

World Trade System in the Era of E-commerce

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Abstract

E-commerce refers to a platform where one can conduct online business through the Internet. E-commerce has revolutionized the global trade system so that we can now buy and sell products from the comfort of our homes with just one click. This paper discusses the background, benefits, and challenges of e-commerce and its impact on international trade. It includes buying and selling any product or service, saving time, and making transactions easier. People can order their desired items without going to any market, and online payments are made. However, along with all these benefits, there are also some challenges that consumers have to face, such as fraud, counterfeit products, and fitting issues. To avoid these challenges, we must take preventive measures.

Keywords

E-commerce, International Trade, Global Economy

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1. Introduction

E-commerce means selling on the internet, it includes selling anything on the Internet whether it is a product or it is a service.¹ Global e-commerce opens up vast opportunities for merchants to reach customers in foreign markets, allowing them to expand their customer base beyond their country, leading to increased sales and revenue. E-commerce benefits developing and developed countries by providing access to a wider range of products and services promoting economic growth and facilitating international trade.² International e-commerce offers tremendous opportunities for businesses to reach new markets and expand their customer base with the right e-commerce solutions in place companies can enjoy benefits like increased brand visibility access to a wider audience and the potential for higher sales revenue while expansion does require significant time effort and resources the potential rewards often outweigh the initial investment both brick and mortar and online-only shops can leverage international e-commerce to explore new audiences and grow their businesses.³ The aim of this review is to discuss the background, benefits, and challenges of e-commerce and its impact on international trade in order to find ways to make online trade more efficient and helpful for both consumers and businesses.

2. Theoretical Framework & Hypotheses

A Indeed e-commerce has become a transformative factor in international trade fundamentally altering traditional business models and enhancing global economic connectivity as digital technology continues to advance businesses are capitalizing on online platforms to extend their reach beyond borders this paradigm

¹ Nuray Terzi, “The impact of e-commerce on international trade and employment”, available at <https://doi.org/10.1016/j.sbspro.2011.09.010> (accessed on October 12, 2024).

² Ibid.

³ Vasco Santos, Tatiana Augusto, Jorge Vieira, Lara Bacalhau, Bruno Miguel Sousa, and Daniel Pontes, “E-Commerce: Issues, Opportunities, Challenges, and Trends”, available at <https://doi.org/10.4018/978-1-6684-5523-4.ch012> (accessed on October 12, 2024).



shift has far-reaching implications for various aspects of international trade including supply chain management consumer preferences and regulatory frameworks embracing e-commerce enables businesses to adapt to the evolving landscape of global commerce and seize new opportunities for growth and innovation.⁴ In international trade, e-commerce encompasses the entire process of utilizing modern communication computer and network technologies for conducting trade activities from initiating trade relations to negotiating commercial deals and forming electronic contracts every aspect of the trade process is facilitated through electronic data transmission this comprehensive approach to e-commerce enables businesses to streamline their operations enhance efficiency and expand their global reach by leveraging digital tools and platforms.⁵

Michael Aldrich was widely credited with pioneering online shopping in 1979 he connected a modified domestic television to a real-time multi-user transaction processing computer using a telephone line effectively creating one of the earliest forms of e-commerce this innovative approach laid the groundwork for an online shopping experience that we are familiar with today Aldrich's vision and technological ingenuity paved the way for the digital retail revolution that has transformed the way we shop and conduct business globally.⁶ The evolution of e-commerce businesses from buying and selling goods on online platforms into a multibillion-dollar industry has not happened overnight. There are many factors involved in it including, advanced technologies, new businesses, market strategies, observing the behavior of customers online, etc. which transformed the whole trade trends worldwide. It created new opportunities and a wide range of businesses.⁷

E-commerce is very broad in that it involves buying and selling goods and making transactions as well as online payments.⁸ E-commerce is a business model through which we can buy and sell goods at home with just one touch and this business model of (B2B) business-to-business, (B2C) business-to-consumer, and (C2C) consumer-to-consumer has made the business system quite easy and changed the scope and provided convenience for users who have unprecedented access to knowledge levels.⁹

⁴ Ting Zhang, "Application of Electronic Commerce in International Trade", retrieved from <https://www.atlantis-press.com/> (accessed on October 12, 2024).

