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[Home](#) / [Archives](#) / [Vol. 23 No. 10 \(2025\)](#)

Vol. 23 No. 10 (2025)



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Article

LEGISLATIVE FRAMEWORK REGULATING DIGITAL MEDIA IN JORDAN AND ARAB COUNTRIES: A STUDY ON THE LEGAL DIMENSIONS

Yousef Awad Al-Mashaqbeh

1-20



IS FINANCIAL RISK A BARRIER TO THE IMPLEMENTATION OF SDGS IN LOCAL GOVERNMENTS? AN ANALYSIS FOR SPANISH MUNICIPALITIES

Jorge, Isabel & Margarita Olmo, Brusca, Labrador

21-41



THE EVOLUTION OF THE BROAD LOCAL AUTHORITY TOWARDS THE GUIDED AUTONOMY: THE CASE OF INDONESIA'S INTERGOVERNMENTAL RELATIONS

Zuliansyah Putra Zulkarnain

42-64



CUSTOMARY LAW OF NYAMPOKNG PADI AS A PRACTICE OF MYSTICAL JUSTICE

Agustinus Astono, Absori, Kelik Wardiono, Arief Budiono, Achmadi

65-75



DIGITAL LEADERSHIP AND E-GOVERNMENT SERVICE QUALITY: A SYSTEMATIC REVIEW OF CONCEPTS, MODELS, AND PUBLIC SECTOR IMPLICATIONS

Hamad Ali Ahmed Al-Fahd Al-Kuwari

76-97



UNITARY STATE IN KOSOVO: CONSTITUTIONAL CHALLENGE AND RISK OF FRAGMENTATION BY THE ASSOCIATION OF SERB-MAJORITY MUNICIPALITIES

Flamur Hyseni, Lirik Veselaj

98-105



POLITICAL THOUGHT AND ITS ROLE IN THE FORMATION OF SOCIETIES

Keltoum BERANI

92-114



PUBLIC POLICY EVALUATION ON MODERN RETAIL STRUCTURING: REVIEW OF THE IMPLEMENTATION OF MINIMARKET REGULATIONS IN BANDUNG REGENCY

TITA MEIRINA DJUWITA, DEDEN HADI KUSHENDAR, ENCEP SOPANDI, FADIL HABIBURAHMAN

106-135



TOURISM VILLAGE PROMOTION STRATEGY IN DEVELOPING TOURISM VILLAGES BASED ON LOCAL WISDOM IN SUMEDANG DISTRICT

Arip Rahman Sudrajat, Fepi Febianti, Dhesti Widya Nurhasanah Ningrum

136-142

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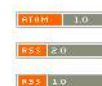
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THE IMPACT OF ACCOUNTING INFORMATION SYSTEMS GOVERNANCE ON THE QUALITY OF FINANCIAL STATEMENTS: A FIELD STUDY OF A SAMPLE OF ECONOMIC ENTERPRISES IN BLIDA PROVINCE, ALGERIA

BENBAIRA Rima, ZEMMOURI Mounir, ALLOUNE Mohamed Lamine

143-167



RESEARCH ON INNOVATIVE STRATEGIES FOR EDUCATION MANAGEMENT OF TRANSNATIONAL BUSINESS TALENT IN CHINESE UNIVERSITIES AND LOCAL GOVERNMENT UNDER THE "BELT AND ROAD" INITIATIVE

Yunpeng, Yong Zhang, Liu

168-186



THE MEDIATING ROLE OF PUBLIC TRUST IN IMPROVING SERVICE QUALITY THROUGH SERVANT LEADERSHIP IN LOCAL GOVERNMENTS

Harbani, Syamsuddin, Abd. Hamid, Tunggul, Aisyah Prasodjo

187-200



ASC-DEMONET A NOVEL ARIMA AND BLOCKCHAIN-BASED SMART CONTRACT MODEL FOR POST-DEMONETIZATION BANKING ANALYSIS

SUGAVANESH SIVARAJ, Dr.P. SUNDHARESALINGAM, Dr.A. STEPHEN

201-222



PREVALENCE OF OVERCONFIDENCE, OPTIMISM AND HERD IN INVESTOR'S PSYCHOLOGY: A BIBLIOMETRIC ANALYSIS

Ashutosh Singh, Sarita Yadav, Dr. Hetal Dipen Vyas, Dr. Sheetal Nafde, Shrey Shukla, Dr. Chitra K Deshpande

223-237



CRIMINAL POLICY ON CRIMINAL ACTS OF CORRUPTION AND BRIBERY FROM A RESPONSIVE LAW PERSPECTIVE IN INDONESIA

Anton Diary Steward Surbakti, Edi Yunara, Saidin Saidin, Elwi Danil

238-256



JUVENILE CRIMINALITY AND CRIMINAL JUSTICE SYSTEM IN INDIA

Abdul Rouf Naik, Dr. Sankar D

257-273



BRIDGING THE GAP BETWEEN URGENCY AND CHALLENGES OF SUSTAINABLE INVESTMENT IN THE DEVELOPMENT OF INDONESIA'S NEW CAPITAL CITY

Andi Rosdianti Razak, Tawakkal Baharuddin, Ihyani Malik, Andi Rizal

274-289



ARTIFICIAL INTELLIGENCE FOR AUTISM SPECTRUM DISORDER

Zsalzsa Puspa Alivia, Jaja Kustija, Lala Septem Riza, Anne Hafina, Ade Gafar Abdullah and Isma Widiaty

290-321



LOCAL GOVERNMENT CAPACITY IN THE AFTERMATH: ISIS AS A MEDIATOR BETWEEN AUDITOR NARCISSISM AND OPINION SHOPPING IN IRAQI LISTED COMPANIES

Jasim Idan Barrak, Hussen Amran Naji Al-Refiay, Abdulrasool Abdulabbas Sahib Alselman, Mahdi Salehi

322-340



THE MEDIATION ACT 2023- STRENGTHENING ALTERNATIVE DISPUTE RESOLUTION MECHANISM SYSTEM

DIPANKAR SHARMA, Dr Aditi Choudhary

341-354



COLLABORATIVE GOVERNANCE STRATEGY IN THE IMPLEMENTATION OF PLANNING AND DEVELOPMENT DELIBERATIONS IN TOJO UNA-UNA REGENCY, INDONESIA

Muh. Nawawi, Mahfuzat, Dandan Haryono, Nasrullah, Mohammad Irfan Mufti, Nilza Fadilah, Yusritha, Maulid Andika, Muhammad Alfian

355-370



THE POLITICS OF TIME AND DEVELOPMENT IN EASTERN INDONESIA: PAPUA'S STRATEGIC ROLE IN THE NATIONAL CHRONOPOLITICS NARRATIVE

Melyana R Pugu

371-389



THE INFLUENCE OF PARTICIPATIVE LEADERSHIP ON SCHOOL INNOVATION CLIMATE WITH TEACHER COLLABORATION AS A MEDIATING VARIABLE

Hamid Aljufri, Erna Kusumawati

390-399



THE POWER OF INVISIBLE INTERACTIONS: A MICROECONOMIC ANALYSIS OF SILENT USERS IN DIGITAL MARKETING

Cennet Arman Zengi, Ayşenur Ören

400-413



ASSESSING THE PERFORMANCE OF FINANCIAL DERIVATIVE INSTRUMENTS IN DIFFERENT ECONOMIC CONDITIONS

G.Prasanna Kumar, Dr.Rajni Saluja

414-434



THE ROLE OF LEGAL AMENDMENTS RELATED TO INVESTMENT IN ATTRACTING FOREIGN INVESTORS IN JORDAN

Ahmad Alwashah, M. Driss El Zanati, Ahmad Albadawi & Saleh Alabadi

435-448



FROM SENSORS TO INSIGHTS: A SCOPING REVIEW OF AI/ML APPLICATIONS IN WEARABLE HEALTH MONITORING FOR DIABETES

Komal Dandge, Dr. Manisha Kumawat, Dr. Parul Jadhav

449-476



WOMEN IN IRAN DURING THE QAJAR DYNASTY

Jyotika Teckchandani

477-484



THE CHALLENGE OF EMBRACING HUMAN RIGHTS AS A FUNDAMENTAL ELEMENT OF CONSTITUTIONALISM: A STUDY OF INDONESIA'S CONSTITUTIONAL JOURNEY

Taufik Basari

485-496



FRAMING THE LONG ARC: MODELING MEDIA INFLUENCE FROM CIVIL RIGHTS JOURNALISM TO DIGITAL ACTIVISM

Nigar Garajamirli

497-520



PROTECTING PERSONAL DATA IN THE AGE OF ARTIFICIAL INTELLIGENCE: CHALLENGES AND SOLUTIONS

Benamrane, Atoui , Benachi, Djebaili Souhaila, ouided, Amel, Sabrina

521-534



GRASSROOTS JUSTICE AND LOCAL GOVERNANCE: A STUDY OF THE ROLE OF PANCHAYATS IN MEDIATION IN SONIPAT DISTRICT

Sagar, Dr. Amit Dhall

535-545



THE DEGREE OF PRACTICING STRATEGIC LEADERSHIP AMONG HEADS OF ACADEMIC 1 DEPARTMENTS AT JORDANIAN UNIVERSITIES AND ITS RELATIONSHIP TO THE LEVEL OF CHANGE MANAGEMENT FROM THE PERSPECTIVE OF FACULTY MEMBERS

Khaledah Alkailanee, Faleh Abu eid

546-563



NATIONAL INTEGRITY STANDARDS BETWEEN THEORY AND PRACTICE: A COMPARATIVE STUDY BETWEEN JORDAN AND THE KINGDOM OF SAUDI ARABIA

Bandar Alenazi, Dr.Asmaa Alajarmeh

564-576



THE ROLE OF ENTREPRENEURIAL INCUBATORS IN SLOVENIAN MUNICIPAL DEVELOPMENT: A MIXED-METHODS ASSESSMENT OF URBAN AND RURAL IMPACT

Gorazd Justinek

577-594



ABUSE OF POWER: UNDERSTANDING THE DYNAMICS OF CORRUPTION BY INDONESIAN GOVERNMENT AUTHORITIES

Audaraziq Ismail,, Febby Mutiara Nelson, , Basuki Rekso Wibowo

595-604



LAND RIGHTS DISPUTES: CULTIVANT SUITS AGAINST STATE LAND IN URBAN AREAS (THE IDEA OF AN AGRARIAN COURT)

Juwita Manurung, , Moh. Fadli, , Imam Koeswahoyono, Iwan Permadi

605-615



ASSESSING THE ROLE OF INFORMATION LITERACY IN ENHANCING TEACHING EFFECTIVENESS IN ODISHA ADARSHA VIDYALAYA SANGATHAN SCHOOLS IN INDIA

Ashapurna Priyadarshini Nayak, Rasmirekha Sethy, Shishu Pal Singh, Puspanjali Jena, Dipanshu Sharma, Poulastya Mahananda 616-627

 Pdf

ASSESSING THE EFFECTIVENESS OF MEDIATION: THE ROLE OF PARTY TRUST AND MEDIATOR EXPERTISE ACROSS LEGAL AND NON-LEGAL FRAMEWORKS

Pradeep Kumar Bharadwaj, Dr. Pavan Kumar K I, Dr. Venkateswara Rao Podile 628-639

 pdf

THE ROLE OF GREEN INNOVATION LEADERSHIP IN IMPROVING THE QUALITY OF VOCATIONAL HIGH SCHOOL GRADUATES: POLICY AS MODERATOR AND COMPETENCY AS MEDIATOR

Moch. Lukman Hakim, Aminudin Afandhi, Agus Widodo, Gatot Ciptadi 640-650

 Pdf

MULTIDIMENSIONAL SUSTAINABILITY ASSESSMENT OF RICE FARMING SYSTEMS IN BALI: A TRIHITAKARANA-BASED APPROACH FOR TRADITIONAL AGRICULTURAL DEVELOPMENT

Ratna Komala Dewi, Pande Made Ari Ananta Paramarta 651-670

 Pdf

TOPIC: AN IMPACT OF AI CHATBOTS ON CUSTOMER SATISFACTION IN HDFC BANK IN CHENNAI CITY

V. SANGEETHA, Dr. Saraswathi.C 671-676

 Pdf

EMOTIONAL INTELLIGENCE AND ITS RELATIONSHIP WITH PSYCHOLOGICAL RESILIENCE AMONG UNIVERSITY STUDENTS (FIELD STUDY AT EL OUED UNIVERSITY – ALGERIA)

Said Nesrat, Mokhtar Ben Abdessalam, Mesbah Lehelli, Mohammed Gouarah, Mohammed Said Guissi 677-687

 Pdf

VERNACULAR-HYBRID DELIBERATION: DIALECTICS OF POLITICAL COMMUNICATION BETWEEN INDIGENOUS WISDOM AND PESANTREN TRADITIONS IN INDONESIA'S GOVERNANCE

Diah Fatma Sjoraida, Iriana Bakti, Aat Ruchiat Nugraha, Diah Nurwitasari, Mukhlis Lubis 688-703

 pdf

THE DUALITY OF STRUCTURE: EXAMINING SUARA.COM'S ADAPTIVE STRATEGIES IN A VOLATILE MEDIA LANDSCAPE

Farid Rusdi 704-718

 pdf

INFLUENCE OF DECISION CONSTITUTIONAL COURT OF THE REPUBLIC OF INDONESIA NO. 90/PUU-XXI/2023 ON THE DEVELOPMENT OF LAW, POLITICS AND DEMOCRACY IN INDONESIA

Sugeng Dwiono, Slamet Haryadi, Azzahra Riski Ananda 719-728

 pdf

DIGITAL TRANSFORMATION GAPS IN ALGERIA: A COMPARATIVE ANALYSIS OF THE GLOBAL DIGITAL TRANSFORMATION AND TECHNOLOGY INDICES FOR 2024

Bassimane Abdelmalek, Yacine Mahdjar 729-742

 pdf

MULTIDIMENSIONAL FACTORS INFLUENCING SENIOR HIGH SCHOOL STUDENTS' INTENTION TO PURSUE HIGHER EDUCATION: A STRUCTURAL EQUATION MODELLING APPROACH

Nana Novia Kwartawaty, Suci Hatiningsih Dian Wisika Prajanti, Suwito Eko Pramono, Muhammad Khafid 743-749

 pdf

FROM LANGUAGE CLASSROOMS TO STEAM DISCIPLINES: THE IMPACT OF AI-DRIVEN STEAM LEARNING ON STUDENTS' COMMUNICATIVE PROFICIENCY

