the International Business & FinTech for the start set
	Relevant articles	E:0	Compiling all references (including the start set) into a master list
	Master list complication	I:2196	
	Start set plus references of start set	E:0	
Screening	Initial Screening	I: 1016	Screening articles from the list based on the following criteria:
	Publication Period	E: 1180	Publication year between 2018-2024
	Publication Type		Academic and Peer reviewed
	Publication language		The publication language is “English”
Eligibility	Abstract Screening	I: 906 E:110	Screening article Abstracts for topical relevance (i.e., FinTech, International Trade)
	Duplicate Screening	I: 484 E: 422	Removing Duplicate
	Conference Proceeding +Conference Review	I: 256 E: 228	Removing other publication
	Book chapter + Books	I: 146 E:110	Removing other publication
	Review/ Retracted/ Editorial	I: 64 E: 82	Removing other publication
Inclusion	Review Process	I: 64 E: 0	Complete review of papers, evaluating antecedents, decisions, results, theories, environments, and methodologies using the ADO-TCM framework.

* I included, E excluded, A available, NA not available

Antecedents	Reliability factors (3constructst)	Societal factors (4constructst)	Innovative factors (3constructst)	Legal factors (3 constructs)	Ecological factors (3 constructs)	Technological factors (3 constructs)
	C P	C P	C P	C P	C P	C P
	E B E B	E B E B	E B E B	E B E B	E B E B	E B E B
n	99 82 69 29	67 39 31 15	0 0 45 19	22 10 31 4	92 35 55 19	14 5 55 31

Table II Knowledge map for the antecedents of Customer and producer in International Business

* C consumer, p producer, E enabler, B barrier

Antecedents				Decision				Outcome																						
	Behavioural Impact						Commitment			Effect																				
	TVF (C, P)			CSL (C, P)			FIA(C, P)			DTA (C, P)			Cognitive (C, P)		Subjective (C, P)		Constructive (C, P)		FY (C, P)		VAC(C, P)		OI (C, P)							
	+	0	-	+	0	-	+	0	-	+	0	-	+	0	-	+	0	-	+	0	-	+	0	-	+	0	-			
Reliability factors (C, P) (3constructst)	64	39	33	71	23	9	65	17	4	5	18	0	34	9	4	39	12	5	50	16	0	42	11	0	3	17	0	39	12	5
Societal factors (C, P) (3 constructs)	6	11	2	5	9	2	29	15	2	55	17	5	29	10	5	32	5	0	8	11	2	28	8	3	29	11	7	16	8	4
Innovation factors (P) (3constructst)	27	9	5	22	11	4	34	9	1	31	12	3	48	12	0	9	24	5	3	5	0	34	15	0	1	9	3	24	6	0
Legal factors (C, P) (3 constructs)	0	19	2	5	11	1	47	16	5	25	6	0	5	11	2	5	16	0	27	6	0	2	10	5	51	12	0	9	2	0
Technical factors (C, P) (3 constructs)	56	12	3	53	12	5	4	19	0	64	22	0	15	2	0	64	25	6	33	11	5	26	0	0	62	11	2	3	6	0
Ecological factors (C, P) (3 constructs)	34	15	1	29	13	7	3	17	0	7	4	12	4	13	3	3	8	0	22	12	6	1	18	5	34	9	0	2	4	0
n	187 46	105		185 28	79		182 11	93		187 79	20		135 14	57		152 16	90		143 13	61		133 13	62		180 12	69		93 38	9	

Table III Global Commerce Consumption and production decisions and consequences knowledge

5. Results

The research study's conclusions are beneficial for International Business in enhancing revenue growth and technological infrastructure. Figure 2 illustrates the findings of the systematic review conducted using the integrated ADO-TCM methodology, which will be further detailed in subsequent sections as responses to the research question (RA). Figure 3 elaborates on all antecedents, contexts, procedures, and outcomes pertinent to the international business domain.