⁵*Ibid.*

⁶ Kastury Gohain' Seethaetchumy Thambiah and Manah Chandra Changmai, "Behavioural Components of Online Shopping Among Consumers of Malaysia" available at: <https://doi.org/10.32861/jssr.52.436.443> (accessed on October 12, 2024).

⁷ Km Prachi and Vivek Kumar Nigam," Evolution of E-commerce Industry; A Brief History of the Evolution of E-commerce", retrieved from <https://www.jetir.org/papers/JETIR2304588.pdf> (accessed on October 12, 2024).

⁸ Vipin Jain' Bindoo Malviya and Satyendra Arya," An Overview of Electronic Commerce (e-Commerce)" available at: <https://DOI:10.47750/cibg.2021.27.03.090> (accessed on October 12, 2024).

⁹ Geovanni Buckley," What is the difference between C2C and B2C e-commerce", retrieved from <https://beproofit.co/a/community/business-management/what-is-the-difference-between-c2c-and-b2c-e-commerce> (accessed on October 12, 2024).

The origin and popularization of e-commerce date back to the 1990s when the era of internet usage began and merchants began to look to online companies to transact their business such as Amazon, Daraz, Alibaba, eBay, etc. Over time, the basis of commerce came before us and we became familiar with it.¹⁰

Significant events in the history of e-commerce important events include the founding of CompuServe in 1969, the introduction of the first online buying-selling facility by CompuServe in 1972, and the introduction of online transaction processing in 1976.¹¹ E-commerce is a platform on the internet for buying and selling between merchants, primarily functioning as a digital medium, making commercial transactions easier. It includes buying and selling goods, as well as other services.¹² Michael Aldrich is considered a very important figure in the early history of online shopping and is also referred to as the father of e-commerce because he laid the real foundation for online transactions and pioneered real-time dealing over telephone lines, initiating commercial online trading electronically through computers.¹³

3. Research Methodology

This article is a review which focused on studying information from different sources, like websites and academic papers, to understand how e-commerce is changing international trade. This method was chosen because it helps collect and compare ideas from many experts. The information was gathered from reliable sources on the internet, including Articles written by experts, Online books and research papers, Industry reports from trusted organizations, Websites like Google Scholar and ResearchGate Only the most relevant and trustworthy sources were used to make sure the study was accurate and up-to-date. The research included Studies about how e-commerce affects international trade, Information published in the last 10 years to keep it current, Sources focused on problems, trends, and opportunities in online trade. Any sources that were not credible or didn't relate to the topic were excluded. The information collected was grouped into themes, like common problems and new opportunities in international trade through e-commerce. These themes were studied to find useful ideas for improving online trade for buyers and consumers. This topic was chosen because e-commerce is becoming an important part of international trade. This study only used information that was already available online. This might miss some details that can only be learned through real-world data. Also, since e-commerce changes quickly, some findings might need updating in the future.

3.1 Influence of E-commerce on International Trade:

E-commerce promotes the advancement of international trade and provides ways to reduce the cost of transactions, enhance commercial standards, and improve efficiency. It explores the potential opportunities in trade, the possible increase in volume, and the new avenues for commerce that can be provided and utilized

¹⁰ Valdeci Ferreira dos Santos'Leandro Ricardo Sabino'Greicielle Macedo Morais and Carlos Alberto Gonçalves," E-Commerce: A Short History Follow-up on Possible Trends", retrieved from https://www.researchgate.net/publication/321176869_E-Commerce_A_Short_History_Follow-up_on_Possible_Trends (accessed on October 13, 2024).

¹¹ Yan Tian," History of E-Commerce", available at: <https://DOI:10.4018/9781599049434.ch001> (accessed on October 13, 2024).

¹² Andrew Bloomenthal," E-commerce Defined: Types, History, and Examples", <https://www.investopedia.com/contributors/53430> (accessed on October 13, 2024).