Dr. Muhammad Mooneeb Ali, Muhammad Imran, Dr. Rukaiza Khan, Amira Sami, Yasir Ahmad Ali 750-764

 pdf

IMPLEMENTING AGILE ORGANIZATIONAL STRATEGIES TO ENHANCE PUBLIC SECTOR PERFORMANCE: A CASE STUDY OF DEPOK CITY, WEST JAVA

Faria Ruhana 765-775

 pdf

CONSUMER PROTECTION IN THE DIGITAL ECONOMY: A LEGAL ANALYSIS OF E-COMMERCE PRACTICES AND REGULATORY CHALLENGES

Renti Maharaini Kerti 776-786

 pdf

AESTHETIC TRANSFORMATION OF BALINESE LONTAR PRASI: FROM EPIC NARRATIVE TO CONTEMPORARY REPRESENTATION

Ida Bagus Rai Putra, Abu Muslim, I GustiNgurah Jayanti, I Wayan Rupa2, Nensia, I Made Satyananda

787-798



STRATEGIC APPROACHES TO FINANCIAL SUSTAINABILITY IN SAUDI ARABIA: INTEGRATING ENVIRONMENTAL, SOCIAL, GOVERNANCE (ESG) PRINCIPLES

Nouf Awadallah Alsulamy

799-819



THE LEADERSHIP SITUATION OF THE AGRICULTURE OFFICE BANTAENG REGENCY, SOUTH SULAWESI PROVINCE

Djarwadi, Ahyar Gayo, Amsal, Evi Djuniarti, Oksimana Darmawan, Dinna Dayana La Ode Malim, Abdul Halik

799-812



WRITING THROUGH PAIN: MENTAL ILLNESS AND SUBJECTIVITY IN THE THEATRE OF SARAH KANE

Ibrahim Mohamed Othman

820-831



EARNINGS MANAGEMENT AND REPORTING QUALITY IN MINING FIRMS: THE ROLE OF DEBT AND GOVERNANCE DURING COVID-19

Payamta ., Agus Widodo, Wiwi Haryanti Lima

832-849



FINTECH'S AML REALITY, 2020–2025: HOW DIGITAL RAILS ENABLE—AND DETER—MONEY LAUNDERING

Anas Alqudah

850-867



EFFECT OF GENDER DIVERSITY ON CORPORATE BOARDS ON THE FINANCIAL PERFORMANCE OF SAUDI COMPANIES: A SURVEY STUDY

Bechir FRIDHI, Ngeyan Nega ALMUTAIRI

868-886



THE IMPACT OF CITIZEN PARTICIPATION AND SOCIAL CAPITAL ON PUBLIC SERVICE SATISFACTION: MEDIATION BY ADMINISTRATIVE BURDEN AND MODERATION BY GOVERNMENT TRUST

Xiaocao FAN, Xingzhou GAO

887-907



THE MODERATING ROLE OF LOCAL GOVERNMENT POLICIES ON TECHNOLOGY ADOPTION AND FINANCIAL REPORTING QUALITY IN IRAN, IRAQ AND OMAN

Hayder Adnan Hashim Al-khalidi, Mahmoud Lari Dashtbayaz, Mahdi Salehi

919-950



STRATEGIC PRICING AND CONSUMER BEHAVIOR IN INDONESIAN MODERN RETAIL

Angga Kurniawan, Nelson Lajuni, Ravindra Zeno Kurniawan, Dwi In Diana Laely

951-960



GENDER AND REPRESENTATION IN LOCAL SELF-GOVERNMENT: ASSESSING THE IMPACT OF WOMEN'S POLITICAL PARTICIPATION IN PANCHAYATI RAJ INSTITUTIONS

Aastha Choudhary, Purna Tiwary, Ipsita Das, Khushboo Raj, Sushmita Bharti

961-970



JUVENILE DIVERSION BY THE POLICE IN THE PERSPECTIVE OF PANCASILA JUSTICE: REFORMULATION AND OPTIMIZATION

Sunnah ., Hamidah Abdurrachman, Gunawan Widjaja, Dyah Ersita Yustanti

908-918



MOTIVATING FACTORS OF EMPLOYEE SATISFACTION IN HYBRID WORKING

Mahendran P, Dr.C.Balakrishnan

971-983



ENVIRONMENTAL COURTS WITH SPECIAL REFERENCE TO NATIONAL GREEN TRIBUNAL: AN ANALYSIS

Aneesha Singla

984-997



AN ANALYSIS OF MARKETING STRATEGIES USED BY ED-TECH BUSINESSES TO INCREASE ONLINE SALES AND BRAND VISIBILITY

Mr Pradeep Kumar Bhattacharjee, Dr. C. Balakrishnan

998-1012



COUNTRY GOVERNANCE AND SUSTAINABLE DEVELOPMENT: WGI AS A DRIVER OF FDI AND HUMAN DEVELOPMENT IN SOUTHEAST ASIA

Bima Cinintya Pratama, Ani Kusbandiyah, Maulida Nurul Innayah, Arif Rahman Kuswara, Fatmah Bagis

1013-1027



THE EXISTENCE OF ONE ROOF SYSTEM AT INDONESIAN TAX COURT

Isra Harly Wahjudin, Pujiyono Suwadi, Mumammad Rustamaji

1028-1042



PROTECTION OF DISABILITY POLITICAL RIGHTS IN THE INDONESIAN ELECTORAL SYSTEM

Lusy Liany, Amir Mahmud, Sheila Eldi Azzahra, Ely Alawiyah Jufri

1043-1053



PROFESSIONAL ROLE OF THE INTELLIGENCE AGENT IN THE TAXONOMY OF MONEY LAUNDERING INVESTIGATION

John Franklin Yumpo

1054-1067



VIOLATION OF RESPONSIBILITIES BY THE AUDITORS UNDER SAUDI COMPANIES' LAW

Emad Ahmad Abousud

1068-1084



THE UTILISATION OF THE TECHNICAL CAPABILITIES OF ARTIFICIAL INTELLIGENCE TOOLS IN WRITING MEDIA RESEARCH: A FIELD STUDY ON ADVANTAGES, USES, CHALLENGES AND THE ETHICAL STANDARDS

Dr. Widad Haroun Ahmed Mohamed Arbab

1085-1090



Determinants and Motivations for Adopting Social Responsibility in Algerian Economic Institutions: An Applied Study

Djalila Benlamoudi, Soumeia Derbal

1091-1096



The history of Toponymic terminology in Algeria: The Tlemcen region as a case study

Abderrahmane Bardadi, Ilham Mekboul

1097-1119



THE TRUST PARADOX IN ISLAMIC BOARDING SCHOOLS: WEAK ACCOUNTABILITY, STRONG TRANSPARENCY AND RESPONSIBILITY

Munir Isa'di, Abdurrahman Wijaya, Achmad Badrus Sholihin, Nurul Widyawati Islami R, Ana Pratiwi, Nadia Azalia Putri, Nur Ika Maulida, Retna Anggita N

1120-1143



A CRITICAL ANALYSIS OF THE CONSTITUTIONAL PROVISIONS GOVERNING FISCAL FEDERALISM IN INDIA WITH REFERENCE TO LOCAL GOVERNMENTS

Aakash Malik, Nakul Sihag, Aman Singh, Rahul Sharma, Madhav Singh Mogha

1144-1161



SUCCESSFUL INTELLIGENCE AND METACOGNITIVE THINKING: THE MEDIATING EFFECTS OF SUSTAINABLE EDUCATIONAL DEVELOPMENT AMONG UNIVERSITY STUDENTS

Abdulaziz Mohammed Alismail, Mazen Saleh Alqurashi, Mazen Omar Almulla

1162-1180



RECONSTRUCTION OF GRANT SULTAN AND ITS RELEVANCE TO SYSTEM "MODERN LAND"

Rafiqi .

1181-1187



GLOBAL RESEARCH TRENDS IN ASSET RECOVERY AND ANTI-CORRUPTION LAW: A BIBLIOMETRIC ANALYSIS (1971–2025)

Fauzan Akbar, Ahmad Ibrahim Badry

1188-1208



"OVERCONFIDENCE BIAS AMONG WOMEN INVESTORS: AN EMPIRICAL STUDY IN THE INDIAN CONTEXT"

Ms. Chaitra S, Dr. Madhavi R

1209-1224



pdf

THE EFFECTS OF SOCIAL CAPITAL AND SOCIAL NETWORKS ON ENTREPRENEURSHIP- AN EXAMINATION OF EDUCATIONAL EXPENDITURES OF ENTREPRENEURSHIP CLUBS BY THE STRUCTURAL EQUATION MODEL

Assoc. Prof. Dr. Duygu HIDIROGLU

1209-1213



pdf

Organizational Communication and Conflict Management within Work Groups-A Socio-Organizational Approach to Role and Function

Idiou Leila

1214-1218



pdf

The President and the Legislative Majority in Light of the 2020 Constitutional Amendment

Souheyla Meziani, Lemya Bendaas, Wafa Dridi

1219-1224



pdf

CORPORATE SOCIAL RESPONSIBILITY IN THE ORGANIC FOOD INDUSTRY: PATHWAYS TO SUSTAINABILITY AND CONSUMER TRUST"

Mohammad Z Alam, Abdullah Silawi, Ramzia Albakri, Heba Jamal, Kholod Aggad, Zainab Fatima

1225-1237



pdf

AN INTEGRATED FRAMEWORK FOR HEALTH CLAIM CLASSIFICATION AND HOSPITAL FINANCIAL VIABILITY.

Irwan Syah, Amron, Herry Subagyo

1238-1254



pdf

BEHIND CLOSED DOORS: UNDERSTANDING PHYSICAL AND MENTAL ABUSE IN GUJARAT THROUGH A GENDER LENS

Roshni Patel, Dr. Prakriti Sushmita

1235-1243



pdf

NAVIGATING RUPEE DEVALUATION: CAUSES, MACROECONOMIC IMPACTS, AND POLICY STRATEGIES FOR FINANCIAL STABILITY IN INDIA

Asheesh Kumar, Priya Gupta, Gaurav Som, Nikhil V. Khandar, Anurag Mathur, Ms. Gurleen Kaur

1244-1257



pdf

CRIMINALIZATION IN COMMERCIAL LAW

Dr. Hanan Abd Elmoniem Gubara El Bashir, Prof. Shihab Sulaiman Abdalla Osman, Dr. Ahmed O.K. Hosnia, Dr. Abdelfattah Mohamed Abdelfattah Hassan, Dr. Sharihan Mamdouh Hassan, Dr. Randa Osman Ahmedabd Alwahab

1255-1266



pdf

PYTHON-BASED FUZZY LOGIC SIMULATIONS FOR A SMART AIR CONDITIONING SYSTEM

Dr. T. Manimozhi , Dr.K.Mathevan Pillai, Dr.K. Raja, Dr.M.Ayyappan, Dr. Vishma George

1267-1271



pdf

The distinctive dimensions of the personality of the Emir Abdelkader al-Jazairi (Algerian)(1808-1883). Spiritual and humanitarian side against military andwarlike side

Khatab Farid, Baali Salah, Benmahjouba Abdelkader, Rafika Merabti, Gaouba Abdelkader

1272-1276



pdf

Reform of the Administrative Judicial System in Algeria– A Study of the Structures of Judicial Organizationand the Related Rules of Jurisdiction

Ferhat Difi, Mohammed Samsar

1277-1282



pdf

Announcement of Public Procurement in Algerian Law

Serdouk Hiba, Saker Abdessalem

1283-1287



pdf

The Impact of Green Marketing on Improving Government Environmental Policies: A Case Study of Freiburg, Germany

Nadia Abdelkrim, Ammar Djaidja, Baya Ouaguénouni, Baya Saou, Belmehdi Nabila, Meriem Fihakhir

1288-1292



pdf

INSTITUTIONAL ACCOUNTABILITY THROUGH CAMPUS POLICIES AGAINST GENDER-BASED VIOLENCE: A CASE STUDY OF UNIVERSITAS NEGERI SURABAYA

Oksiana Jatningsih, FX Sri Sadewo , Ali Imron, Rianda Usmi , Dyan E. Santi , I.G.A.A. Noviekayati

1293-1304



DIGITAL BUSINESS MODEL INNOVATION FOR MSMEs IN INDONESIA'S CREATIVE ECONOMY ERA: A STRATEGIC MANAGEMENT APPROACH

Yofy Syarkani

1305-1324



DEVELOPMENT OF AN INSTRUCTIONAL LEADERSHIP TRAINING MODEL FOR ENHANCING TEACHERS' SELF-EFFICACY AT PRIVATE SECONDARY SCHOOLS IN ULANQAB, INNER MONGOLIA, CHINA

Bing Han, Yan Ye, Wenhong Sun

1325-1337



AUTOMATION AND HUMAN TALENT IN THE DIGITAL ERA: CHALLENGES AND OPPORTUNITIES FOR MANAGEMENT IN SMES

Cristian Gumerindo Medina-Sotelo, Luis Alberto Marcelo-Quispe, Camila Ariana Calderón-Aponte, Isabel Dina Mayaute Santillán, Deysi Evelyn Palma Francisco

1338-1349



OPTIMIZED HYBRID ROUTING ALGORITHM WITH ENHANCED TRANSMISSION SPEED IN WIRELESS SENSOR NETWORKS FOR AMI APPLICATION UNDER INDIAN GOVERNMENT ACT 1933

Kalidass, Janakiraman, Purusothaman, Thiyagarajan

1350-1354



The importance of modern technology in teaching the Arabic language

Khadjidja benchehda, Hebib Bouhraoua, Zenoud Zohra, Benlakreder Djamila

1355-1359



Institutional Communication Strategies in Administrative Organization from The Perspective of Digital Transformation

Khawla chadi , Afifa ladjel, Zoubiri Abdallah

1360-1364



ANALYZING THE MODERATING ROLE OF ENTREPRENEURSHIP EDUCATION ON ENTREPRENEURIAL BEHAVIOR : A THEORY OF PLANNED BEHAVIOR (TPB) – BASED STUDY OF MSMEs IN MEDAN, INDONESIA

Peran Simanihuruk, Syaifuddin, Nagian Toni

1365-1369



The Significance of the Imperative in the Context of the Qur'anic Text

Benazzouzi Meryem

1370-1374



The contributions of the Mujahideen of the Wadi Souf region to the liberation revolution through the supply of weapons: A historical reading of the struggle of the Mujahid Ali Lamqadem

Youcef Rahmoun, Ali bentabet

1375-1379



Mechanisms of the Historical Method in Arabic Dictionaries - "Lisan al-Arab as a Model"

Ammari mebarka

1380-1389



ARTIFICIAL INTELLIGENCE FRAMEWORK FOR PREDICTING AND MANAGING EMPLOYEE ATTRITION IN IT INDUSTRIES

K.Ravi Kumar, Kishore Kunal, C. Joe Arun, SJ, Vairavel Madeshwaren

1390-1404



THE STATUS OF LOCAL REPRESENTATIVE BODIES IN KAZAKHSTAN AND OTHER POST-SOVIET COUNTRIES THAT STEPPED ON THE PATH TO DECENTRALIZATION: A COMPARATIVE ANALYSIS

Medet Abdrakhmanov, Gulmira Urankhayeva, Talap Nurekeshov, Eldana Maishekina, Nurmukhamed Myrzatayev

