

E-COMMERCE ETHICAL AND LEGAL ISSUES

M. Poornima
Assistant Professor,

R. Poorna
III B.Com (CA), Jayaraj Annapackiyam College of Women, Periyakulam

Abstract

The vastness of Internet advertising offers a solid platform for Electronic Commerce (or e-commerce) to explode. E-Commerce has the ability to provide secure shopping transactions coupled with instant verification and validation of credit card transactions. E-Commerce is not about the technology itself, it is about doing business leveraging the technology. Though there is no specific definition provided in any statute, it encompasses all business conducted by computer networks, be it B2B, B2C, C2C, C2B or B2B2C. The services that are offered does not begin or end with providing an online platform but involves efficient delivery system, proper payment facilitation and an effective supply chain and service management. So, the business is not simple as it may seem and also involves a lot of legal issues.

Introduction

E-Commerce is the ability of a company to have a dynamic presence on the Internet which allowed the company to conduct its business electronically, in essence having an electronic shop. Products can be advertised, sold and paid for all electronically without the need for it to be processed by a human being. However, to ensure the longer-term success of e-Business there have been calls for an adequate enabling framework to be put in place, particularly of a legislative nature. The legal issues are of far more concern for those engaged in online commercial transactions over the Web than the more traditional business. This is because in the case of traditional business interactions usually some previous negotiations have established a relationship between the trading parties, whereas online customers appear as spontaneous users usually with no such prior relationship having been established between buyer and seller.

Common Legal Disagreements on the Internet:

- The customer pays, but the merchant does not deliver.
- The customer pays, but the merchant delivers the wrong goods or in less quantity or broken.
- The customer pays, but the money does not arrive at the seller.
- The merchant delivers, but the customer refuses to pay.
- The merchant delivers, but the customer has not ordered anything.

Implications of E - Commerce

- A) Ethical & Moral Implications
- B) Legal Implications
- C) Security Implications
- D) Customer & Server
- E) Server Security

CONCLUSION

The Internet is a growing and a continually evolving creature that will live on in perpetuity. As such, it would be wise to ponder the various e business legal and Internet marketing ethical issues of both B2B and B2C business practices online. Security and privacy concerns, along with e-business regulatory issues will become more prevalent. It will become more difficult to figure out who you can trust online, which websites are safe to visit, along with all the unethical, illegal, Internet marketing schemes, search engine optimization, search engine marketing, and online advertising frauds and all types of e- business email scams to contend with. Today most of online retailer posted new privacy policies to their customers. Companies' activities like adopting strict privacy policies and protection of online buyers will be rewarded by their consumers. E-retailers have to realize that in order to succeed e-commerce efforts must match the consumer needs related to security. Today it is essential that more people should be made to feel comfortable shopping online and providing some level of consumer protection may be a way to aid in this process. In this situation, ethical issues are important in e-commerce and online retailing to establish a trustworthy, secure online environment and consumer confidence.

REFERENCE

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