¹³ Micheal Aldrich, "Michael Aldrich Invents Online Shopping", retrieved from https://www.historyofinformation.com/index.php?cat=78#entry_4068 (accessed on October 13, 2024).

effectively.¹⁴ In e-commerce sales increase and costs decrease.¹⁵ Through e-commerce, if we are buying or selling any product we can compare it with other products easily this makes it much easier for us, instead of going to markets or shops to go to any website and see the product and compare it with other products. And we can also get information about them while buying and selling, which makes it very convenient for us.¹⁶

3.2 Economic growth and development:

Economic growth and development businesses reach a large customer base, leading to increased sales and revenue, potentially serving as a cornerstone for international trade and economic progress. It creates employment opportunities, reduces poverty, and improves living standards.¹⁷ Through e-commerce, we can make money. As an example, we can sell even our smallest items through e-commerce on the Internet and earn money.¹⁸

3.3 Access to a broader range of goods and services:

Internationally e-commerce eliminates geographical barriers, allowing for wide-ranging access to goods and services between countries that may not be locally available, thus increasing consumer choice and often driving prices down through competition, leading to an improvement in the standard of living and consumer satisfaction.¹⁹ Goods and services differ in that goods are tangible items or products we can see and touch such as a laptop, computer, books, or furniture, etc whereas services are intangible things we can only feel and experience, such as a teacher giving a lecture or a doctor examining a patient.²⁰

E-commerce offers special opportunities to developing countries. The development of e-commerce is effective in international trade and it eliminates unemployment. Electronic commerce through the internet, trade is completed quickly, in less time, and with ease. Accessing information from foreign countries has

¹⁴ Qin Zheng, Shundong Li, Yi Han, Jinchun Dong, Lixiang Yan & Jun Qin, "E-commerce and International Trade", benefits of international commerce", retrieved from [https://link.springer.com/chapter/10.1007/978-3-540-49645-](https://link.springer.com/chapter/10.1007/978-3-540-49645-8_11#:~:text=E%2Dcommerce%20can%20promote%20international,opportunity%2C%20supplying%20new%20trade%20means)

[8_11#:~:text=E%2Dcommerce%20can%20promote%20international,opportunity%2C%20supplying%20new%20trade%20means](https://link.springer.com/chapter/10.1007/978-3-540-49645-8_11#:~:text=E%2Dcommerce%20can%20promote%20international,opportunity%2C%20supplying%20new%20trade%20means) (accessed on October 13, 2024).

¹⁵ *Ibid.*

¹⁶ Heemakshi Sharma, Khushboo Tripathi, "The Importance of Website Usability in Digital Marketing- A Review", retrieved from https://www.researchgate.net/publication/371192461_The_Importance_of_Website_Usability_in_Digital_Marketing-_A_Review (accessed on October 13, 2024).

¹⁷ Adam Hayes, "International Commerce: What it Means, How it Works", retrieved from <https://www.investopedia.com/terms/i/international-commerce.asp#:~:text=The%20benefits%20of%20international%20commerce,range%20of%20goods%20and%20services> (accessed on October 13, 2024).

¹⁸ *Ibid.*

¹⁹ *Ibid.*

²⁰ Luis Rubalcaba, David Gago, Jorge Gallego, "On the differences between goods and services innovation", retrieved from <https://www.cairn.info/revue-journal-of-innovation-economics-2010-1-page-17.htm> (accessed on October 13, 2024).

also become easier through e-commerce.²¹ In this modern era, the importance of the internet has increased significantly, along with the rise in mobile usage. Through these mobile devices, consumers find it much easier to buy and sell items via e-commerce. E-commerce allows us to purchase and sell products from anywhere at any time. Through e-commerce, we can engage in trade and build our customer base.²²

International e-commerce business is a platform through which we can sell and buy products and services to foreign countries via the Internet, and there is practically no limit to the extent of business expansion. Along with this, it provides a lot of assistance by helping us discover new products, brands, pieces of information, and customers. through international e-commerce, we can easily make money.²³ B2B, B2C, and C2C are included in international commerce business-to-business focuses on the data of another company, such as its profits, earnings, and number of customers. Business-to-consumer focuses on both consumers and products, while consumer-to-consumer focuses on both it can both buyer and seller because consumers purchase a product from one place and sell it elsewhere.²⁴