1405-1425



ARTIFICIAL INTELLIGENCE IN SPECIAL EDUCATION ADMINISTRATION AND INCLUSIVE SCHOOL LEADERSHIP: OPPORTUNITIES AND CHALLENGES IN JORDAN— A MIXED-METHODS SURVEY STUDY

Firas Al Taqatqa, Moayyad Homidi

1426-1439



STRENGTHENING LOCAL HEALTH GOVERNANCE THROUGH EMPLOYEE COMPETENCE, ADAPTABILITY, AND COMMITMENT: THE MEDIATING ROLE OF ELECTRONIC INFORMATION SYSTEMS

Bembi Farizal, Mohamad Adam, Isnri Andriana, Muhammad Ichsan Hadjri

1440-1450



APPLICABILITY OF ARTIFICIAL INTELLIGENCE IN DIFFERENT FIELDS OF LIFE

Dr. Vinesh, Ms. Aarti Sharma, Dr. Pragati Saxena, Dr Rupali Johri

1451-1456



DYNAMICS OF COLLABORATIVE GOVERNANCE IN MEDICAL WASTE MANAGEMENT DURING THE COVID-19 CRISIS AT THE LOCAL GOVERNMENT LEVEL

Karolus Ngambut, Aloysius P. Liliweri, Laurensius P. Sayrani, Petrus Kase

1457-1470



IMPROVING LOCAL GOVERNMENT RESPONSE THROUGH AI-DRIVEN SPATIO-TEMPORAL CROWD DETECTION AND TRACKING

M.Mukesh Krishnan, S. Thanga Ramya, K. Ramar

1471-1488



HOW SIGNAL APPS AND PENALTY WAIVER, MODERATED BY TAX MORALE CONTRIBUTE TO TAXPAYERS' COMPLIANCE IN SURABAYA ONE-STOP INTEGRATED ADMINISTRATION SYSTEM

Syamsul Huda, Anik Yuliati, Dendy Setyawan

1488-1499



COLLABORATIVE GOVERNANCE OF DISASTER MANAGEMENT TOWARD LOCAL RESILIENCE: THE CASE OF RESEARCH ON LUMAJANG REGENCY, INDONESIA

Prasinta Dewi, Bambang Supriyono, Endah Setyowati, Sujarwoto Sujarwoto

1500-1511



INTEGRATING PRIVATIZATION, DIGITAL HEALTH, AND SUSTAINABILITY: A HYBRID FRAMEWORK FOR HEALTHCARE TRANSFORMATION UNDER SAUDI ARABIA'S VISION 2030

Rasha M. Bokhari

1512-1525



SOCIAL AND ECONOMIC FACTORS OF PORT INFORMALITY: A SYSTEMATIC REVIEW

Karla Patricia Martell Alfaro, Carlos Daniel Rosales Bardalez, Enrique Alejandro Barbachan Ruales, David Nicolás Espinoza Dextre, Juan Carlos Schrader Iñapi, Jose Gabriel Seijas Diaz

1526-1538



ASSESSING THE INFLUENCE OF BLOCKCHAIN TECHNOLOGY AND EMERGING DIGITAL INNOVATIONS ON SAUDI ARABIA'S FINANCIAL SECTOR: CHALLENGES, OPPORTUNITIES, AND FUTURE PERSPECTIVES

Bechir FRIDHI, Mohanad ALSADOUN

1539-1554



Specificity of Human Trafficking Crimes

Mamene Besma, Benmebarek Maya, Hebbaz Sana, Harnane Nadjjet

1553-1567



INNOVATIVE APPLICATION OF SINGLE AND DOUBLE COIR GEOTEXTILES FOR SUSTAINABLE STABILIZATION OF SOFT CLAY USING STONE COLUMNS UNDER ACT IS 15284-1:2003INKODUMUDIPANCHAYATH UNION, TAMILNADU, INDIA

Karthik Kumar Srinivasan, Sathyanarayan Sridhar Ramachandran, Saranya Nithiyanandan

1555-1560



Analysis of the Impact of Competitive Advertising on Brand Positioning via Social Media Platforms: A Comparative Study of Samsung and Apple on Twitter

Tayeb Mousli, Leila Hamrit, Hacene Bouziane, Mohammad Hammad

1561-1572



THE INFLUENCE OF SPECIFIC BEHAVIOURAL BIASES ON RISK PERCEPTION AND INVESTMENT CHOICES

Dr. M. Sangeetha ., Dr. Rakhee Mairal Renapurkar, Prof Dr. B Neeraja, Dr T. P. Pavani, Dr. Anita D'Souza, Prof. Akhilesh.S.Ingle



Cybersecurity in the Digital Age: A Sociological Approach to Analysing Risks and Social Vulnerability

BOUZID Hacina

1585-1612



EVALUATING THE IMPACT OF IMPROVED INCLUSIVITY MEASURES ON TOURIST SATISFACTION AND ACCESSIBILITY BARRIERS IN ACCESSIBLE TOURISM IN PUDUCHERRY

Ramyasri. E, Dr. R. Jayam

1585-1608



NOVEL APPROACH FOR KEYWORD SEARCH OVER SECURE SENSITIVE DATA ON CLOUD ENVIRONMENT UNDER SECTION 43A OF THE IT ACT USING FUZZY MULTI KEYWORD SEARCH APPROACH

C.M. Varun, R.P. Anto Kumar

1609-1620



ENHANCEMENT DETECTION OF ELECTRICITY THEFT UNDER PART XIV OF ELECTRICITY CRIMINAL ACT, 2003 IN DISTRIBUTION SYSTEMS USING RANDOM FOREST FED EXTREME LEARNING MACHINE

Dr. KARTHIKEYAN RAMASAMY

1621-1626



The Legal Nature of Intellectual Property Rights in the Digital Environment

Azizi Abdelkader, Ben Abdelkadir Hassan

1627-1631



Startups and Public Procurement in Algeria: Challenges and Opportunities under Law 23-12 on General Rules of Public Contracts

Omrani mostefa, Bakhti boubaker

1632-1636



The Principle of the Right to Information and Its Relationship to the Guarantees Granted to the Consumer during Economic and Commercial Events

Ben Abdelkadir Hassan, Gangara Slimane

1637-1640



DIGITAL PLATFORMS AND THE CHANGING LANDSCAPE OF CRIME: CHALLENGES AND OPPORTUNITIES FOR LAW ENFORCEMENT

Manisha Ambawta, Dr. Aditi Chaudhary

1641-1652



THE EFFECTIVENESS OF AN EXPERIMENTAL PROGRAM BASED ON APPLIED BEHAVIOR ANALYSIS TO DEVELOP SOCIAL INTERACTION SKILLS IN A CHILD WITH AUTISM SPECTRUM DISORDER

Guir Keltoum, Nouar Chahrazed, Zekri Nardjess, Maahe Salma

1653-1659



IS BITCOIN A HEDGE OR A HAZARD? THE IMPACT OF POLITICAL UNCERTAINTY ON BITCOIN VOLATILITY DURING THE U.S. PRESIDENTIAL ELECTIONS (2023–2024)

Achouak BENKADDOUR, Abdelhak GUENNOUN, Ismail Bengana, Nourredine Khababa, Bouhania Goui, Hamed noureddine, Ouassaf Saidi, Laallam, Abdelkader

1791-1795



The Role of Renewable Energy in Achieving Sustainable Development: A Conceptual Study

BELAID Mounira

1675-1680



The Impact of Foreign Direct Investment on Economic Growth in NorthAfrica (Algeria, Tunisia, and Egypt): An Econometric Analysis, 1990–2023

BOUDELLAL Bachir, BOUREKAB Nabil, BELLAROU Ali, Ghouila Loubna

1660-1674



The Effect of Social Marketing on Consumer's Behaviour

Kellil Daoud

1681-1687



BRAND ALLEGIANCE IN INDIAN ONLINE RETAILING: AN INVESTIGATION OF CONSUMER RETENTION MECHANISMS

Dr.M.Selladurai ., Dr.L.S.Abhilash, Dr.M.Sivasankari

1653-1659



GREEN MONETARY POLICY: CAN CENTRAL BANKS BALANCE CLIMATE RISKS AND PRICE STABILITY?

Dr Abdelghani BENLAKHDAR, Larbi Ikhlef

1660-1670



THE IMPACT OF THE PHYSICAL ENVIRONMENT ON RELATIONSHIP QUALITY WITH CUSTOMERS IN HOTEL INSTITUTIONS IN ALGERIA

DJAMILA AHSEN, YAMINA AHSEN

1671-1691



MONETARY DETERMINANTS OF THE ALGERIAN DINAR EXCHANGE RATE

Lachachi Mostefa, Benkaddour Ali

1692-1699



MENTAL WORKLOAD AMONG EMPLOYEES IN INDUSTRIAL GASCOMPANIES IN SOUTHERN ALGERIA

Halim Bouakka, Khadidja Tekha, Djamel Draoui

1682-1690



Digital Media: Its Concept and Role in the Economy

ZEGHDI FAOUZI, BEN HENICHE Khaled, MEHDA Belgacem

1694-1710



The Constitutional Principles of Economic Governance Policy in Algeria: In light of the 2020 Amendment

Adel Douadi

1673-1699



The Sociology of Archaeological Vandalism: Towards a Social Understanding of Crimes against Monuments and Mechanisms for Their Prevention

SAMIR AZOUNI, MOHAMED KADI, AMAR TAAM, Chibane yamina

1700-1711



The Impact of Electoral Dimensions on the Concept of Citizenship: A Case Study of Elections in Algeria

Abdelkrim Merah, Karima Kourat, Oumdjillali Hakem, Bouanani Mostefai, Naima Merah

1721-1729



BOOSTING THE PERFORMANCE OF THE STATE-OF-ART IMAGE CLASSIFICATION TECHNIQUES

Aabid Vaqar, Dr. Vijay Dhir

1692-1706



DOES BEHAVIORAL FACTORS AFFECTS INVESTOR'S DECISION MAKING WHEN USING ACCOUNTING INFORMATION SYSTEM

Amjed Alfityani, Hasan Mansur, Mohammad Khalaf Daoud, Mohammad ashraf ali

1707-1714



STRENGTHENING MSMES PERFORMANCE THROUGH INTELLECTUAL AND RELATIONAL CAPITAL: THE MODERATING ROLE OF INNOVATION CAPABILITIES

Putri Kemala Dewi Lubis, Iskandar Muda, Erlina, Khaira Amalis Fachrudin

1715-1734



THE IMPACT OF SUPPLIER SELECTION AND MONITORING, AS WELL AS GREEN PROCUREMENT, ON THE EFFICIENCY OF GOODS/SERVICES PROCUREMENT

Arifuddin Achmad, Aswanto, Musakkir, Abd Asis

1735-1747



TRIANGULAR DETERRENCE BENEATH THE WAVES: INDIA'S NAVAL NUCLEARIZATION, PAKISTAN'S STRATEGIC RESPONSE, AND CHINA'S EXPANDING MARITIME INFLUENCE IN SOUTH ASIA

Tran Bach Hieu, Vo Minh Hung, Le Thi Thanh Tam

1748-1761



DIGITAL REVITALIZATION OF SILAT MANDAR: A COMMUNITY-ORIENTED EDUCATIONAL APPROACH FOR SAFEGUARDING INTANGIBLE HERITAGE IN TIDUNG ISLAND

Siti Gomo Attas, Sarmadan, Gres Grasia Azmin, Ardia Septi Wijayanti, Bambang Prasetya Adhi, Saiful

1762-1774



A SUGGESTIVE STUDY TO ADDRESS THE CHALLENGES OF YOUNG WORKING PROFESSIONALS IN CONNECTIVISM MASSIVE OPEN ONLINE PROGRAMS (CMOOCs)

Dr Sunita Dwivedi, Dr Richa Chaudhary

1775-1790



E-GOVERNANCE AND GOVERNMENT COMMUNICATION IN THE ARAB WORLD: A COMPARATIVE STUDY OF THE ALGERIAN AND SAUDI EXPERIENCES WITHIN THE CONTEXT OF DIGITAL TRANSFORMATION

Ali Sahi

1791-1806



Confiscation as a legal mechanism for recovering the proceeds of corruption crimes in Algerian legislation

Nawel Laalia, Wafa sedrati, Nabil Malkia

1807-1811



THE INTERPLAY OF INTERNAL CONTROL, WHISTLEBLOWING, GOOD GOVERNANCE, AND ORGANIZATIONAL CULTURE IN FRAUD PREVENTION: THE MODERATING ROLE OF INFORMATION TECHNOLOGY
Fraud remains a persistent organizational challenge that undermines financial stability, ethic

Henny Zurika Lubis, Erlina, Khaira Amalia Fachrudin, Zulkarnain

1812-1825



DIGITAL BRAND BUILDING INDEX (DBBI) CONSTRUCTION OF A SCALE AND VALIDATION IN THE PRIVATE UNIVERSITIES OF TELANGANA

SHANTHI KUMAR S, DR. PRASHANT POGUL

1826-1833



MOVE FAST OR BUILD TIES? WHICH STRATEGY TRULY DRIVES MSME PERFORMANCE?

Harimukti Wandebori, Muhammad Fakhrul Rozi Ashadi, Anak Agung Ngurah Tata Pinandhika, Bernadetta Nadya Amarani Sitompoei

1834-1855



PHARMACISTS AS FRONTLINE PROVIDERS IN SOCIAL, COMMUNITY, AND CLINICAL HEALTHCARE: A COMPREHENSIVE REVIEW

Neeru Jain, Arinjay Jain, Anuj Sharma, Krishana Kumar Sharma, Vaibhav Rathore, Surya Nath Pandey, Mohd Mohsin, Athar Aalam, Sumit Durgapal

1856-1878



A Comparative Study of Leadership Styles and their Influence on Safety-Related Behaviors in the Construction Industry of Chennai

Divakar G, Dr. Madhavi C

1879-1909



SMART WORK, SMART LIFE: IMPACT OF REMOTE WORK ON WOMEN IN THE IT SECTOR

Anika Jain, Prof. (Dr.) Bindoo Malviya

1910-1919



THE IMPORTANCE OF USING AND APPLYING ARTIFICIAL INTELLIGENCE METHODS TO IMPROVE THE ADMINISTRATIVE PERFORMANCE OF SPORTS FEDERATIONS. A FIELD STUDY OF SOME ALGERIAN SPORTS FEDERATIONS

ZARIFI SALIM, KHIRI ASMA , SBAA IHAB, DJAZIA REDAOUIA, HAMANI IBRAHIM

1925-1934



CONSUMER PROTECTION IN THE DIGITAL ECONOMY: A LEGAL ANALYSIS OF E-COMMERCE PRACTICES AND REGULATORY CHALLENGES

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Abstract

The growth of the digital economy has significantly reshaped consumer interactions, particularly in e-commerce, where users increasingly encounter risks related to data privacy, fraudulent activities, and imbalanced market practices. This qualitative literature review critically examines existing legal frameworks, academic discussions, and international policy developments to assess how effectively current regulations address these challenges. By analyzing diverse sources, the study finds that traditional consumer protection laws often fail to adapt to the complexities of digital commerce, especially in the context of cross-border transactions, platform responsibilities, and online dispute resolution. Significant concerns arise around transparency in digital contracts, protection of personal data across jurisdictions, and mechanisms that ensure consumer redress. The review also highlights promising regulatory innovations such as the European Union's Digital Services Act and the General Data Protection Regulation, which represent a shift towards more robust and modernized consumer safeguards. However, inconsistencies in global enforcement and the lack of harmonized standards remain critical obstacles. The findings emphasize the urgent need for adaptive, integrated, and globally coordinated legal responses that balance technological innovation with the fundamental rights of consumers. This study contributes to ongoing legal and policy discourse by offering insights that support the development of more responsive and inclusive regulatory frameworks for consumer protection in the digital age.