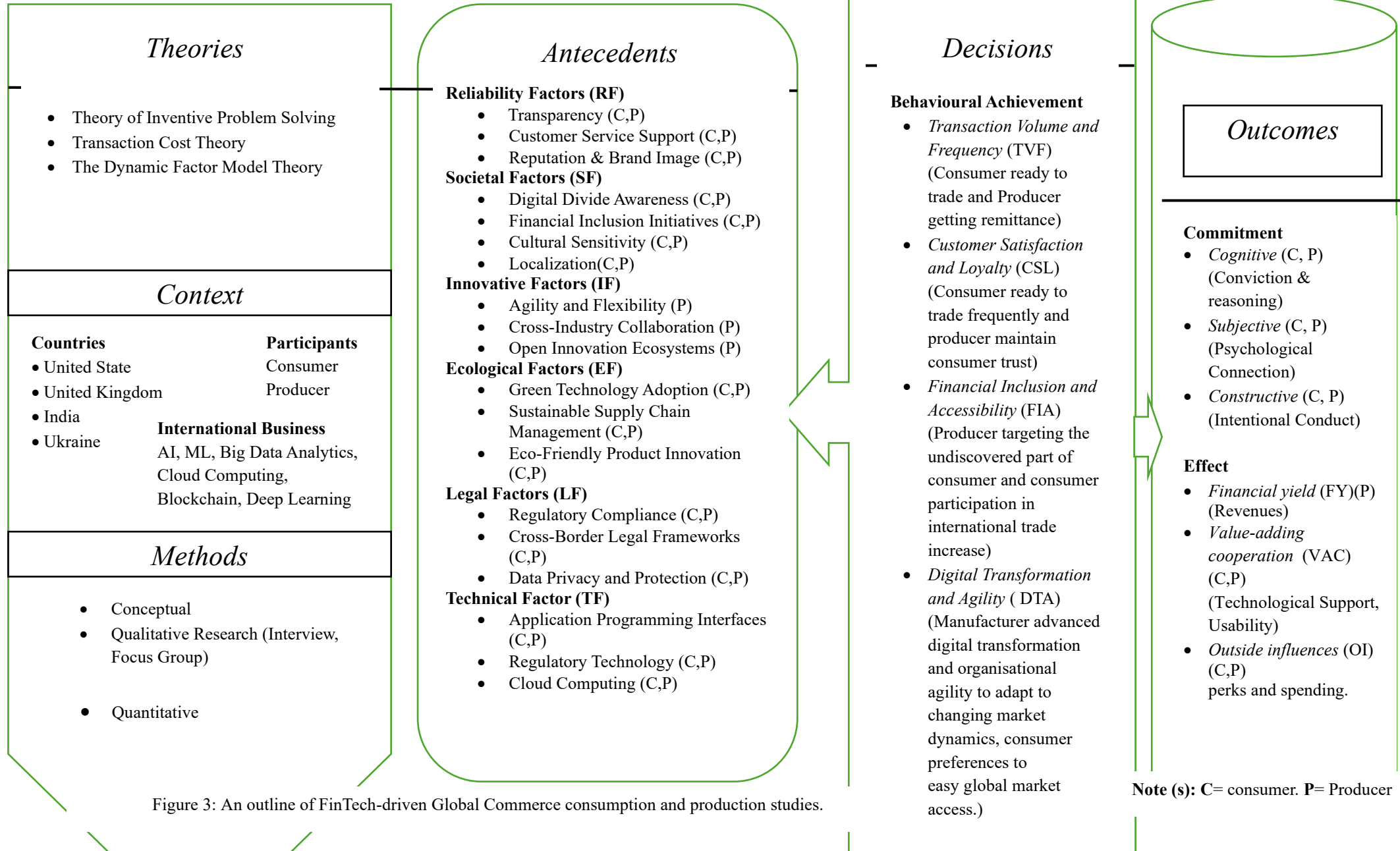


Figure 3: An outline of FinTech-driven Global Commerce consumption and production studies.

5.1 Antecedents

Milian et al. (2019) state that antecedents strongly influence ADO results. They directly and indirectly influence actions and results depending on their impact, antecedents can be facilitators or obstructions in different situations in systematic reviews (Kalro & Joshipura, 2024), this may be due to contextual differences. However, A methodical review can yield a thorough comprehension of the antecedent's present condition, facilitating extensive conclusions. Table IV shows the antecedents and effects of FinTech on International Business consumption and productivity as per the voting method. The study found seven antecedents: Reliability, Sociological, Innovative, Ecological, Legal, and Technical. The categories above have 12 antecedents or constructs, which will be studied in the following sections.