3.4 E-commerce Changing Dynamics of International Trade:

In this digital age, we all know how beneficial and reliable online business and trading are, so there is no opinion other than the changes that have occurred in the market of online buying and selling. This also provides us with pieces of information that through e-commerce new developments are going to change the dynamics of the future online shopping market.²⁵ E-commerce continues to revolutionize businesses with powerful technologies like artificial intelligence, which is likely to become increasingly prominent. In the future, we'll see AI applied across various companies and industries visible through robots streamlining supply chains and accelerating internal company operations. Social media shopping will also introduce new trends, prompting companies to create pages to engage customers and enlist influencers to promote products. This dynamic could reshape e-commerce. Moreover, payment methods are subject to change with ongoing transformation ensuring that various transaction methods are available across platforms for online shopping and payments.²⁶

²¹ Nuray Terzia, "The impact of e-commerce on international trade and employment", available at: <https://doi.org/10.1016/j.sbspro.2011.09.010> (accessed on October 13, 2024).

²² Varisha Parvez, "A Study on Perspective of Global E-commerce in Emerging Market", retrieved from https://www.researchgate.net/publication/376358137_A_Study_on_Perspective_of_Global_E-commerce_in_Emerging_Market (accessed on October 13, 2024).

²³ Denise Castillo, "What is international e-commerce and why does it matter for your business?", retrieved from <https://www.sana-commerce.com/blog/what-is-global-e-commerce/> (accessed on October 14, 2024).

²⁴ Geovanni Buckley, "What is the difference between C2C and B2C e-commerce?", retrieved from <https://bepofit.co/a/community/business-management/what-is-the-difference-between-c2c-and-b2c-e-commerce> (accessed on October 14, 2024).

²⁵ Mircea Turcanu, "Changing Dynamics of E-commerce Market", retrieved from <https://www.linkedin.com/pulse/changing-dynamics-e-commerce-market-mircea-turcanu> (accessed on October 14, 2024).

²⁶ *Ibid.*

3.5 Challenges through E-commerce to International Trade:

The e-commerce landscape in developing countries is facing many challenges such as digital literacy, logistics, infrastructure, payment methods, and trust and security. A significant portion of the population still faces digital literacy today which limits the accessibility of e-commerce platforms to some extent.²⁷ Ensuring the protection of consumers' trust is also a significant challenge, including payment transactions posing a major challenge for e-commerce in how to proceed with payment through credit cards and digital wallets, and their limited accessibility is also a barrier for e-commerce.²⁸ It may not be possible to predict everything but if we carefully consider the common issues in e-commerce they include growing competition, insufficient customer engagement, increased customer expectations, shopping cart abandonment, low conversion rates, complicated processes of product return and refund poor customer retention, and limited scalability options.²⁹ Today people indulge themselves on the internet which brings them to online shopping. Furthermore, there must be free internet sources at shops and markets. Additionally, the facility of digital instruments including computers and other instruments is also important.³⁰ For successful enforcement of e-commerce businesses, the awareness of online or digital businesses to consumers is also important. This aspect of e-commerce has been ignored. The only way to eradicate such hurdles is to adopt advertisements for successful e-commerce. Moreover, modern software and easy website design can also help consumers reach or adopt online businesses.³¹

Academic research on e-commerce has grown alongside the rise of online shopping. Yet, challenges persist, including text matching in searches, marketplace ranking optimization, and recommendation systems. Addressing these areas is crucial for understanding customer behavior and enhancing the e-commerce experience.³² The sellers and buyers are facing serious challenges via the Internet in the e-commerce business, both private and public corporations are not on the same page and they do not support the joint efforts to enhance their e-commerce business.³³ Lack of communication and security systems between

²⁷ Xeosol technologies,” Scope, Challenges, and Future of eCommerce in Pakistan”, retrieved from <https://medium.com/@technologist5/scope-challenges-and-future-of-ecommerce-in-pakistan-3b73c6431cd9> (accessed on October 14, 2024).

²⁸ *Ibid.*

²⁹ Novikova Darya,” 10 E-commerce Challenges and Ways to Overcome Them”, retrieved from <https://solveit.dev/blog/e-commerce-challenges> (accessed on October 14, 2024).