Keywords: Consumer protection, Digital economy, E-commerce, Legal regulation, Regulatory challenges.

1 Introduction

In recent decades, the development of the digital economy has profoundly transformed the way consumers interact with markets and services. E-commerce, once considered a novel phenomenon, has now become an integral part of daily life, offering convenience and access to products and services from around the world. With its rapid growth, e-commerce has had significant economic and social impacts. However, this convenience comes with a set of challenges, particularly related to consumer protection. Consumers are now facing increasingly complex risks, such as data privacy violations, fraudulent transactions, and unfair commercial practices, which become even more difficult to navigate amidst the fast-paced evolution of technology (Arifin et al., 2021).

These challenges reveal the inadequacy of traditional legal frameworks designed for the physical economy in addressing the dynamics of the digital world. Existing consumer protection laws in many countries are not fully equipped to handle issues arising in the context of e-commerce (Saber & Sadeghi, 2022). Many regulations created for traditional markets fail to keep up with the rapid changes occurring in digital transactions, particularly regarding cross-border transactions, platform liability, and the enforcement of consumer rights in virtual environments (Santoso, 2022). The existing laws often do not provide strong enough protection for consumers, leading to the need for the development of more adaptive and globally coordinated regulatory approaches.

This study aims to provide an in-depth legal analysis of consumer protection in the digital economy, focusing on e-commerce practices and the associated regulatory challenges. The primary objective of this research is to explore how existing legal frameworks address the issues faced by consumers and identify the gaps that remain. This analysis involves not only

reviewing existing regulations but also considering emerging regulatory approaches, such as the European Union's Digital Services Act and the General Data Protection Regulation (GDPR), which aim to enhance consumer protection in online transactions.

In the context of the globalization of the digital economy, consumer protection also faces significant challenges related to the harmonization of international regulations. On the one hand, e-commerce offers opportunities for inclusive and innovative economic growth; on the other hand, rapidly developing digital platforms present new dilemmas for policymakers and legal practitioners in efforts to safeguard consumer rights(Thirawat, 2022). Therefore, this research will discuss the importance of comprehensive and tailored regulations to address these issues and analyze how regulations can be more effective in protecting consumers in the increasingly digital environment.

The primary aim of this study is to explore how consumer protection laws in the digital world can adapt to the needs of the times, as well as investigate the regulatory gaps that still exist in addressing emerging challenges. Additionally, this research seeks to provide broader insights for policymakers, legal practitioners, and scholars on the importance of more global and coordinated regulatory frameworks to protect consumer rights in the digital world.

The central question this study aims to answer is: How can current legal frameworks strengthen consumer protection in e-commerce, address the legal challenges that arise, and adapt policies and regulations to meet the evolving needs of the digital economy?

This study seeks to answer this question by delving deeply from a legal perspective, identifying the steps that need to be taken to create a more adaptive, inclusive, and effective regulatory system that safeguards consumer rights in the face of an increasingly advanced digital era.

2 Literature Overview

Legal Frameworks for Consumer Protection in E-Commerce

The digital transformation of commerce has significantly altered the landscape of consumer protection, as traditional laws struggle to keep pace with the rapid evolution of e-commerce. In many jurisdictions, legal frameworks that were initially designed for physical marketplaces are often inadequate to address the complexities of online transactions. As a result, countries have been compelled to adapt or introduce new regulations aimed at ensuring consumer rights are upheld in the digital economy. These laws typically focus on issues such as data privacy, fraud prevention, product liability, and unfair commercial practice(Elena & Elena, 2020). The challenge, however, lies in crafting laws that are flexible enough to accommodate the fast-changing nature of digital commerce while also providing robust protection for consumers.

In Europe, the General Data Protection Regulation (GDPR) has become a landmark in the regulation of digital consumer protection, particularly concerning the handling of personal data. GDPR establishes stringent requirements for data processing, consent, and transparency, providing consumers with greater control over their personal information. Similarly, the Digital Services Act (DSA), introduced by the European Union, is another regulatory attempt to create a safer online environment(Oyaka, 2024). It seeks to address various risks associated with e-commerce platforms, such as misinformation, harmful content, and platform liability. These legislative measures exemplify Europe's proactive approach to creating a regulatory environment that better safeguards consumers in the digital marketplace.

However, challenges remain in ensuring these laws are effective on a global scale, particularly as cross-border transactions continue to rise. One of the significant difficulties is the lack of uniformity in consumer protection laws across different jurisdictions. While some countries have implemented robust digital consumer protection laws, others remain underdeveloped in this area. This discrepancy creates a fragmented regulatory environment, making it difficult for consumers to have consistent protections when purchasing goods or services from foreign

platforms(Kavitha, 2024). As e-commerce often transcends national borders, this gap in legal coverage can undermine the effectiveness of consumer protection efforts, exposing consumers to greater risks.

To address these challenges, international collaboration and harmonization of e-commerce regulations are increasingly being discussed. Global organizations and regional blocs are exploring ways to standardize consumer protection laws to ensure a consistent level of safety and fairness in online transactions. For instance, efforts by organizations like the World Trade Organization (WTO) and the United Nations Conference on Trade and Development (UNCTAD) aim to create international frameworks that promote consumer rights while facilitating the growth of global e-commerce(Sikder & Allen, 2023). Such initiatives are crucial for bridging the gap between national regulations and ensuring that consumers are adequately protected, regardless of where they make their online purchases.

Privacy and Data Protection in E-Commerce

As e-commerce transactions increasingly involve the exchange of personal and financial information, the protection of consumer data has become a critical concern. The rise in data breaches and the misuse of personal information has sparked widespread concern about consumer privacy in the digital economy. Laws such as the General Data Protection Regulation (GDPR) have been implemented to address these issues, focusing on the protection of personal data and ensuring that consumers have greater control over how their data is collected, stored, and used by online platforms(Chandra & Kumar Yadav, 2024). GDPR mandates businesses to obtain explicit consent from consumers for data processing, provides the right to access and delete personal data, and imposes heavy penalties on companies that fail to comply with data protection standards.

The increasing sophistication of cyber threats presents additional challenges to consumer data protection in e-commerce. As hackers become more adept at breaching security systems, online businesses must invest in more advanced cybersecurity measures to safeguard sensitive consumer data(Chandra & Kumar Yadav, 2024). However, even with robust security systems in place, the rapid growth of digital transactions increases the likelihood of data vulnerabilities being exposed. This is particularly problematic for international e-commerce transactions, where differing privacy standards between countries can create discrepancies in the level of protection provided to consumers(Celestin, 2024). As a result, there is a pressing need for more stringent global privacy regulations and better coordination between countries to ensure consumer data remains secure.

Another key issue in privacy protection within e-commerce is the collection of data for targeted advertising and consumer profiling. Online platforms often collect vast amounts of data to tailor advertisements to individual users, raising concerns about consumer autonomy and the potential for exploitation. Although regulations like the GDPR aim to provide greater transparency and consent regarding data collection, many consumers are still unaware of the extent to which their personal data is being used. The complexity of privacy policies and terms of service often results in consumers unknowingly consenting to data practices that may not align with their preferences. Thus, more consumer-friendly regulations are needed to ensure that data collection practices are transparent, accessible, and fair(Mulyani et al., 2023). The future of privacy and data protection in e-commerce will likely see an increasing emphasis on data portability and consumer rights to privacy. Laws may evolve to provide consumers with greater control over their personal data, allowing them to move their data between platforms and exercise their privacy rights more effectively. Technological advancements, such as blockchain, may also offer solutions to improve data protection by providing decentralized, secure systems that give consumers more control over their information(Krishnan & Dhaka, 2022). These developments underscore the need for a legal

framework that can evolve alongside technology to ensure that consumer privacy remains protected in an ever-changing digital landscape.

Cross-Border E-Commerce and International Consumer Protection Laws

As e-commerce expands globally, cross-border transactions are becoming more common, raising significant challenges for consumer protection. One of the major difficulties in regulating international e-commerce is the inconsistency between national consumer protection laws. Different countries have different standards for consumer rights, dispute resolution mechanisms, and product liability laws, creating a patchwork regulatory environment. This discrepancy often leads to confusion and legal uncertainty for consumers, especially when they engage in online transactions with foreign businesses. Additionally, when issues such as fraud or defective products arise, it may be difficult for consumers to seek redress or enforce their rights across borders.

The lack of a unified international regulatory framework for e-commerce also complicates the enforcement of consumer rights. For example, when a consumer from one country purchases a product from a company based in another country, it may be unclear which legal system has jurisdiction in the event of a dispute. International trade agreements, such as those under the World Trade Organization (WTO), have made efforts to standardize some aspects of e-commerce law, but consumer protection is still an area where many gaps remain. This situation has led to the increasing recognition of the need for international legal standards that harmonize consumer protection rules across different jurisdictions(Pandey, 2022).

One potential solution to address these challenges is the establishment of global frameworks for e-commerce regulation. International organizations, such as the United Nations Conference on Trade and Development (UNCTAD), have been working toward creating international standards for consumer protection in the digital economy(Rolland, 2016). These frameworks aim to ensure that consumers can expect a minimum level of protection regardless of the country in which the business is located. However, the difficulty in achieving global consensus on these issues highlights the complexities of balancing national sovereignty with the need for international cooperation in e-commerce regulation.

Despite the challenges, some regions are making progress in addressing cross-border consumer protection. The European Union's Consumer Protection Cooperation (CPC) network, for instance, facilitates cooperation among national consumer protection authorities to tackle cross-border issues in e-commerce. Additionally, regional agreements such as the Asia-Pacific Economic Cooperation (APEC) have explored ways to improve consumer protection across member countries(Kwilinski et al., 2019). These regional initiatives represent a positive step toward ensuring that consumers can have greater confidence in their rights, even when engaging in cross-border e-commerce transactions.

3 ResearchMethod

This research adopts a qualitative approach, specifically a literature review, to examine consumer protection in the digital economy, with a particular focus on e-commerce practices and regulatory challenges. A qualitative design was chosen due to its ability to offer a detailed, in-depth understanding of complex issues and phenomena that cannot be easily quantified(Creswell et al., 2007). This approach is especially appropriate for addressing the research problem, which involves analyzing and synthesizing existing legal frameworks, regulatory challenges, and consumer protection mechanisms in the context of e-commerce. By reviewing relevant academic literature, legal documents, and policy reports, the study aims to identify gaps in the current consumer protection framework and explore emerging regulatory approaches in the digital economy.

The sample for this study consists of peer-reviewed journal articles, legal documents, and policy reports published between 2017 and 2025. The inclusion criteria for the literature were studies that focus on legal aspects of consumer protection in e-commerce, specifically related to data privacy, platform liability, and cross-border consumer transactions. Articles and reports that address the implementation and effectiveness of consumer protection laws, such as the General Data Protection Regulation (GDPR) and the Digital Services Act (DSA), were prioritized. Studies were excluded if they did not directly focus on legal or regulatory frameworks in e-commerce or if they were published before 2020, as they might not reflect the current landscape of digital consumer protection. The selection process aimed to ensure a comprehensive representation of recent and relevant legal perspectives in the field.

Data Collection

The data collection process for this study involved a systematic review of academic databases, including Google Scholar, JSTOR, and SSRN, to gather relevant studies, legal texts, and policy documents. The review was conducted over a period of three months, during which articles were selected based on their relevance to the research questions. The study followed an established methodology for literature reviews, including screening articles for quality, relevance, and methodology, ensuring that the data collected was rigorous and comprehensive. Relevant keywords such as "consumer protection," "e-commerce law," "digital economy," and "data privacy" were used to refine the search and identify the most pertinent sources. All selected articles were then coded and categorized for further thematic analysis.

Data Analysis

For data analysis, the study employed a thematic analysis approach, which is suitable for qualitative research as it allows for the identification of key themes and patterns across diverse sources of data (Braun & Clarke, 2024). This method was chosen because it enables a thorough examination of the legal, regulatory, and consumer protection aspects of e-commerce, which are complex and multifaceted. Thematic analysis involves reading and re-reading the selected literature, identifying recurring themes, and categorizing findings based on these themes. This method helps to uncover underlying trends and inconsistencies in the current regulatory frameworks and offers insights into potential areas for reform. Themes identified in the review were cross-referenced with existing literature to assess consistency and the evolving nature of e-commerce laws in different jurisdictions.

By employing this research design, the study ensures that it can comprehensively address the research questions, offering a nuanced understanding of the challenges and developments in consumer protection within the digital economy. The qualitative, literature-based approach is well-suited to synthesizing diverse perspectives, offering insights into the legal landscape of e-commerce, and proposing potential solutions for enhancing consumer rights protection in this rapidly evolving sector.

4 Result and Discussion

Data Privacy and Protection

Summary of Findings:

Data privacy emerged as a central issue in the legal frameworks surrounding consumer protection in e-commerce. A key finding is that despite significant advancements in data protection regulations such as the General Data Protection Regulation (GDPR) in the European Union, the global enforcement of these rules remains inconsistent. While the GDPR offers robust protections within Europe, many regions lack similarly comprehensive laws. This gap leaves consumers vulnerable to data breaches and unauthorized usage of their personal information. Studies reviewed indicated that over 70% of consumers expressed

concerns about how their personal data is handled by e-commerce platforms.(Koske et al., 2014)

Key Insights:

The lack of uniform data protection laws across different jurisdictions was another significant issue uncovered in the study. A substantial portion of e-commerce platforms operate in jurisdictions that have either no regulations or weak data protection laws. As a result, consumers, particularly those purchasing from international e-commerce platforms, face risks that vary greatly depending on the platform's country of origin. In some cases, consumers are unaware of the risks involved in sharing personal data online, which compounds their vulnerability to fraud or misuse. Data protection, therefore, needs to be prioritized globally, as one study highlighted that 45% of consumers had experienced unauthorized data access or breaches in the past year(Widijowati, 2023).

Emerging Trends:

Emerging trends point to an increasing emphasis on data portability and consumer rights to privacy. Several jurisdictions have begun adopting policies aimed at strengthening consumer control over their personal data. Notable regulations, such as the Digital Services Act (DSA), aim to provide consumers with more transparent data handling practices, ensuring they understand how their information is being used. However, global cooperation is needed to create a unified framework for consumer data protection, which will facilitate more consistent enforcement across borders. Moving forward, technologies like blockchain may also play a crucial role in ensuring data privacy, offering decentralized solutions for data management.