Reliability Factor: Reliability aspects help customers and producers trust FinTech in International Business. considering reliability components including Transparency, Customer Service, a Company's Reputation, and Brand Image. Consumer-producer transparency fosters a healthy relationship and builds credibility. Producers' services and customer service affect consumer trust due to the signaling effect. When producers fail to support consumers, it may signal issues and disrupt the observed party's reliability. The producer's reputation and brand image can affect the observer's or consumer's reliability. Reliability facilitates the process (99 consumer votes, 82 producer votes), while its absence delays it (69 consumer votes, 29 producer votes), particularly among consumers rather than producers (as indicated by polls).

Societal Factors: Consumer and producer participation in technology-driven Global Trade is heavily influenced by social factors. Four major social elements in this forum are Digital Divide Awareness, Financial Inclusion, Cultural Sensitivity, and Localization. To encourage fair and equal participation in the Global digital economy, digital divide awareness recognizes and addresses technology access disparities across society whereas Financial Inclusion focuses on expanding financial services for the marginal section of the society. Cultural sensitivity is understanding and appreciating a variety of cultural norms and practices across Global Markets, promoting more fluid interactions and partnerships & Localization involves tailoring products, services, and strategies to local tastes and needs. Considering the novelty of Global Trade, consumers and producers held divergent perspectives on social issues, with enablers receiving 67 consumer votes and 39 producer votes, while barriers garnered 31 consumer votes and 15 producer votes.

Innovative Factors: Innovation aspects are crucial to producers' participation in technology-driven International Trade. The analysis shows that agility and flexibility, cross-industry collaboration, open innovation ecosystems, and technology adoption boost innovation in International Business. Agility and flexibility enable enterprises to swiftly adjust to evolving market conditions and consumer demands, providing them with a competitive advantage.. For inter-sector collaboration allows several industries to share ideas and expertise, creating new products and solutions in open innovation ecosystems that foster collaboration and knowledge sharing, encouraging creativity and improvement. Producers perceive innovative variables as facilitators (45 votes) rather than obstacles (19 votes), illustrating the global economy's need for technological support and the potential for market expansion.

Ecological Factors: Ecological factors affect producers and consumers in technology-driven Worldwide Business through four stand-out enablers Green Technology, Sustainable Supply Chains, and Eco-friendly product creation. Green technology is helping producers reduce their environmental effects, boost production, and meet consumer demand for eco-friendly products

whereas Sustainable Supply Chain solutions are becoming necessary to ensure ecologically responsible product procurement, manufacture, and distribution. Companies are also developing eco-friendly products to meet consumer demands and regulatory concerns. Environmental factors facilitate consumer and producer participation in Global Commerce (55 consumer votes, 19 producer votes) rather than obstructing it (14 consumer votes, 5 producer votes).

Legal Factors: Legal factors affect producers and consumers of International Commercial engagement through many factors such as Regulations, Cross-border law, and Data Privacy in many ways. Businesses must adhere to International Trade laws to operate ethically with compliance. The complex Cross-border legal system regulates International Trade and conflict settlement. Privacy laws safeguard client data and foster trust in tech-driven International Trade. Since they defend their rights, consumers perceive legal factors as enhancers (22 votes) rather than barriers (10 votes). Producers view Legal issues as barriers (31 votes) and enablers (4 votes) to Worldwide revenue.

Technical Factors: Technology shapes producers' and consumers' participation in international business driven by FinTech. API, Reg-tech, and cloud computing are the construct of technical factors. APIs bridge software systems, enabling easy integration and communication, and streamlining Global Commerce procedures and connection whereas Regulatory automates compliance operations and monitors regulatory changes to reduce regulatory risks for producers and consumers under complicated International Standards. With the application Cloud computing also provides scalable and affordable infrastructure solutions, allowing companies to use innovative technology and develop Globally. Technology is perceived as a facilitator (92 consumer votes, 35 producer votes) rather than a barrier (55 consumer votes, 31 producer votes) in International Business.

Figure 4 explains the response collected from consumers and producers in the form of voting as enablers or barriers.