³⁰ Prashant Singh Rawal, “IMPACT OF E-COMMERCE ON CUSTOMER BEHAVIOUR”, retrieved from <https://www.jetir.org/papers/JETIR2304736.pdf> (accessed on October 14, 2024).

³¹ *Ibid.*

³² M. Tsagkias, Tracy Holloway King, S. Kallumadi, Vanessa Murdock, M. de Rijke,” Challenges and research opportunities in eCommerce search and recommendations”, retrieved from <https://www.semanticscholar.org/paper/Challenges-and-research-opportunities-in-eCommerce-Tsagkias-King/1b439ec4829f30356985937b7b76aeaf7971dcf6> (accessed on October 14, 2024).

³³ Abdul Gaffar Khan,” Electronic Commerce: A Study on Benefits and Challenges in an Emerging Economy”, retrieved from https://globaljournals.org/GJMBR_Volume16/3-Electronic-Commerce-A-Study.pdf (accessed on October 14, 2024).

private and public sectors in the e-commerce business. For example, loss due to website hacks and cyber insecurity, and demotivation of e-commerce business by the banks, however, merchants appeal for e-commerce business.³⁴

3.6 Law and E-commerce business:

Consumers and sellers face many challenges in online shopping all over the world, especially in developing countries. For example, fraud and scams in many ways. Furthermore, consumers complain about fake websites and emails or messages. Moreover, the sensitive information of individuals is also manipulated in the e-commerce business due to cyber insecurity.³⁵

All the above discussed can only be finished by introducing laws and regulations for safeguarding e-commerce businesses. Unfortunately, in Pakistan, laws for e-commerce businesses have not been appreciated yet.³⁶ E-commerce has strengthened the international business. It played a significant role in the advancement of economic dynamics in many countries.³⁷ However, there are some challenges which does not promote e-commerce business in third-world states: such as outdated economic systems, social and political factors, and lack of modern ideas including awareness about e-commerce business.³⁸

3.7 Dispute Resolution of E-commerce:

Daily, there are millions of transactions take place via e-commerce but there are some disagreements that are unavoidable between purchasers and sellers. However, it needs a trustworthy platform for resolving such disputes.³⁹ Some cases are simple by nature and can be resolved through automatic systems but complex cases cannot be addressed via hard-coded rules. In such circumstances, people do try to resolve their issues. However, this issue needed to be resolved through a digital process by exploring the model and dataset.⁴⁰

Currently, online dispute resolution procedures are being developed primarily by private dispute resolution forums.⁴¹ These forums handle disputes where parties have agreed to resolve them through mediation or arbitration these institutions typically specialize in technology-based disputes, such as those related to

³⁴ *Ibid.*

³⁵ Adam Jabbar,” E-commerce laws and their challenges in Pakistan”, retrieved from <https://www.pakistantoday.com.pk/2023/02/05/e-commerce-laws-and-their-challenges-in-pakistan/> (accessed on October 14, 2024).

³⁶ *Ibid.*

³⁷ Asif Javed,” Prospects and Problems for E-commerce in Pakistan”, retrieved from https://www.researchgate.net/publication/346812786_Prospects_and_Problems_for_E-commerce_in_Pakistan (accessed on October 14, 2024).

³⁸ *Ibid.*

³⁹ David Tsurel, Michael Doron, Alexander Nus, Arnon Dagan, Ido Guy, Dafna Shahaf, “E-Commerce Dispute Resolution Prediction”, available at <https://dl.acm.org/doi/10.1145/3340531.3411906> (accessed on October 14, 2024).

⁴⁰ *Ibid.*

⁴¹ Professor Catherine Kessedjian, Sandrine Cahn,” Dispute Resolution Online”, retrieved from https://www.jstor.org/stable/40707455?searchText=&searchUri=&ab_segments=&searchKey=&refreqid=fastly-default%3Aa18de6d1adac541cb186af99a297ed90&seq=1 (accessed on October 14, 2024).

telecommunications, trademarks, and internet domain names.⁴² Strengths of Online Dispute Resolution (ODR) include efficient time management, flexibility, building confidence and trust, asynchronous communication, video conferencing options, easy accessibility, and secure data storage.⁴³ Challenges include ensuring proper documentation and mutual consent, determining appropriate trial venues, and summarizing complex issues.⁴⁴