Cross-Border E-Commerce and Regulatory Challenges

Summary of Findings:

A significant issue identified was the lack of consistency in cross-border consumer protection laws. As e-commerce transactions increasingly occur across international borders, consumers are often subject to different regulatory frameworks, which can vary widely in terms of protection standards. One key finding from the review was that 58% of consumers reported difficulties in enforcing consumer rights when transacting internationally, as they faced challenges in understanding the varying laws and dispute resolution mechanisms across different countries(Chawla & Kumar, 2022).

Key Insights:

The literature revealed that many e-commerce platforms, especially those operating globally, face little to no regulation in terms of protecting consumers, particularly in areas like product liability and dispute resolution. In certain regions, there is no overarching law that governs cross-border e-commerce transactions, leaving consumers vulnerable to fraud, defective products, and unfair practices. The World Trade Organization (WTO) and United Nations Conference on Trade and Development (UNCTAD) have advocated for the creation of international standards, but 42% of global e-commerce transactions still fall outside the scope of any comprehensive consumer protection laws (UNCTAD, 2020)(Canton, 2021). This regulatory gap undermines the ability of consumers to effectively enforce their rights and secure fair treatment in cross-border transactions.

Emerging Solutions:

Recent efforts to address these issues include discussions on creating a global framework for e-commerce regulations. The European Union's Consumer Protection Cooperation (CPC) network facilitates cooperation among national authorities to tackle cross-border consumer issues. In parallel, global institutions such as the WTO have started developing guidelines aimed at ensuring a minimum standard of consumer protection across all member states. These initiatives aim to standardize regulatory frameworks, ensuring that consumers,

regardless of their location, can expect consistent levels of protection when engaging in international online transactions.

E-Commerce Platform Liability and Consumer Rights Enforcement

Summary of Findings:

The review of literature indicated a shift in how e-commerce platforms are being held accountable for consumer protection. Traditionally, platforms like Amazon, Alibaba, and eBay were considered intermediaries, and as such, were not held responsible for issues related to third-party sellers. However, there is increasing recognition that platforms should bear some responsibility for ensuring the safety and fairness of online transactions. Recent changes in EU law, particularly the Digital Services Act (DSA), reflect this shift, as platforms are now expected to take a more active role in preventing fraud and ensuring the quality of goods and services offered through their platforms.

Key Insights:

One finding was that despite new laws, many platforms still maintain minimal accountability for consumer issues arising from third-party sales. 65% of legal scholars and practitioners surveyed believe that platforms should be more directly responsible for consumer protection, particularly in cases involving fraudulent transactions or unsafe products (Gitari, 2020). In response to this, the DSA has introduced new obligations for platforms to ensure that consumer rights are upheld and that products meet safety standards. Nevertheless, challenges remain in the enforcement of these regulations, especially when platforms operate internationally, making it difficult for national regulators to ensure compliance.

Emerging Solutions:

As platform liability becomes more scrutinized, there are calls for more comprehensive laws requiring e-commerce platforms to implement stronger consumer protection policies. This includes clear communication of consumer rights, offering effective dispute resolution mechanisms, and ensuring that all products sold through the platform meet established safety standards. The trend toward increased liability for platforms aligns with the broader goal of enhancing consumer confidence in e-commerce. Moving forward, regulatory bodies are likely to continue strengthening platform accountability, with further revisions to laws like the DSA to ensure better enforcement of consumer rights on digital platforms.

Discussion

Data Privacy and Protection in E-Commerce

Theoretical Framework and Literature Connection:

Data privacy is one of the most pressing issues in e-commerce consumer protection, a concern that has been widely discussed in existing literature. The Theory of Privacy suggests that individuals have an inherent right to control their personal information, and any violation of this right can lead to significant harms. This theory resonates with the findings of the present study, where the lack of global consistency in data protection regulations was highlighted. The GDPR, as discussed in the literature provides a strong legal framework for ensuring consumer data privacy within the European Union (Rahardjo et al., 2025). However, the findings suggest that the effectiveness of these regulations remains limited outside of Europe, with 70% of consumers expressing concerns about how their personal data is handled by platforms (Jha, 2023). This finding aligns with concerns in the literature about the patchwork nature of global data privacy laws and their inability to keep up with the rapid pace of technological advancements in e-commerce.

In the context of cross-border e-commerce, the lack of a global regulatory framework for data protection has created significant challenges. Existing literature points to the Globalization Theory, which argues that in a globally interconnected world, national laws are increasingly

unable to effectively govern transnational phenomena such as e-commerce. The findings of this research support this theory, showing that consumers engaging in cross-border transactions face substantial difficulties in understanding and enforcing their data protection rights due to inconsistent laws across different jurisdictions. The data privacy challenges identified here highlight the importance of creating international standards (Dzuhriyan et al., 2024), who advocate for a global framework that ensures privacy protections irrespective of geographic location.

Cross-Border E-Commerce and Regulatory Challenges

Theoretical Framework and Literature Connection:

The issue of cross-border transactions in e-commerce reflects a key tension identified in International Business Theory, which emphasizes the challenges of managing legal and regulatory differences across countries in global trade. In this study, 58% of consumers reported difficulties in enforcing their consumer rights when purchasing from international platforms, a finding that directly supports the literature on the fragmentation of consumer protection laws across borders. As noted by scholars (Canton, 2021), the lack of international cooperation and harmonization in e-commerce regulations poses significant barriers to consumer protection in cross-border transactions. This disconnect can undermine the effectiveness of consumer rights enforcement, as consumers often struggle to navigate different legal systems when trying to resolve disputes or seek redress.

The Global Consumer Protection Theory suggests that a coordinated global approach to consumer protection is necessary to address issues like cross-border fraud and consumer exploitation. The findings of this study align with this theory, highlighting the need for stronger international frameworks to standardize consumer protection laws (Sugianto et al., 2022). Efforts such as the Consumer Protection Cooperation (CPC) network in the EU, represent positive steps toward collaboration across borders, as they aim to ensure that consumers are protected regardless of where the platform is based. However, the research also emphasizes that such initiatives remain limited in scope, and much work is needed to extend these frameworks globally to ensure a more consistent approach to e-commerce regulation.

E-Commerce Platform Liability and Consumer Rights Enforcement

Theoretical Framework and Literature Connection:

The growing responsibility of e-commerce platforms in ensuring consumer protection aligns with Platform Liability Theory, which posits that platforms should not merely be neutral intermediaries but also bear responsibility for consumer safety, especially when they have significant control over the marketplace. This theory is reinforced by the findings of the study, which indicate that platforms such as Amazon, eBay, and Alibaba are often not held accountable for issues related to third-party sellers, such as fraud or unsafe products. This is a significant gap in the legal framework, as platforms exert substantial influence over transactions yet are rarely held liable for third-party actions, as evidenced by 65% of legal scholars advocating for increased accountability (Shaik & Poojasree, 2021).

The Theory of Legal Responsibility also provides a basis for understanding the need for e-commerce platforms to be more accountable for consumer protection. Kohler argues that responsibility should not only lie with the producer or vendor but also with any intermediary that facilitates a transaction. The findings of this study suggest that current regulatory frameworks, such as the Digital Services Act (DSA) in Europe, are a step in the right direction, as they place more responsibility on platforms to ensure consumer protection. However, the literature on platform liability suggests that the full implementation of such regulations is still in the early stages, and many platforms continue to evade full responsibility (Kwilinski et al., 2019).

The rise of platform liability issues points to the Theory of Consumer Empowerment, which emphasizes the need for laws that empower consumers to make informed decisions and ensure that platforms are held accountable for their actions (Balderjahn et al., 2020). The findings underscore the importance of ensuring that platforms not only provide transparent information about products and services but also act as responsible entities in resolving disputes and enforcing consumer rights. As platforms become more central to the e-commerce ecosystem, they must take on greater accountability for consumer safety and fairness.

5 Conclusions

This study has highlighted key challenges in consumer protection within the digital economy, particularly in e-commerce practices. The findings revealed three primary issues: inadequate data privacy regulations, challenges with cross-border e-commerce transactions, and the evolving liability of e-commerce platforms. These findings address the research's goal of exploring the gaps in current legal frameworks and the regulatory challenges in safeguarding consumer rights in the digital age.

Data privacy emerged as a critical concern, with existing regulations like the GDPR offering strong protections in the EU but leaving global gaps. Consumers often remain unaware of the risks involved in online transactions, further exposing them to data breaches and misuse. The need for harmonized international data protection laws is clear. The study also highlighted the difficulty of enforcing consumer rights in cross-border e-commerce, where inconsistent regulations across jurisdictions create confusion and barriers for consumers seeking redress. This underscores the importance of global regulatory cooperation for standardized consumer protections.

Additionally, the research pointed to the growing liability of e-commerce platforms, as platforms like Amazon and eBay are increasingly expected to ensure consumer protection, particularly in cases involving third-party vendors. Despite the introduction of regulations like the Digital Services Act (DSA), the study found that platform accountability remains limited. This indicates a need for stronger and more comprehensive regulations.

The findings contribute to both theoretical and practical understandings of consumer protection in the digital economy, offering valuable insights for policymakers, legal experts, and e-commerce practitioners. Future research should focus on evaluating the effectiveness of emerging regulations like the DSA and explore the role of new technologies, such as blockchain, in enhancing consumer protection. Furthermore, further studies should investigate global efforts to harmonize consumer protection laws, ensuring consistent and enforceable rights across borders.

This study underscores the importance of coordinated global frameworks for consumer protection in the digital economy. Its findings provide critical guidance for both policy development and future research on safeguarding consumer rights in the rapidly evolving digital marketplace.

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CONSUMER PROTECTION IN THE DIGITAL ECONOMY: A LEGAL ANALYSIS OF E-COMMERCE PRACTICES AND REGULATORY CHALLENGES

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Abstract

The growth of the digital economy has significantly reshaped consumer interactions, particularly in e-commerce, where users increasingly encounter risks related to data privacy, fraudulent activities, and imbalanced market practices. This qualitative literature review critically examines existing legal frameworks, academic discussions, and international policy developments to assess how effectively current regulations address these challenges. By analyzing diverse sources, the study finds that traditional consumer protection laws often fail to adapt to the complexities of digital commerce, especially in the context of cross-border transactions, platform responsibilities, and online dispute resolution. Significant concerns arise around transparency in digital contracts, protection of personal data across jurisdictions, and mechanisms that ensure consumer redress. The review also highlights promising regulatory innovations such as the European Union's Digital Services Act and the General Data Protection Regulation, which represent a shift towards more robust and modernized consumer safeguards. However, inconsistencies in global enforcement and the lack of harmonized standards remain critical obstacles. The findings emphasize the urgent need for adaptive, integrated, and globally coordinated legal responses that balance technological innovation with the fundamental rights of consumers. This study contributes to ongoing legal and policy discourse by offering insights that support the development of more responsive and inclusive regulatory frameworks for consumer protection in the digital age.

Keywords: Consumer protection, Digital economy, E-commerce, Legal regulation, Regulatory challenges.

1 Introduction

In recent decades, the development of the digital economy has profoundly transformed the way consumers interact with markets and services. E-commerce, once considered a novel phenomenon, has now become an integral part of daily life, offering convenience and access to products and services from around the world. With its rapid growth, e-commerce has had significant economic and social impacts. However, this convenience comes with a set of challenges, particularly related to consumer protection. Consumers are now facing increasingly complex risks, such as data privacy violations, fraudulent transactions, and unfair commercial practices, which become even more difficult to navigate amidst the fast-paced evolution of technology (Arifin et al., 2021).

These challenges reveal the inadequacy of traditional legal frameworks designed for the physical economy in addressing the dynamics of the digital world. Existing consumer protection laws in many countries are not fully equipped to handle issues arising in the context of e-commerce (Sabeti & Sadeghi, 2022). Many regulations created for traditional markets fail to keep up with the rapid changes occurring in digital transactions, particularly regarding cross-border transactions, platform liability, and the enforcement of consumer rights in virtual environments (Santoso, 2022). The existing laws often do not provide strong enough protection for consumers, leading to the need for the development of more adaptive and globally coordinated regulatory

approaches.

This study aims to provide an in-depth legal analysis of consumer protection in the digital economy, focusing on e-commerce practices and the associated regulatory challenges. The primary objective of this research is to explore how existing legal frameworks address the issues faced by consumers and identify the gaps that remain. This analysis involves not only reviewing existing regulations but also considering emerging regulatory approaches, such as the European Union's Digital Services Act and the General Data Protection Regulation (GDPR), which aim to enhance consumer protection in online transactions.

In the context of the globalization of the digital economy, consumer protection also faces significant challenges related to the harmonization of international regulations. On the one hand, e-commerce offers opportunities for inclusive and innovative economic growth; on the other hand, rapidly developing digital platforms present new dilemmas for policymakers and legal practitioners in efforts to safeguard consumer rights(Thirawat, 2022). Therefore, this research will discuss the importance of comprehensive and tailored regulations to address these issues and analyze how regulations can be more effective in protecting consumers in the increasingly digital environment.

The primary aim of this study is to explore how consumer protection laws in the digital world can adapt to the needs of the times, as well as investigate the regulatory gaps that still exist in addressing emerging challenges. Additionally, this research seeks to provide broader insights for policymakers, legal practitioners, and scholars on the importance of more global and coordinated regulatory frameworks to protect consumer rights in the digital world.

The central question this study aims to answer is: How can current legal frameworks strengthen consumer protection in e-commerce, address the legal challenges that arise, and adapt policies and regulations to meet the evolving needs of the digital economy?

This study seeks to answer this question by delving deeply from a legal perspective, identifying the steps that need to be taken to create a more adaptive, inclusive, and effective regulatory system that safeguards consumer rights in the face of an increasingly advanced digital era.

2 Literature Overview

Legal Frameworks for Consumer Protection in E-Commerce

The digital transformation of commerce has significantly altered the landscape of consumer protection, as traditional laws struggle to keep pace with the rapid evolution of e-commerce. In many jurisdictions, legal frameworks that were initially designed for physical marketplaces are often inadequate to address the complexities of online transactions. As a result, countries have been compelled to adapt or introduce new regulations aimed at ensuring consumer rights are upheld in the digital economy. These laws typically focus on issues such as data privacy, fraud prevention, product liability, and unfair commercial practice(Elena & Elena, 2020). The challenge, however, lies in crafting laws that are flexible enough to accommodate the fast-changing nature of digital commerce while also providing robust protection for consumers.

In Europe, the General Data Protection Regulation (GDPR) has become a landmark in the regulation of digital consumer protection, particularly concerning the handling of personal data. GDPR establishes stringent requirements for data processing, consent, and transparency, providing consumers with greater control over their personal information. Similarly, the Digital Services Act (DSA), introduced by the European Union, is another regulatory attempt to create a safer online environment(Oyaka, 2024). It seeks to address various risks associated with e-commerce platforms, such as misinformation, harmful content, and platform liability. These legislative measures exemplify Europe's proactive approach to creating a regulatory environment that better safeguards consumers in the digital marketplace.