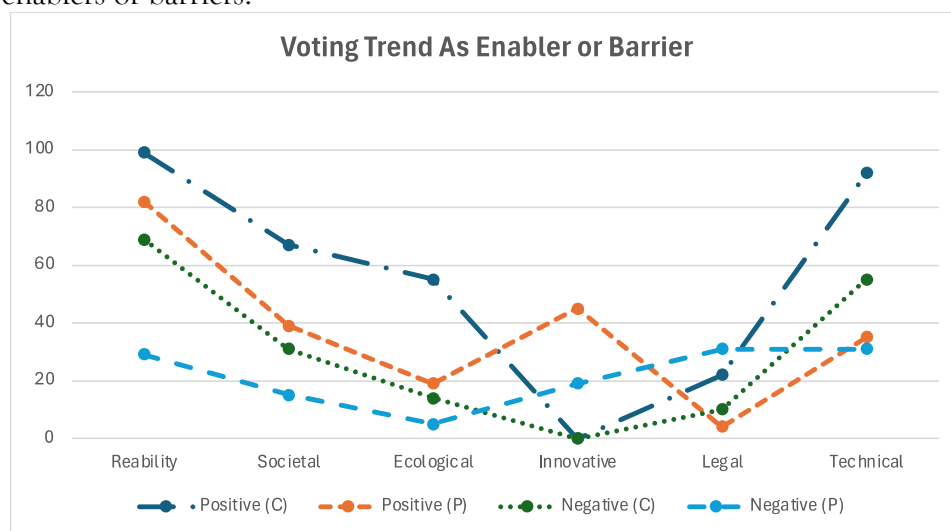


Figure 4: Voting Trend of Consumer & Producer

5.2 Decision

In the context of ADO, decisions are influenced by antecedents and shape behaviour, ultimately reflecting performance or non-performance in behaviour (Wang et al., 2024). Three sorts of decisions volume and frequency, customer satisfaction and loyalty, financial inclusion accessibility, digital transformation, and agility are present in Global Commerce and are covered in the following sections.

Transaction Volume Frequency: Tech-driven International Business affects the producers and consumers. For the producer, these results indicate increased transaction volume and frequency due to technical advances facilitating foreign transactions. This could increase market reach, operational efficiency, and producer revenue. Consumers perceive as proof of tech-driven solutions' ease, convenience, and accessibility in Cross-border transactions. The review reveals that Reliability (64 votes), Technical (56 votes), and Ecological (34 votes) aspects favorably enhance Global Trade consumer readiness and producer remittance. For producers, innovation obtained (27 votes) positively. Legal (19 votes) and Sociological (11 votes) considerations seem to have little impact on TVF in the Global economy among consumers and producers. Thus, trade growth initiatives should prioritize the former over the latter.

Consumer Satisfaction & Loyalty: Consumer happiness and loyalty shape Tech-driven International Business from both producer and consumer viewpoints in Global Trade. Producers value customer happiness and loyalty because it endorses their products. Adverse customer opinion can damage the producer's brand and market share, reducing International Business and revenue. Satisfied and loyal clients are more inclined to suggest the producer's products and services and stay loyal. Dissatisfied consumers may switch to competitors or detach from the producer's goods, affecting Global Trade and market share. The review shows that Reliability (71 votes), Technological (53 votes), Ecological (29), and Innovation (22 votes) improve worldwide consumer pleasure and loyalty, and increase supplier revenue, and customer retention. Legal (11 votes) and social (09 votes) issues have less impact.

Financial Inclusion & Accessibility: Financial Inclusion and Accessibility affect tech-driven international enterprises and Global Trade's producers and consumers. Access to financial services helps producers participate globally. However, low financial inclusion and accessibility prevent producers' worldwide trade opportunities, limiting their market reach and growth. Consumers provide fair access to financial services, promoting economic participation, informed purchases, and financial well-being. Poor financial inclusion and accessibility can widen economic divides, limit consumer choice, and stifle digital economy participation, prolonging inequality. Reliability (65 votes), Legal (47 votes), Innovation (34 votes), and Social (29 votes) improve consumer and producer financial inclusion. Technical (19 votes) and Ecological (17 votes) variables have minimal effect.