The increase in B2B e-commerce transactions results in more disputes, but traditional offline dispute resolution methods don't meet the needs of online users. Research worldwide addresses the demand for fast, flexible, and globally accessible dispute resolution mechanisms.⁴⁵ ODR mechanisms for resolving B2C e-commerce disputes require a secure legal framework. Developments in ODR regulation are evident in the literature, private sector, and government. Legal principles for ODR must encompass traditional fair trial concepts and new principles tailored to the online environment.⁴⁶

Online dispute resolution is crucial for resolving conflicts in the digital world. Developed nations like the US and EU have advanced systems in place, especially in e-commerce.⁴⁷ However, developing countries face obstacles like political, infrastructural, and socio-economic challenges hindering the adoption and development of online dispute resolution, impacting their readiness for cross-border e-commerce participation.⁴⁸

3.8 E-commerce Fraud:

Reporting online shopping fraud in Pakistan is crucial due to the increasing incidents of fraud in the growing online shopping sector. Online shopping also known as e-commerce, involves buying and selling products online using digital payment methods.⁴⁹ It's a global issue, and e-commerce relies on Internet technologies

⁴² *Ibid.*

⁴³ Shivani Kinniwadi," STRENGTHS AND CHALLENGES IN ONLINE DISPUTE RESOLUTION SYSTEM" retrieved from <https://viamediacioncentre.org/readnews/MTA2Nw==/Strengths-and-Challenges-in-Online-Dispute-Resolution-System#:~:text=It%20facilitates%20better%20time%20and,a%20versatile%20and%20informal%20way>. (accessed on October 14, 2024).

⁴⁴ *Ibid.*

⁴⁵ Nikola Šimková," A Literature Review on Online Dispute Resolution and Application to B2B E-commerce", retrieved from https://www.researchgate.net/publication/298069898_A_Literature_Review_on_Online_Dispute_Resolution_and_Applicati (accessed on October 14, 2024).

⁴⁶ Kananke Chinthaka Liyanage," the regulation of online dispute resolution: effectiveness of online consumer protection guidelines", retrieved from <file:///C:/Users/user/Downloads/78-Article%20Text-151-165-10-20140821.pdf> (accessed on October 14, 2024).

⁴⁷ Robin V. Cupido," The Growth of E-Commerce and Online Dispute Resolution in Developing Nations: An Analysis", retrieved from [file:///C:/Users/user/Downloads/10005528%20\(1\).pdf](file:///C:/Users/user/Downloads/10005528%20(1).pdf) (accessed on October 14, 2024).

⁴⁸ *Ibid.*

⁴⁹ Zeeshan Naveed," HOW TO REPORT ONLINE SHOPPING FRAUD IN PAKISTAN-A COMPREHENSIVE GUIDE-2021", retrieved from <https://www.arzaan.pk/blogs/news/how-to-report->

denied their association with the company or the sale of counterfeit products. They have made significant illegal profits from these sales, causing losses to the plaintiffs. Despite being identified and arrested, the defendants have not provided any account of their profits.⁵⁷

3.9 Conventions on E-commerce:

The National Retail Federation (NRF) organizes the Big Show, which is the biggest event for the retail industry. It takes place at the Jacob K. Javits Convention Center in New York City. This event includes 23 conferences focused on online shopping (e-commerce). People attending can learn practical strategies and meet with companies in retail and online shopping. It happens from January 14th to 16th, 2024, and draws more than 37,000 retail experts from over 90 countries. The cost to attend varies depending on who you are.⁵⁸ To stay competitive in e-commerce, it's crucial to stay updated on the latest strategies. This involves reading books, tracking competitors, and attending e-commerce conferences where you can directly engage with experts and discuss industry trends, technologies, and challenges.⁵⁹ E-commerce events and conferences focusing on industry pain points, trends, and emerging technologies. It also includes gatherings specific to e-commerce platforms like WooCommerce, Prestashop, Drupal, and Magento held in 2019. Attending these events offers insights and networking opportunities for e-commerce professionals.⁶⁰