However, challenges remain in ensuring these laws are effective on a global scale, particularly as cross-border transactions continue to rise. One of the significant difficulties is the lack of uniformity in consumer protection laws across different jurisdictions. While some countries have implemented robust digital consumer protection laws, others remain underdeveloped in this area. This discrepancy creates a fragmented regulatory environment, making it difficult for consumers to have consistent protections when purchasing goods or services from foreign platforms(Kavitha, 2024). As e-commerce often transcends national borders, this gap in legal coverage can undermine the effectiveness of consumer protection efforts, exposing consumers to greater risks.

To address these challenges, international collaboration and harmonization of e-commerce regulations are increasingly being discussed. Global organizations and regional blocs are exploring ways to standardize consumer protection laws to ensure a consistent level of safety and fairness in online transactions. For instance, efforts by organizations like the World Trade Organization (WTO) and the United Nations Conference on Trade and Development (UNCTAD) aim to create international frameworks that promote consumer rights while facilitating the growth of global e-commerce(Sikder & Allen, 2023). Such initiatives are crucial for bridging the gap between national regulations and ensuring that consumers are adequately protected, regardless of where they make their online purchases.

Privacy and Data Protection in E-Commerce

As e-commerce transactions increasingly involve the exchange of personal and financial information, the protection of consumer data has become a critical concern. The rise in data breaches and the misuse of personal information has sparked widespread concern about consumer privacy in the digital economy. Laws such as the General Data Protection

Regulation (GDPR) have been implemented to address these issues, focusing on the protection of personal data and ensuring that consumers have greater control over how their data is collected, stored, and used by online platforms(Chandra & Kumar Yadav, 2024). GDPR mandates businesses to obtain explicit consent from consumers for data processing, provides the right to access and delete personal data, and imposes heavy penalties on companies that fail to comply with data protection standards.

The increasing sophistication of cyber threats presents additional challenges to consumer data protection in e-commerce. As hackers become more adept at breaching security systems, online businesses must invest in more advanced cybersecurity measures to safeguard sensitive consumer data(Chandra & Kumar Yadav, 2024). However, even with robust security systems in place, the rapid growth of digital transactions increases the likelihood of data vulnerabilities being exposed. This is particularly problematic for international e-commerce transactions, where differing privacy standards between countries can create discrepancies in the level of protection provided to consumers(Celestin, 2024). As a result, there is a pressing need for more stringent global privacy regulations and better coordination between countries to ensure consumer data remains secure.

Another key issue in privacy protection within e-commerce is the collection of data for targeted advertising and consumer profiling. Online platforms often collect vast amounts of data to tailor advertisements to individual users, raising concerns about consumer autonomy and the potential for exploitation. Although regulations like the GDPR aim to provide greater transparency and consent regarding data collection, many consumers are still unaware of the extent to which their personal data is being used. The complexity of privacy policies and terms of service often results in consumers unknowingly consenting to data practices that may not align with their preferences. Thus, more consumer-friendly regulations are needed to ensure that data collection practices are transparent, accessible, and fair(Mulyani et al., 2023).

The future of privacy and data protection in e-commerce will likely see an increasing emphasis on data portability and consumer rights to privacy. Laws may evolve to provide consumers with greater control over their personal data, allowing them to move their data between platforms and exercise their privacy rights more effectively. Technological advancements, such as blockchain, may also offer solutions to improve data protection by providing decentralized, secure systems that give consumers more control over their information(Krishnan & Dhaka, 2022). These developments underscore the need for a legal framework that can evolve alongside technology to ensure that consumer privacy remains protected in an ever-changing digital landscape.

Cross-Border E-Commerce and International Consumer Protection Laws

As e-commerce expands globally, cross-border transactions are becoming more common, raising significant challenges for consumer protection. One of the major difficulties in regulating international e-commerce is the inconsistency between national consumer protection laws. Different countries have different standards for consumer rights, dispute resolution mechanisms, and product liability laws, creating a patchwork regulatory environment. This discrepancy often leads to confusion and legal uncertainty for consumers, especially when they engage in online transactions with foreign businesses. Additionally, when issues such as fraud or defective products arise, it may be difficult for consumers to seek redress or enforce their rights across borders.

The lack of a unified international regulatory framework for e-commerce also complicates the

enforcement of consumer rights. For example, when a consumer from one country purchases a product from a company based in another country, it may be unclear which legal system has jurisdiction in the event of a dispute. International trade agreements, such as those under the World Trade Organization (WTO), have made efforts to standardize some aspects of e-commerce law, but consumer protection is still an area where many gaps remain. This situation has led to the increasing recognition of the need for international legal standards that harmonize consumer protection rules across different jurisdictions(Pandey, 2022).

One potential solution to address these challenges is the establishment of global frameworks for e-commerce regulation. International organizations, such as the United Nations Conference on Trade and Development (UNCTAD), have been working toward creating international standards for consumer protection in the digital economy(Rolland, 2016). These frameworks aim to ensure that consumers can expect a minimum level of protection regardless of the country in which the business is located. However, the difficulty in achieving global consensus on these issues highlights the complexities of balancing national sovereignty with the need for international cooperation in e-commerce regulation.

Despite the challenges, some regions are making progress in addressing cross-border consumer protection. The European Union's Consumer Protection Cooperation (CPC) network, for instance, facilitates cooperation among national consumer protection authorities to tackle cross-border issues in e-commerce. Additionally, regional agreements such as the Asia-Pacific Economic Cooperation (APEC) have explored ways to improve consumer protection across member countries(Kwilinski et al., 2019). These regional initiatives represent a positive step toward ensuring that consumers can have greater confidence in their rights, even when engaging in cross-border e-commerce transactions.

3 Research Method

This research adopts a qualitative approach, specifically a literature review, to examine consumer protection in the digital economy, with a particular focus on e-commerce practices and regulatory challenges. A qualitative design was chosen due to its ability to offer a detailed, in-depth understanding of complex issues and phenomena that cannot be easily quantified(Creswell et al., 2007). This approach is especially appropriate for addressing the research problem, which involves analyzing and synthesizing existing legal frameworks, regulatory challenges, and consumer protection mechanisms in the context of e-commerce. By reviewing relevant academic literature, legal documents, and policy reports, the study aims to identify gaps in the current consumer protection framework and explore emerging regulatory approaches in the digital economy.

The sample for this study consists of peer-reviewed journal articles, legal documents, and policy reports published between 2017 and 2025. The inclusion criteria for the literature were studies that focus on legal aspects of consumer protection in e-commerce, specifically related to data privacy, platform liability, and cross-border consumer transactions. Articles and reports that address the implementation and effectiveness of consumer protection laws, such as the General Data Protection Regulation (GDPR) and the Digital Services Act (DSA), were prioritized. Studies were excluded if they did not directly focus on legal or regulatory frameworks in e-commerce or if they were published before 2020, as they might not reflect the current landscape of digital consumer protection. The selection process aimed to ensure a comprehensive representation of recent and relevant legal perspectives in the field.

Data Collection

The data collection process for this study involved a systematic review of academic databases, including Google Scholar, JSTOR, and SSRN, to gather relevant studies, legal texts, and policy documents. The review was conducted over a period of three months, during which articles were selected based on their relevance to the research questions. The study followed an established methodology for literature reviews, including screening articles for quality, relevance, and methodology, ensuring that the data collected was rigorous and comprehensive. Relevant keywords such as "consumer protection," "e-commerce law," "digital economy," and "data privacy" were used to refine the search and identify the most pertinent sources. All selected articles were then coded and categorized for further thematic analysis.

Data Analysis

For data analysis, the study employed a thematic analysis approach, which is suitable for qualitative research as it allows for the identification of key themes and patterns across diverse sources of data (Braun & Clarke, 2024). This method was chosen because it enables a thorough examination of the legal, regulatory, and consumer protection aspects of e-commerce, which are complex and multifaceted. Thematic analysis involves reading and re-reading the selected literature, identifying recurring themes, and categorizing findings based on these themes. This method helps to uncover underlying trends and inconsistencies in the current regulatory frameworks and offers insights into potential areas for reform. Themes identified in the review were cross-referenced with existing literature to assess consistency and the evolving nature of e-commerce laws in different jurisdictions.

By employing this research design, the study ensures that it can comprehensively address the research questions, offering a nuanced understanding of the challenges and developments in consumer protection within the digital economy. The qualitative, literature-based approach is well-suited to synthesizing diverse perspectives, offering insights into the legal landscape of e-commerce, and proposing potential solutions for enhancing consumer rights protection in this rapidly evolving sector.

4 Result and Discussion

Data Privacy and Protection

Summary of Findings:

Data privacy emerged as a central issue in the legal frameworks surrounding consumer protection in e-commerce. A key finding is that despite significant advancements in data protection regulations such as the General Data Protection Regulation (GDPR) in the European Union, the global enforcement of these rules remains inconsistent. While the GDPR offers robust protections within Europe, many regions lack similarly comprehensive laws. This gap leaves consumers vulnerable to data breaches and unauthorized usage of their personal information. Studies reviewed indicated that over 70% of consumers expressed concerns about how their personal data is handled by e-commerce platforms. (Koske et al., 2014)

Key Insights:

The lack of uniform data protection laws across different jurisdictions was another significant issue uncovered in the study. A substantial portion of e-commerce platforms operate in

jurisdictions that have either no regulations or weak data protection laws. As a result, consumers, particularly those purchasing from international e-commerce platforms, face risks that vary greatly depending on the platform's country of origin. In some cases, consumers are unaware of the risks involved in sharing personal data online, which compounds their vulnerability to fraud or misuse. Data protection, therefore, needs to be prioritized globally, as one study highlighted that 45% of consumers had experienced unauthorized data access or breaches in the past year(Widijowati, 2023).

Emerging Trends:

Emerging trends point to an increasing emphasis on data portability and consumer rights to privacy. Several jurisdictions have begun adopting policies aimed at strengthening consumer control over their personal data. Notable regulations, such as the Digital Services Act (DSA), aim to provide consumers with more transparent data handling practices, ensuring they understand how their information is being used. However, global cooperation is needed to create a unified framework for consumer data protection, which will facilitate more consistent enforcement across borders. Moving forward, technologies like blockchain may also play a crucial role in ensuring data privacy, offering decentralized solutions for data management.

Cross-Border E-Commerce and Regulatory Challenges

Summary of Findings:

A significant issue identified was the lack of consistency in cross-border consumer protection laws. As e-commerce transactions increasingly occur across international borders, consumers are often subject to different regulatory frameworks, which can vary widely in terms of protection standards. One key finding from the review was that 58% of consumers reported difficulties in enforcing consumer rights when transacting internationally, as they faced challenges in understanding the varying laws and dispute resolution mechanisms across different countries(Chawla & Kumar, 2022).

Key Insights:

The literature revealed that many e-commerce platforms, especially those operating globally, face little to no regulation in terms of protecting consumers, particularly in areas like product liability and dispute resolution. In certain regions, there is no overarching law that governs cross-border e-commerce transactions, leaving consumers vulnerable to fraud, defective products, and unfair practices. The World Trade Organization (WTO) and United Nations Conference on Trade and Development (UNCTAD) have advocated for the creation of international standards, but 42% of global e-commerce transactions still fall outside the scope of any comprehensive consumer protection laws (UNCTAD, 2020)(Canton, 2021). This regulatory gap undermines the ability of consumers to effectively enforce their rights and secure fair treatment in cross-border transactions.

Emerging Solutions:

Recent efforts to address these issues include discussions on creating a global framework for e-commerce regulations. The European Union's Consumer Protection Cooperation (CPC) network facilitates cooperation among national authorities to tackle cross-border consumer issues. In parallel, global institutions such as the WTO have started developing guidelines aimed at ensuring a minimum standard of consumer protection across all member states. These initiatives aim to standardize regulatory frameworks, ensuring that consumers, regardless of their location, can expect consistent levels of protection when engaging in international online transactions.

E-Commerce Platform Liability and Consumer Rights Enforcement

Summary of Findings:

The review of literature indicated a shift in how e-commerce platforms are being held accountable for consumer protection. Traditionally, platforms like Amazon, Alibaba, and eBay were considered intermediaries, and as such, were not held responsible for issues related to third-party sellers. However, there is increasing recognition that platforms should bear some responsibility for ensuring the safety and fairness of online transactions. Recent changes in EU law, particularly the Digital Services Act (DSA), reflect this shift, as platforms are now expected to take a more active role in preventing fraud and ensuring the quality of goods and services offered through their platforms.

Key Insights:

One finding was that despite new laws, many platforms still maintain minimal accountability for consumer issues arising from third-party sales. 65% of legal scholars and practitioners surveyed believe that platforms should be more directly responsible for consumer protection, particularly in cases involving fraudulent transactions or unsafe products(Gitari, 2020). In response to this, the DSA has introduced new obligations for platforms to ensure that consumer rights are upheld and that products meet safety standards. Nevertheless, challenges remain in the enforcement of these regulations, especially when platforms operate internationally, making it difficult for national regulators to ensure compliance.

Emerging Solutions:

As platform liability becomes more scrutinized, there are calls for more comprehensive laws requiring e-commerce platforms to implement stronger consumer protection policies. This includes clear communication of consumer rights, offering effective dispute resolution mechanisms, and ensuring that all products sold through the platform meet established safety standards. The trend toward increased liability for platforms aligns with the broader goal of enhancing consumer confidence in e-commerce. Moving forward, regulatory bodies are likely to continue strengthening platform accountability, with further revisions to laws like the DSA to ensure better enforcement of consumer rights on digital platforms.

Discussion

Data Privacy and Protection in E-Commerce

Theoretical Framework and Literature Connection:

Data privacy is one of the most pressing issues in e-commerce consumer protection, a concern that has been widely discussed in existing literature. The Theory of Privacy suggests that individuals have an inherent right to control their personal information, and any violation of this right can lead to significant harms. This theory resonates with the findings of the present study, where the lack of global consistency in data protection regulations was highlighted. The GDPR, as discussed in the literature provides a strong legal framework for ensuring consumer data privacy within the European Union(Rahardjo et al., 2025). However, the findings suggest that the effectiveness of these regulations remains limited outside of Europe, with 70% of consumers expressing concerns about how their personal data is handled by platforms(Jha, 2023). This finding aligns with concerns in the literature about the patchwork nature of global data privacy laws and their inability to keep up with the rapid pace of technological advancements in e-commerce.

In the context of cross-border e-commerce, the lack of a global regulatory framework for data protection has created significant challenges. Existing literature points to the Globalization Theory, which argues that in a globally interconnected world, national laws are increasingly

unable to effectively govern transnational phenomena such as e-commerce. The findings of this research support this theory, showing that consumers engaging in cross-border transactions face substantial difficulties in understanding and enforcing their data protection rights due to inconsistent laws across different jurisdictions. The data privacy challenges identified here highlight the importance of creating international standards (Dzuhriyan et al., 2024), who advocate for a global framework that ensures privacy protections irrespective of geographic location.