Digital Transformation & Agility: Digital transformation and adaptability help producers streamline operations, optimize supply networks, and increase efficiency, giving them a Global edge. Agile producers can swiftly adjust to evolving consumer preferences and market conditions to satisfy global demand. The absence of digital transformation and agility may impede manufacturers' capacity to operate, fulfill consumer expectations, and exploit market opportunities. Facilitates worldwide shopping for customers, promotes global exploration, and enables the discovery of new products and services, hence boosting variety and value. Conversely, inadequate digital transformation and agility may restrict consumers' global market access, options, and experiences, leading to frustration and disengagement. According to the review, Technical (64 votes), Social (55 votes), Innovation (31 votes), and Legal (25 votes) factors encourage responsible behaviour among global commerce consumers and producers. In digital transformation, Reliability (18 votes) seems to have minimal effect on consumers and producers. Ecological factors (12 votes) appear to have a negative effect, indicating that using eco products in cross-culture communities is negative, reaffirming the importance of sustainability is less in the global economy. Figure 5 elaborate the voting trend analysis from consumer and producer point of View.

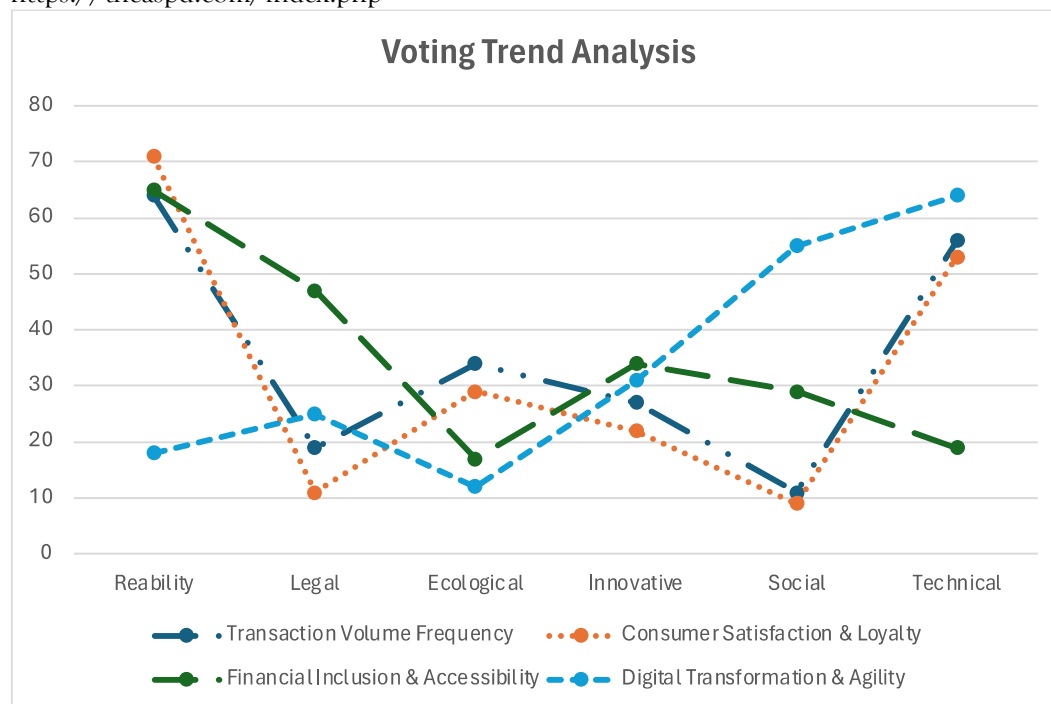


Figure 5: Voting Trend Analysis from the Perspective of Consumer & producer

RA 2 What important outcomes have been studied till now?

5.3 Outcome

The outcomes of behavioural achievement or failure are essentially reflected in the consequences. In the case of ADO, these outcomes comprise the indirect effect of antecedents and the direct effect of decisions (Milian et al., 2019). In International Business, there are two main types of outcomes: Commitment and Effect. These are covered in the following sections and are summed up in Figure 3.