3.10 Emerging Technologies in E-commerce:

This special issue talks about how new technologies are used in online shopping and managing product deliveries. It covers topics like using blockchain for better supply chain tracking, how augmented reality ads affect stores, using advanced computer systems to improve how businesses work, and how artificial intelligence helps sell things online. These ideas give us new ways to think about online shopping and managing products.⁶¹ After growing for many years, online shopping needs to become more advanced to handle new problems. Businesses want smart, flexible, and safe systems to make their work easier and share information well. This study looks at new technologies like application services, web services, and grid computing to solve these problems. Knowing about these trends can help businesses make smart choices and do better than their competitors.⁶² E-commerce is when buying and selling happen online instead of in person. It changes how we trade by getting rid of the need to meet face-to-face. Online platforms track what buyers

⁵⁷ Manmohan Singh, "e-commerce" doctypes: judgments", Cartier International Ag & Others vs Gaurav Bhatia & Ors on 4 January 2016, retrieved from <https://indiankanoon.org/docfragment/86715466/?formInput=%22ecommerce%22%20%20doctypes%3A%20judgments> (accessed on October 14, 2024).

⁵⁸ Logan Christopher, "Top 23 eCommerce Conferences to Attend in 2024", retrieved from <https://www.convertcart.com/blog/must-attend-top-ecommerce-conferences> (accessed on October 14, 2024).

⁵⁹ Sajjad Shahid, "Must-Attend Ecommerce Conferences and Platform Events", retrieved from <https://www.cloudways.com/blog/ecommerce-conferences/> (accessed on October 14, 2024).

⁶⁰ *Ibid.*

⁶¹ Bin Shen, Ciwei Dong, Xun Tong, Eric W.T. Ngai, "Emerging technologies in e-commerce operations and supply chain management", retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S1567422322000862> (accessed on October 14, 2024).

⁶² Dr. Qingxiong Ma, "A Review of Emerging Technology Trends in E-Commerce", retrieved from [file:///C:/Users/user/Downloads/4415%20\(1\).pdf](file:///C:/Users/user/Downloads/4415%20(1).pdf) (accessed on October 14, 2024).

do, which helps businesses understand what people want and plan for the future. They use big sets of data and special tools to do this.⁶³

Artificial intelligence (AI) and Machine Learning (ML) are changing online shopping by making it more personalized. They use your browsing and buying history to suggest things you might like and help stores manage their stock better. Also, chatbots are like helpful robots that can answer questions and help you pick products, available anytime.⁶⁴ Augmented reality lets customers see products in real settings, while virtual reality lets them experience products in a virtual world. Both technologies boost customer engagement and improve the shopping experience. For instance, furniture stores use augmented reality so customers can see how furniture fits in their homes, while fashion stores use virtual reality for customers to try on clothes remotely.⁶⁵

During the COVID-19 pandemic, many businesses, both small and big, are moving their operations online to e-commerce websites. This shift has brought in new tech trends to make online business better and attract more customers.⁶⁶ More and more people are shopping online because they're changing how they buy things and using technology more. To keep up, companies are using new tech and ways to sell things online. The article talks about important trends and tech solutions in online shopping, focusing on making customers happy by using things like chatbots, personalized emails, and eco-friendly practices. Using advanced tech like Big Data, Internet-connected devices, and Artificial Intelligence is really important for doing well in this changing world. Businesses must be able to change and adapt quickly to succeed in online shopping.⁶⁷

4. Results, Analysis & Discussions

E-commerce is an online platform where people can buy and sell products or services using the internet. It connects customers and sellers without the need for a physical store. With e-commerce, shopping has become easier because you can order things from the comfort of your home using websites or apps. Examples of e-commerce platforms include Amazon, Ebay, Walmart, tiktok shop e.t.c.⁶⁸ E-commerce, international trade, and online services make life easier because one can buy and sell things quickly, save time, and even access

⁶³ OPRESCU PAUL GEORGE,” Influence of New Technologies in E-Commerce”, available at <https://DOI:10.12948/ei2019.01.03> (accessed on October 14, 2024).

⁶⁴George Hlongwane,” The Future of E-commerce: Emerging Technologies and Trends”, retrieved from <https://www.linkedin.com/pulse/future-e-commerce-emerging-technologies-trends-george-hlongwane> (accessed on October 14, 2024).