Cross-Border E-Commerce and Regulatory Challenges

Theoretical Framework and Literature Connection:

The issue of cross-border transactions in e-commerce reflects a key tension identified in International Business Theory, which emphasizes the challenges of managing legal and regulatory differences across countries in global trade. In this study, 58% of consumers reported difficulties in enforcing their consumer rights when purchasing from international platforms, a finding that directly supports the literature on the fragmentation of consumer protection laws across borders. As noted by scholars (Canton, 2021), the lack of international cooperation and harmonization in e-commerce regulations poses significant barriers to consumer protection in cross-border transactions. This disconnect can undermine the effectiveness of consumer rights enforcement, as consumers often struggle to navigate different legal systems when trying to resolve disputes or seek redress.

The Global Consumer Protection Theory suggests that a coordinated global approach to consumer protection is necessary to address issues like cross-border fraud and consumer exploitation. The findings of this study align with this theory, highlighting the need for stronger international frameworks to standardize consumer protection laws (Sugianto et al., 2022). Efforts such as the Consumer Protection Cooperation (CPC) network in the EU, represent positive steps toward collaboration across borders, as they aim to ensure that consumers are protected regardless of where the platform is based. However, the research also emphasizes that such initiatives remain limited in scope, and much work is needed to extend these frameworks globally to ensure a more consistent approach to e-commerce regulation.

E-Commerce Platform Liability and Consumer Rights Enforcement

Theoretical Framework and Literature Connection:

The growing responsibility of e-commerce platforms in ensuring consumer protection aligns with Platform Liability Theory, which posits that platforms should not merely be neutral intermediaries but also bear responsibility for consumer safety, especially when they have significant control over the marketplace. This theory is reinforced by the findings of the study, which indicate that platforms such as Amazon, eBay, and Alibaba are often not held accountable for issues related to third-party sellers, such as fraud or unsafe products. This is a significant gap in the legal framework, as platforms exert substantial influence over transactions yet are rarely held liable for third-party actions, as evidenced by 65% of legal scholars advocating for increased accountability (Shaik & Poojasree, 2021).

The Theory of Legal Responsibility also provides a basis for understanding the need for e-commerce platforms to be more accountable for consumer protection. Kohler argues that responsibility should not only lie with the producer or vendor but also with any intermediary that facilitates a transaction. The findings of this study suggest that current regulatory frameworks, such as the Digital Services Act (DSA) in Europe, are a step in the right direction, as they place more responsibility on platforms to ensure consumer protection. However, the literature on platform liability suggests that the full implementation of such

regulations is still in the early stages, and many platforms continue to evade full responsibility(Kwilinski et al., 2019).

The rise of platform liability issues points to the Theory of Consumer Empowerment, which emphasizes the need for laws that empower consumers to make informed decisions and ensure that platforms are held accountable for their actions(Balderjahn et al., 2020). The findings underscore the importance of ensuring that platforms not only provide transparent information about products and services but also act as responsible entities in resolving disputes and enforcing consumer rights. As platforms become more central to the e-commerce ecosystem, they must take on greater accountability for consumer safety and fairness.

5 Conclusions

This study has highlighted key challenges in consumer protection within the digital economy, particularly in e-commerce practices. The findings revealed three primary issues: inadequate data privacy regulations, challenges with cross-border e-commerce transactions, and the evolving liability of e-commerce platforms. These findings address the research's goal of exploring the gaps in current legal frameworks and the regulatory challenges in safeguarding consumer rights in the digital age.

Data privacy emerged as a critical concern, with existing regulations like the GDPR offering strong protections in the EU but leaving global gaps. Consumers often remain unaware of the risks involved in online transactions, further exposing them to data breaches and misuse. The need for harmonized international data protection laws is clear. The study also highlighted the difficulty of enforcing consumer rights in cross-border e-commerce, where inconsistent regulations across jurisdictions create confusion and barriers for consumers seeking redress. This underscores the importance of global regulatory cooperation for standardized consumer protections.

Additionally, the research pointed to the growing liability of e-commerce platforms, as platforms like Amazon and eBay are increasingly expected to ensure consumer protection, particularly in cases involving third-party vendors. Despite the introduction of regulations like the Digital Services Act (DSA), the study found that platform accountability remains limited. This indicates a need for stronger and more comprehensive regulations.

The findings contribute to both theoretical and practical understandings of consumer protection in the digital economy, offering valuable insights for policymakers, legal experts, and e-commerce practitioners. Future research should focus on evaluating the effectiveness of emerging regulations like the DSA and explore the role of new technologies, such as blockchain, in enhancing consumer protection. Furthermore, further studies should investigate global efforts to harmonize consumer protection laws, ensuring consistent and enforceable rights across borders.

This study underscores the importance of coordinated global frameworks for consumer protection in the digital economy. Its findings provide critical guidance for both policy development and future research on safeguarding consumer rights in the rapidly evolving digital marketplace.

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CONSUMER PROTECTION IN THE DIGITAL ECONOMY: A LEGAL ANALYSIS OF E-COMMERCE PRACTICES AND REGULATORY CHALLENGES

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Abstract

The growth of the digital economy has significantly reshaped consumer interactions, particularly in e-commerce, where users increasingly encounter risks related to data privacy, fraudulent activities, and imbalanced market practices. This qualitative literature review critically examines existing legal frameworks, academic discussions, and international policy developments to assess how effectively current regulations address these challenges. By analyzing diverse sources, the study finds that traditional consumer protection laws often fail to adapt to the complexities of digital commerce, especially in the context of cross-border transactions, platform responsibilities, and online dispute resolution. Significant concerns arise around transparency in digital contracts, protection of personal data across jurisdictions, and mechanisms that ensure consumer redress. The review also highlights promising regulatory innovations such as the European Union's Digital Services Act and the General Data Protection Regulation, which represent a shift towards more robust and modernized consumer safeguards. However, inconsistencies in global enforcement and the lack of harmonized standards remain critical obstacles. The findings emphasize the urgent need for adaptive, integrated, and globally coordinated legal responses that balance technological innovation with the fundamental rights of consumers. This study contributes to ongoing legal and policy discourse by offering insights that support the development of more responsive and inclusive regulatory frameworks for consumer protection in the digital age.

Keywords: Consumer protection, Digital economy, E-commerce, Legal regulation, Regulatory challenges.

1 Introduction

In recent decades, the development of the digital economy has profoundly transformed the way consumers interact with markets and services. E-commerce, once considered a novel phenomenon, has now become an integral part of daily life, offering convenience and access to products and services from around the world. With its rapid growth, e-commerce has had significant economic and social impacts. However, this convenience comes with a set of challenges, particularly related to consumer protection. Consumers are now facing increasingly complex risks, such as data privacy violations, fraudulent transactions, and unfair commercial practices, which become even more difficult to navigate amidst the fast-paced evolution of technology (Arifin et al., 2021).

These challenges reveal the inadequacy of traditional legal frameworks designed for the physical economy in addressing the dynamics of the digital world. Existing consumer protection laws in many countries are not fully equipped to handle issues arising in the context of e-commerce (Sabeti & Sadeghi, 2022). Many regulations created for traditional markets fail to keep up with the rapid changes occurring in digital transactions, particularly regarding cross-border transactions, platform liability, and the enforcement of consumer rights in virtual environments (Santoso, 2022). The existing laws often do not provide strong enough protection for consumers, leading to the need for the development of more adaptive and globally coordinated regulatory

approaches.

This study aims to provide an in-depth legal analysis of consumer protection in the digital economy, focusing on e-commerce practices and the associated regulatory challenges. The primary objective of this research is to explore how existing legal frameworks address the issues faced by consumers and identify the gaps that remain. This analysis involves not only reviewing existing regulations but also considering emerging regulatory approaches, such as the European Union's Digital Services Act and the General Data Protection Regulation (GDPR), which aim to enhance consumer protection in online transactions.

In the context of the globalization of the digital economy, consumer protection also faces significant challenges related to the harmonization of international regulations. On the one hand, e-commerce offers opportunities for inclusive and innovative economic growth; on the other hand, rapidly developing digital platforms present new dilemmas for policymakers and legal practitioners in efforts to safeguard consumer rights(Thirawat, 2022). Therefore, this research will discuss the importance of comprehensive and tailored regulations to address these issues and analyze how regulations can be more effective in protecting consumers in the increasingly digital environment.

The primary aim of this study is to explore how consumer protection laws in the digital world can adapt to the needs of the times, as well as investigate the regulatory gaps that still exist in addressing emerging challenges. Additionally, this research seeks to provide broader insights for policymakers, legal practitioners, and scholars on the importance of more global and coordinated regulatory frameworks to protect consumer rights in the digital world.

The central question this study aims to answer is: How can current legal frameworks strengthen consumer protection in e-commerce, address the legal challenges that arise, and adapt policies and regulations to meet the evolving needs of the digital economy?

This study seeks to answer this question by delving deeply from a legal perspective, identifying the steps that need to be taken to create a more adaptive, inclusive, and effective regulatory system that safeguards consumer rights in the face of an increasingly advanced digital era.

2 Literature Overview

Legal Frameworks for Consumer Protection in E-Commerce

The digital transformation of commerce has significantly altered the landscape of consumer protection, as traditional laws struggle to keep pace with the rapid evolution of e-commerce. In many jurisdictions, legal frameworks that were initially designed for physical marketplaces are often inadequate to address the complexities of online transactions. As a result, countries have been compelled to adapt or introduce new regulations aimed at ensuring consumer rights are upheld in the digital economy. These laws typically focus on issues such as data privacy, fraud prevention, product liability, and unfair commercial practice (Elena & Elena, 2020). The challenge, however, lies in crafting laws that are flexible enough to accommodate the fast-changing nature of digital commerce while also providing robust protection for consumers.

In Europe, the General Data Protection Regulation (GDPR) has become a landmark in the regulation of digital consumer protection, particularly concerning the handling of personal data. GDPR establishes stringent requirements for data processing, consent, and transparency, providing consumers with greater control over their personal information. Similarly, the Digital Services Act (DSA), introduced by the European Union, is another regulatory attempt to create a safer online environment (Oyaka, 2024). It seeks to address various risks associated with e-commerce platforms, such as misinformation, harmful content, and platform liability. These legislative measures exemplify Europe's proactive approach to creating a regulatory environment that better safeguards consumers in the digital marketplace.

However, challenges remain in ensuring these laws are effective on a global scale, particularly as cross-border transactions continue to rise. One of the significant difficulties is the lack of uniformity in consumer protection laws across different jurisdictions. While some countries have implemented robust digital consumer protection laws, others remain underdeveloped in this area. This discrepancy creates a fragmented regulatory environment, making it difficult for consumers to have consistent protections when purchasing goods or services from foreign platforms (Kavitha, 2024). As e-commerce often transcends national borders, this gap in legal coverage can undermine the effectiveness of consumer protection efforts, exposing consumers to greater risks.

To address these challenges, international collaboration and harmonization of e-commerce regulations are increasingly being discussed. Global organizations and regional blocs are exploring ways to standardize consumer protection laws to ensure a consistent level of safety and fairness in online transactions. For instance, efforts by organizations like the World Trade Organization (WTO) and the United Nations Conference on Trade and Development (UNCTAD) aim to create international frameworks that promote consumer rights while facilitating the growth of global e-commerce (Sikder & Allen, 2023). Such initiatives are crucial for bridging the gap between national regulations and ensuring that consumers are adequately protected, regardless of where they make their online purchases.

Privacy and Data Protection in E-Commerce

As e-commerce transactions increasingly involve the exchange of personal and financial information, the protection of consumer data has become a critical concern. The rise in data breaches and the misuse of personal information has sparked widespread concern about consumer privacy in the digital economy. Laws such as the General Data Protection

Regulation (GDPR) have been implemented to address these issues, focusing on the protection of personal data and ensuring that consumers have greater control over how their data is collected, stored, and used by online platforms(Chandra & Kumar Yadav, 2024). GDPR mandates businesses to obtain explicit consent from consumers for data processing, provides the right to access and delete personal data, and imposes heavy penalties on companies that fail to comply with data protection standards.

The increasing sophistication of cyber threats presents additional challenges to consumer data protection in e-commerce. As hackers become more adept at breaching security systems, online businesses must invest in more advanced cybersecurity measures to safeguard sensitive consumer data(Chandra & Kumar Yadav, 2024). However, even with robust security systems in place, the rapid growth of digital transactions increases the likelihood of data vulnerabilities being exposed. This is particularly problematic for international e-commerce transactions, where differing privacy standards between countries can create discrepancies in the level of protection provided to consumers(Celestin, 2024). As a result, there is a pressing need for more stringent global privacy regulations and better coordination between countries to ensure consumer data remains secure.

Another key issue in privacy protection within e-commerce is the collection of data for targeted advertising and consumer profiling. Online platforms often collect vast amounts of data to tailor advertisements to individual users, raising concerns about consumer autonomy and the potential for exploitation. Although regulations like the GDPR aim to provide greater transparency and consent regarding data collection, many consumers are still unaware of the extent to which their personal data is being used. The complexity of privacy policies and terms of service often results in consumers unknowingly consenting to data practices that may not align with their preferences. Thus, more consumer-friendly regulations are needed to ensure that data collection practices are transparent, accessible, and fair(Mulyani et al., 2023).

The future of privacy and data protection in e-commerce will likely see an increasing emphasis on data portability and consumer rights to privacy. Laws may evolve to provide consumers with greater control over their personal data, allowing them to move their data between platforms and exercise their privacy rights more effectively. Technological advancements, such as blockchain, may also offer solutions to improve data protection by providing decentralized, secure systems that give consumers more control over their information(Krishnan & Dhaka, 2022). These developments underscore the need for a legal framework that can evolve alongside technology to ensure that consumer privacy remains protected in an ever-changing digital landscape.

Cross-Border E-Commerce and International Consumer Protection Laws

As e-commerce expands globally, cross-border transactions are becoming more common, raising significant challenges for consumer protection. One of the major difficulties in regulating international e-commerce is the inconsistency between national consumer protection laws. Different countries have different standards for consumer rights, dispute resolution mechanisms, and product liability laws, creating a patchwork regulatory environment. This discrepancy often leads to confusion and legal uncertainty for consumers, especially when they engage in online transactions with foreign businesses. Additionally, when issues such as fraud or defective products arise, it may be difficult for consumers to seek redress or enforce their rights across borders.

The lack of a unified international regulatory framework for e-commerce also complicates the

enforcement of consumer rights. For example, when a consumer from one country purchases a product from a company based in another country, it may be unclear which legal system has jurisdiction in the event of a dispute. International trade agreements, such as those under the World Trade Organization (WTO), have made efforts to standardize some aspects of e-commerce law, but consumer protection is still an area where many gaps remain. This situation has led to the increasing recognition of the need for international legal standards that harmonize consumer protection rules across different jurisdictions(Pandey, 2022).