Commitment: A strong sense of dedication, obligation, or responsibility to an individual, cause, goal, or activity is underutilized as Commitment. Commitment can be represented through belief, reasoning, emotional attachment, and behavioral intention. Producers can increase their Global reputation and competitiveness by prioritizing customer satisfaction, reliability, and transparency. Lack of Commitment can damage trust, consumer confidence, and producers' worldwide marketability. Strongly Committed producers invest greater resources in product innovation, customer support, and after-sales services, improving their ability to meet consumer expectations.

The review found that Innovation (48 votes), Reliability (34 votes), Social (29 votes), and Technical (15 votes) increase the cognitive commitment of consumers and producers in Global Trade. Though Ecological (13 votes) and Legal (11 votes) concerns had no major impact.

Whereas Technical (64 votes), Reliability (39 votes), and Social (32 votes) variables increase consumer and producer subjective commitment to Cross-border commerce. While Innovation (24 votes), Legal (16 votes), and Ecological (8) had no substantial impact. The review found that Reliability (50 votes), Technological (33 votes), Legal (27 votes), and Ecological (22 votes) aspects favourably affect consumers' and producers' long-term constructive devotion to the International Economy. Both Social (11 votes) and Innovation (5 votes) had no meaningful impact.

Effect: An observable outcome of an action, event, decision, or phenomenon. An event's influence can be good, bad, or neutral depending on context and perspective. This review discusses financial return, value-adding corporations, and external influence. Global commerce

engagement by consumers and producers affects the above results. Since financial yield indicates earnings, producers are involved. Social (28 votes), Technical (26 votes), Innovation (34 votes), and Reliability (42 votes) indirectly help producers of goods and services earn money on the global market. Legal (ten votes) and Ecological (18 votes) factors had no effect. Enhancing value Co-corporations establish significance by uniting consumers and producers to generate various advantages (e.g., sustainable consumption, decrease of resource scarcity, alleviation of underutilization). The review determined that Technical (62 votes), Legal (51 votes), Ecological (34 votes), and Social (29 votes) factors fundamentally facilitate international trade for value-adding enterprises. Innovation (9 votes) and Reliability (17 votes) exerted disparate effects. In international business, external influence refers to the behavioral dynamics that impact the production and consumption of goods and services. The review found that Reliability (39 votes), Innovation (24 votes), Social (16 votes), and Legal (9 votes) aspects can unintentionally contribute to outsider influence in international trade. There was no effect from Ecological (4 votes) or Technical (6 votes). Figure 6 describes the effect analysis of financial yield, value-adding corporation, and outside influence.

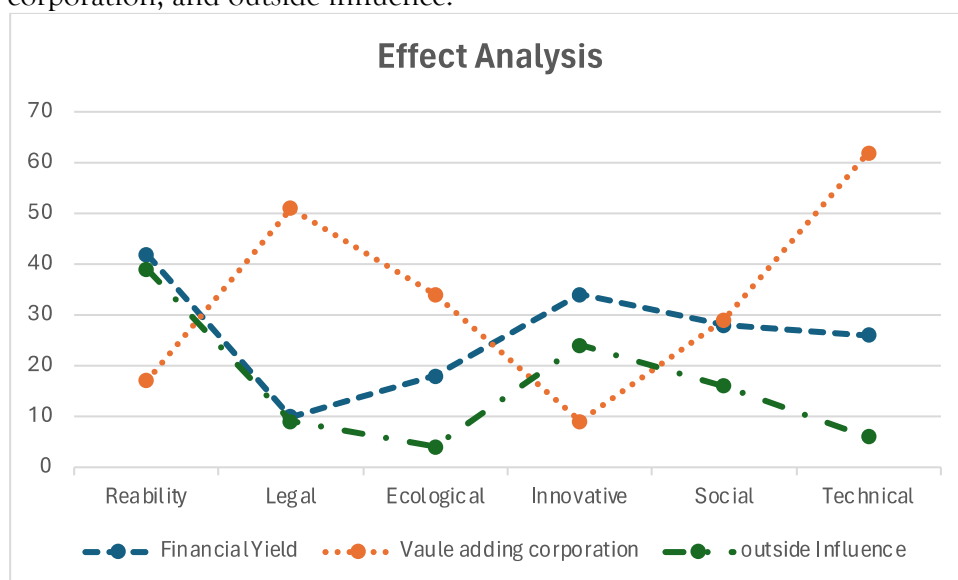


Figure 6: Effect analysis Through voting response

RA 3 Which theories were adopted in Financial Technology to impact the Performance of international business?