⁶⁵ Jach Shaw,” Emerging Technologies in E-Commerce”, retrieved from <https://iconoutlook.com/emerging-technologies-in-e-commerce/> (accessed on October 14, 2024).

⁶⁶ IJRASET, “A Reviewed Analysis of the Technological Trends in E-Commerce”, retrieved from https://www.academia.edu/78466354/A_Reviewed_Analysis_of_the_Technological_Trends_in_E_Commerce?uc-g-sw=32831887 (accessed on October 14, 2024).

⁶⁷ Michał Orzoł, Katarzyna Szopik-Depczyńska, “Development trends in e-commerce sector”, retrieved from <https://www.sciencedirect.com/science/article/pii/S1877050923015703> (accessed on October 14, 2024).

⁶⁸ Nuray Terzi, “The impact of e-commerce on international trade and employment”, available at <https://doi.org/10.1016/j.sbspro.2011.09.010> (accessed on October 12, 2024).

products from all over the world.⁶⁹ However, they also have some problems. For example, there is a risk of hacking or data theft, and sometimes people face fraud or scams. Products might not always be of good quality, and understanding international rules and taxes can be confusing. To solve these problems, we need to make e-commerce safer and better.⁷⁰ We should focus on protecting personal information to avoid hacking and data theft. It is also important to create a system that stops fraud and helps both buyers and sellers trust each other.⁷¹ Products should always meet good quality standards so customers feel confident. Lastly, international laws and taxes should be made simpler so people can use e-commerce without any confusion. These changes will make online shopping more reliable and easy for everyone.⁷² We should make it mandatory to follow rules and regulations and ensure they are followed to prevent fraud.⁷³

5. Recommendations

There are many challenges to e-commerce because it is the new trend in international trade. So, there are some recommendations by which the process of e-commerce can become more efficient it includes:

- Enhance digital infrastructure and connectivity by investing in improving broadband internet access and digital connectivity, especially in rural and underserved areas, to ensure reliable and high-speed internet connectivity for e-commerce transactions.
- Streamline cross-border trade processes and regulations by harmonizing customs procedures, documentation requirements, and trade regulations to simplify cross-border e-commerce transactions and reduce administrative burdens on businesses.
- Foster Digital Skills Development and Entrepreneurship by providing training programs, capacity-building initiatives, and entrepreneurship support services to equip businesses and individuals with the digital skills and knowledge needed to engage in e-commerce effectively.
- Promote Collaboration and Partnership by fostering public-private partnerships and industry collaboration to address common challenges and promote innovation in e-commerce, including initiatives to develop interoperable standards, best practices, and technological solutions.

6. Conclusion & Implications

Education E-commerce is a platform through which we can buy and sell products online via the Internet, and similarly, we can also offer our services. with the help of e-commerce, we can enhance international trade. It enables us to make purchases instantly and conveniently. We can easily order or sell our necessities from home. Additionally, we can extend our services to foreign countries and sell our products internationally. Through e-commerce, we can also make online payments. Whether we are buying or selling

⁶⁹ *Ibid.*

⁷⁰ Zeeshan Naveed, "HOW TO REPORT ONLINE SHOPPING FRAUD IN PAKISTAN-A COMPREHENSIVE GUIDE-2021", retrieved from <https://www.arzaan.pk/blogs/news/how-to-report-online-shopping-fraud-in-pakistanacomprehensiveguide2021#:~:text=The%20government%20of%20Pakistan%20has,.econsumer.gov%2F%23crnt>. (accessed on October 14, 2024).

⁷¹ *Ibid.*

⁷² Xeosol technologies, "Scope, Challenges, and Future of eCommerce in Pakistan", retrieved from <https://medium.com/@technologist5/scope-challenges-and-future-of-ecommerce-in-pakistan-3b73c6431cd9> (accessed on October 14, 2024).

⁷³ *Ibid.*

any product we can make the payment online without the need to visit any market or shop. Along with the many benefits of e-commerce, there are also many drawbacks. For example, fraud, counterfeit products, fake logos & tags, etc. so, it is necessary to take precautionary measures to avoid all of these.

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