5.4 Theories

Theories provide hypotheses, concepts, and frameworks for experimental, analytical, and predictive study, arise across psychology, sociology, economics, and natural sciences, and shape study questions, hypotheses, and methodologies (Chen et al., 2022; Yeo et al., 2023). Theories drive empirical study, establish hypotheses, and gather data to support or contradict them, improving area knowledge. There are several theories available for evaluating the state of the global economy (Table V).

Table V Theories in Context of Global Trade

Theory	Source	Sample
Theory of Inventive Problem Solving (TIRS)	Berdonosov, 2015; Ghane et al., 2022	Galetsi et al., 2023
Theory of Change	Breuer et al., 2015	Sandvik, 2017
Grounded Theory	Gligor et al., 2015	Buckley, 2019
Transaction Cost Theory	Cuypers et al., 2021	Chen et al., 2022

The Dynamic Factor Model Theory	Barhoumi et al., 2013	Hopp, 2022
The Neo-Classical Theory	Mansouri, 2022	Singh, 2011

Patterns derived from challenges and answers stimulate innovative problem-solving in the Theory of Inventive Problem Solving. (Berdonosov, 2015). This expertise allows international FinTech producers and customers to identify and solve development and deployment issues (Ghane et al., 2022). FinTech from TRIS makes financial services more accessible, secure, and usable, simplifying global transactions (Galetsi et al., 2023). Sandvik (2017) describes how producers and consumers adapt to technological advances in FinTech-driven international marketplaces. FinTech helps producers improve efficiency, operations, and market reach, while consumers use it for convenience, accessibility, and financial inclusion (Breuer et al., 2015). Empirical evidence informs grounded theory in FinTech-driven international markets and examines producer and customer behaviors, interactions, and experiences in FinTech-driven international trade without bias, according to Gligor et al. (2015). Progressive data collection and analysis lead to patterns, relationships, and insights that inform theoretical frameworks that explain how FinTech affects producer and consumer behaviors, preferences, and global market decision-making (Buckley, 2019). The Transaction Cost Theory posits that transaction costs influence worldwide producers and consumers, particularly in the realm of banking technology. (Cuypers et al., 2021). The dynamic factor model theory suggests that technological advances, regulatory changes, and market trends influence decision-making in Globalized FinTech-influenced producer and consumer behavior (Chen et al., 2022) this impacts Global Trade, transaction costs, financial services access, and cross-border transactions (Barhoumi et al., 2013). More foreign transaction options, personalization, and accessibility benefit customers (Hopp, 2022) as Neoclassical theory states that FinTech-driven international producers and consumers are rational, self-interested entities (Singh, 2011) thus to maximize revenues, producers offer creative FinTech solutions to meet consumer demands for efficiency, accessibility, and security (Mansouri, 2022). These theories support FinTech implementation in Global Trade as a potential ground for future research.

RA 4 What research contexts have been studied in FinTech Impacting International Trade performance?

5.5 Context

Context helps explain the significance, relevance, or meaning of an event, situation, statement, or action (Gori et al., 2024). While exploring the research articles the authors found several country's contexts which are described as follows in Table VI.

Table VI International Trade Including Context

Country	Sample
China	(Xiang et al., 2024)
United State	(Gori et al., 2024; Jaax et al., 2023)
United Kingdom	(Buckley, 2020)
Australia	(Liu et al., 2024)
India	(Singh et al., 2022; Nugroho et al., 2024)
Turkey	(Topcu et al., 2023)
Mauritius	(Amelot et al., 2020)

Lesotho	(Sekantsi & Lechesa, 2018)
Ukraine	(Hudima et al., 2023)
Croatia	(Josic & Zmuk, 2022)

The global economy can be examined from the perspective of individual countries, including China, the United States, the United Kingdom, Australia, India, Turkey, Mauritius, Lesotho, Ukraine, and Croatia, as seen in Table VI. Similarly, it can be assessed from an alternative viewpoint, specifically that of producers and consumers. Significantly, it is expected that the body of knowledge in international business and the necessity to tackle challenges pertaining to economic growth stem from inadequate technical implementation. Examining the Global Economy across many contexts is crucial for guaranteeing that future growth is sufficiently diversified and inclusive.

RA 5 What research analysis methods were used in the research of FinTech Impacting International Trade performance?

5.6 Method

Methods are the tactics employed to collect, analyze, and interpret data to address research questions or hypotheses. Methodologies differ based on research kind, topic, and study aims (Khan & Nasim, 2024; Rawindaran et al., 2021). The conceptual method is employed to create hypotheses on international business concepts, frameworks, models, and typologies absent of data (Alt et al., 2024). Table VII provides a comprehensive summary of all the associated procedures. Qualitative methods are employed to collect the experiences and opinions of Global Trade customers and producers (Kimani et al., 2020; Calzavara et al., 2023). The Quantitative technique is employed to obtain numerical or statistical insights into International Trade, which may involve relationships (e.g., advantageous or disadvantageous, significant or trivial) or a focus (Sharma, 2021; Balci & Surucu-Balci, 2021).

Finally, the review approach consolidates knowledge, finds gaps and trends, and proposes international trade strategies (Siddik et al., 2021; Alt et al., 2018). Methods should be seen as collaborative tools for expanding knowledge in the area, rather than competitive weapons because no method is superior to another. Each technique serves a unique purpose (Wang et al., 2024; Kalro & Joshipura, 2024). Thus, a systematic study combining TCM and ADO was undertaken to analyze Global Commerce and FinTech acceptance as a generalized strategy (Ahmad et al., 2021; Nugroho, 2024). This study aimed to go beyond common themes and patterns (e.g., Balci & Surucu-Balci, 2021; Davis et al., 2021). This study's systematic review (Hasan & Ojala, 2024; Joshi et al., 2023) studied the Global Economy's unique traits. It used the integrated ADO-TCM framework (Srivastava et al., 2024) to analyze sixty-four (64) International Trade articles and provide its findings.

Table VII Research Methods in the Context of International Business.

Method	Sample
Conceptual	(Ahiadu & Abidoye, 2023; De Castro & Iturralde, 2023)
Qualitative	(Singh et al., 2022; Gupta et al., 202; Hilmola & Lättilä, 2013)
Quantitative	(Siddik et al., 2021; Loh et al., 2024; Rios-Morales et al., 2009)
Review	(Islam & Beloucif, 2023; Hooper & Holtbrügge, 2020)

6. Discussion and Recommendations:

In this study the author has identified the FinTech technology implementation in International Business as per the findings the qualitative responses in form of the votes have been taken from the producers and consumers involved in this process the results are showing as antecedents identified (reliability, legal, ecological, technical, social, innovative) and well as are backed by the

situational benefits (somewhere as enablers or barriers) to producer and consumers of Global Economy. The decisions, methodologies, and theories are crucial in pinpointing the essential areas where policymakers must focus to enhance the expansion of global commerce. Outcomes are in the form of commitments (cognitive, subjective, constructive) and effects in concern of financial growth with the use of Fintech services that add the value to process and all the internal & external forces that affect the value chain should be taken care of. Some of the recommendations are drawn by authors as per the discussion:

These insights improve practical applications by helping Global Traders, SMEs, Importers, Exporters, and Policymakers understand how FinTech affects consumer and producer engagement in Global Commerce.

This comprehensive evaluation uncovered several theories, settings, and research approaches for studying international trade

This will fill the gap between the use of several technologies and the International trade process by taking care of the regulations and laws from trade.

Some of the changes in the procedural policy can benefit the whole process of Global commerce and boost economic growth.

7. Concluding Remarks

The present review illuminates the relationships between antecedents, decisions, and consequences. The research employs a comprehensive methodology and content analysis, akin to vote counting, to systematically code, categorize, and present findings objectively. This evaluation's comprehensive methodology was beneficial, particularly considering that almost 64 papers were included. This systematic research analyses how FinTech influences consumer and producer engagement in international commerce. It also emphasized concepts, contexts, and methods utilized to study this developing phenomenon. The review focused on feasibility, innovation, legal, social, technical, and ecological aspects that affect consumer and producer behaviour, commitment, and effect factors in global commerce.

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