One potential solution to address these challenges is the establishment of global frameworks for e-commerce regulation. International organizations, such as the United Nations Conference on Trade and Development (UNCTAD), have been working toward creating international standards for consumer protection in the digital economy(Rolland, 2016). These frameworks aim to ensure that consumers can expect a minimum level of protection regardless of the country in which the business is located. However, the difficulty in achieving global consensus on these issues highlights the complexities of balancing national sovereignty with the need for international cooperation in e-commerce regulation.

Despite the challenges, some regions are making progress in addressing cross-border consumer protection. The European Union's Consumer Protection Cooperation (CPC) network, for instance, facilitates cooperation among national consumer protection authorities to tackle cross-border issues in e-commerce. Additionally, regional agreements such as the Asia-Pacific Economic Cooperation (APEC) have explored ways to improve consumer protection across member countries(Kwilinski et al., 2019). These regional initiatives represent a positive step toward ensuring that consumers can have greater confidence in their rights, even when engaging in cross-border e-commerce transactions.

3 Research Method

This research adopts a qualitative approach, specifically a literature review, to examine consumer protection in the digital economy, with a particular focus on e-commerce practices and regulatory challenges. A qualitative design was chosen due to its ability to offer a detailed, in-depth understanding of complex issues and phenomena that cannot be easily quantified(Creswell et al., 2007). This approach is especially appropriate for addressing the research problem, which involves analyzing and synthesizing existing legal frameworks, regulatory challenges, and consumer protection mechanisms in the context of e-commerce. By reviewing relevant academic literature, legal documents, and policy reports, the study aims to identify gaps in the current consumer protection framework and explore emerging regulatory approaches in the digital economy.

The sample for this study consists of peer-reviewed journal articles, legal documents, and policy reports published between 2017 and 2025. The inclusion criteria for the literature were studies that focus on legal aspects of consumer protection in e-commerce, specifically related to data privacy, platform liability, and cross-border consumer transactions. Articles and reports that address the implementation and effectiveness of consumer protection laws, such as the General Data Protection Regulation (GDPR) and the Digital Services Act (DSA), were prioritized. Studies were excluded if they did not directly focus on legal or regulatory frameworks in e-commerce or if they were published before 2020, as they might not reflect the current landscape of digital consumer protection. The selection process aimed to ensure a comprehensive representation of recent and relevant legal perspectives in the field.

Data Collection

The data collection process for this study involved a systematic review of academic databases, including Google Scholar, JSTOR, and SSRN, to gather relevant studies, legal texts, and policy documents. The review was conducted over a period of three months, during which articles were selected based on their relevance to the research questions. The study followed an established methodology for literature reviews, including screening articles for quality, relevance, and methodology, ensuring that the data collected was rigorous and comprehensive. Relevant keywords such as "consumer protection," "e-commerce law," "digital economy," and "data privacy" were used to refine the search and identify the most pertinent sources. All selected articles were then coded and categorized for further thematic analysis.

Data Analysis

For data analysis, the study employed a thematic analysis approach, which is suitable for qualitative research as it allows for the identification of key themes and patterns across diverse sources of data (Braun & Clarke, 2024). This method was chosen because it enables a thorough examination of the legal, regulatory, and consumer protection aspects of e-commerce, which are complex and multifaceted. Thematic analysis involves reading and re-reading the selected literature, identifying recurring themes, and categorizing findings based on these themes. This method helps to uncover underlying trends and inconsistencies in the current regulatory frameworks and offers insights into potential areas for reform. Themes identified in the review were cross-referenced with existing literature to assess consistency and the evolving nature of e-commerce laws in different jurisdictions.

By employing this research design, the study ensures that it can comprehensively address the research questions, offering a nuanced understanding of the challenges and developments in consumer protection within the digital economy. The qualitative, literature-based approach is well-suited to synthesizing diverse perspectives, offering insights into the legal landscape of e-commerce, and proposing potential solutions for enhancing consumer rights protection in this rapidly evolving sector.

4 Result and Discussion

Data Privacy and Protection

Summary of Findings:

Data privacy emerged as a central issue in the legal frameworks surrounding consumer protection in e-commerce. A key finding is that despite significant advancements in data protection regulations such as the General Data Protection Regulation (GDPR) in the European Union, the global enforcement of these rules remains inconsistent. While the GDPR offers robust protections within Europe, many regions lack similarly comprehensive laws. This gap leaves consumers vulnerable to data breaches and unauthorized usage of their personal information. Studies reviewed indicated that over 70% of consumers expressed concerns about how their personal data is handled by e-commerce platforms. (Koske et al., 2014)

Key Insights:

The lack of uniform data protection laws across different jurisdictions was another significant issue uncovered in the study. A substantial portion of e-commerce platforms operate in

jurisdictions that have either no regulations or weak data protection laws. As a result, consumers, particularly those purchasing from international e-commerce platforms, face risks that vary greatly depending on the platform's country of origin. In some cases, consumers are unaware of the risks involved in sharing personal data online, which compounds their vulnerability to fraud or misuse. Data protection, therefore, needs to be prioritized globally, as one study highlighted that 45% of consumers had experienced unauthorized data access or breaches in the past year(Widijowati, 2023).

Emerging Trends:

Emerging trends point to an increasing emphasis on data portability and consumer rights to privacy. Several jurisdictions have begun adopting policies aimed at strengthening consumer control over their personal data. Notable regulations, such as the Digital Services Act (DSA), aim to provide consumers with more transparent data handling practices, ensuring they understand how their information is being used. However, global cooperation is needed to create a unified framework for consumer data protection, which will facilitate more consistent enforcement across borders. Moving forward, technologies like blockchain may also play a crucial role in ensuring data privacy, offering decentralized solutions for data management.

Cross-Border E-Commerce and Regulatory Challenges

Summary of Findings:

A significant issue identified was the lack of consistency in cross-border consumer protection laws. As e-commerce transactions increasingly occur across international borders, consumers are often subject to different regulatory frameworks, which can vary widely in terms of protection standards. One key finding from the review was that 58% of consumers reported difficulties in enforcing consumer rights when transacting internationally, as they faced challenges in understanding the varying laws and dispute resolution mechanisms across different countries(Chawla & Kumar, 2022).

Key Insights:

The literature revealed that many e-commerce platforms, especially those operating globally, face little to no regulation in terms of protecting consumers, particularly in areas like product liability and dispute resolution. In certain regions, there is no overarching law that governs cross-border e-commerce transactions, leaving consumers vulnerable to fraud, defective products, and unfair practices. The World Trade Organization (WTO) and United Nations Conference on Trade and Development (UNCTAD) have advocated for the creation of international standards, but 42% of global e-commerce transactions still fall outside the scope of any comprehensive consumer protection laws (UNCTAD, 2020)(Canton, 2021). This regulatory gap undermines the ability of consumers to effectively enforce their rights and secure fair treatment in cross-border transactions.

Emerging Solutions:

Recent efforts to address these issues include discussions on creating a global framework for e-commerce regulations. The European Union's Consumer Protection Cooperation (CPC) network facilitates cooperation among national authorities to tackle cross-border consumer issues. In parallel, global institutions such as the WTO have started developing guidelines aimed at ensuring a minimum standard of consumer protection across all member states. These initiatives aim to standardize regulatory frameworks, ensuring that consumers, regardless of their location, can expect consistent levels of protection when engaging in international online transactions.

E-Commerce Platform Liability and Consumer Rights Enforcement

Summary of Findings:

The review of literature indicated a shift in how e-commerce platforms are being held accountable for consumer protection. Traditionally, platforms like Amazon, Alibaba, and eBay were considered intermediaries, and as such, were not held responsible for issues related to third-party sellers. However, there is increasing recognition that platforms should bear some responsibility for ensuring the safety and fairness of online transactions. Recent changes in EU law, particularly the Digital Services Act (DSA), reflect this shift, as platforms are now expected to take a more active role in preventing fraud and ensuring the quality of goods and services offered through their platforms.

Key Insights:

One finding was that despite new laws, many platforms still maintain minimal accountability for consumer issues arising from third-party sales. 65% of legal scholars and practitioners surveyed believe that platforms should be more directly responsible for consumer protection, particularly in cases involving fraudulent transactions or unsafe products(Gitari, 2020). In response to this, the DSA has introduced new obligations for platforms to ensure that consumer rights are upheld and that products meet safety standards. Nevertheless, challenges remain in the enforcement of these regulations, especially when platforms operate internationally, making it difficult for national regulators to ensure compliance.

Emerging Solutions:

As platform liability becomes more scrutinized, there are calls for more comprehensive laws requiring e-commerce platforms to implement stronger consumer protection policies. This includes clear communication of consumer rights, offering effective dispute resolution mechanisms, and ensuring that all products sold through the platform meet established safety standards. The trend toward increased liability for platforms aligns with the broader goal of enhancing consumer confidence in e-commerce. Moving forward, regulatory bodies are likely to continue strengthening platform accountability, with further revisions to laws like the DSA to ensure better enforcement of consumer rights on digital platforms.

Discussion

Data Privacy and Protection in E-Commerce

Theoretical Framework and Literature Connection:

Data privacy is one of the most pressing issues in e-commerce consumer protection, a concern that has been widely discussed in existing literature. The Theory of Privacy suggests that individuals have an inherent right to control their personal information, and any violation of this right can lead to significant harms. This theory resonates with the findings of the present study, where the lack of global consistency in data protection regulations was highlighted. The GDPR, as discussed in the literature provides a strong legal framework for ensuring consumer data privacy within the European Union(Rahardjo et al., 2025). However, the findings suggest that the effectiveness of these regulations remains limited outside of Europe, with 70% of consumers expressing concerns about how their personal data is handled by platforms(Jha, 2023). This finding aligns with concerns in the literature about the patchwork nature of global data privacy laws and their inability to keep up with the rapid pace of technological advancements in e-commerce.

In the context of cross-border e-commerce, the lack of a global regulatory framework for data protection has created significant challenges. Existing literature points to the Globalization Theory, which argues that in a globally interconnected world, national laws are increasingly

unable to effectively govern transnational phenomena such as e-commerce. The findings of this research support this theory, showing that consumers engaging in cross-border transactions face substantial difficulties in understanding and enforcing their data protection rights due to inconsistent laws across different jurisdictions. The data privacy challenges identified here highlight the importance of creating international standards (Dzuhriyan et al., 2024), who advocate for a global framework that ensures privacy protections irrespective of geographic location.

Cross-Border E-Commerce and Regulatory Challenges

Theoretical Framework and Literature Connection:

The issue of cross-border transactions in e-commerce reflects a key tension identified in International Business Theory, which emphasizes the challenges of managing legal and regulatory differences across countries in global trade. In this study, 58% of consumers reported difficulties in enforcing their consumer rights when purchasing from international platforms, a finding that directly supports the literature on the fragmentation of consumer protection laws across borders. As noted by scholars (Canton, 2021), the lack of international cooperation and harmonization in e-commerce regulations poses significant barriers to consumer protection in cross-border transactions. This disconnect can undermine the effectiveness of consumer rights enforcement, as consumers often struggle to navigate different legal systems when trying to resolve disputes or seek redress.

The Global Consumer Protection Theory suggests that a coordinated global approach to consumer protection is necessary to address issues like cross-border fraud and consumer exploitation. The findings of this study align with this theory, highlighting the need for stronger international frameworks to standardize consumer protection laws (Sugianto et al., 2022). Efforts such as the Consumer Protection Cooperation (CPC) network in the EU, represent positive steps toward collaboration across borders, as they aim to ensure that consumers are protected regardless of where the platform is based. However, the research also emphasizes that such initiatives remain limited in scope, and much work is needed to extend these frameworks globally to ensure a more consistent approach to e-commerce regulation.

E-Commerce Platform Liability and Consumer Rights Enforcement

Theoretical Framework and Literature Connection:

The growing responsibility of e-commerce platforms in ensuring consumer protection aligns with Platform Liability Theory, which posits that platforms should not merely be neutral intermediaries but also bear responsibility for consumer safety, especially when they have significant control over the marketplace. This theory is reinforced by the findings of the study, which indicate that platforms such as Amazon, eBay, and Alibaba are often not held accountable for issues related to third-party sellers, such as fraud or unsafe products. This is a significant gap in the legal framework, as platforms exert substantial influence over transactions yet are rarely held liable for third-party actions, as evidenced by 65% of legal scholars advocating for increased accountability (Shaik & Poojasree, 2021).

The Theory of Legal Responsibility also provides a basis for understanding the need for e-commerce platforms to be more accountable for consumer protection. Kohler argues that responsibility should not only lie with the producer or vendor but also with any intermediary that facilitates a transaction. The findings of this study suggest that current regulatory frameworks, such as the Digital Services Act (DSA) in Europe, are a step in the right direction, as they place more responsibility on platforms to ensure consumer protection. However, the literature on platform liability suggests that the full implementation of such

regulations is still in the early stages, and many platforms continue to evade full responsibility(Kwilinski et al., 2019).

The rise of platform liability issues points to the Theory of Consumer Empowerment, which emphasizes the need for laws that empower consumers to make informed decisions and ensure that platforms are held accountable for their actions(Balderjahn et al., 2020). The findings underscore the importance of ensuring that platforms not only provide transparent information about products and services but also act as responsible entities in resolving disputes and enforcing consumer rights. As platforms become more central to the e-commerce ecosystem, they must take on greater accountability for consumer safety and fairness.

5 Conclusions

This study has highlighted key challenges in consumer protection within the digital economy, particularly in e-commerce practices. The findings revealed three primary issues: inadequate data privacy regulations, challenges with cross-border e-commerce transactions, and the evolving liability of e-commerce platforms. These findings address the research's goal of exploring the gaps in current legal frameworks and the regulatory challenges in safeguarding consumer rights in the digital age.

Data privacy emerged as a critical concern, with existing regulations like the GDPR offering strong protections in the EU but leaving global gaps. Consumers often remain unaware of the risks involved in online transactions, further exposing them to data breaches and misuse. The need for harmonized international data protection laws is clear. The study also highlighted the difficulty of enforcing consumer rights in cross-border e-commerce, where inconsistent regulations across jurisdictions create confusion and barriers for consumers seeking redress. This underscores the importance of global regulatory cooperation for standardized consumer protections.

Additionally, the research pointed to the growing liability of e-commerce platforms, as platforms like Amazon and eBay are increasingly expected to ensure consumer protection, particularly in cases involving third-party vendors. Despite the introduction of regulations like the Digital Services Act (DSA), the study found that platform accountability remains limited. This indicates a need for stronger and more comprehensive regulations.

The findings contribute to both theoretical and practical understandings of consumer protection in the digital economy, offering valuable insights for policymakers, legal experts, and e-commerce practitioners. Future research should focus on evaluating the effectiveness of emerging regulations like the DSA and explore the role of new technologies, such as blockchain, in enhancing consumer protection. Furthermore, further studies should investigate global efforts to harmonize consumer protection laws, ensuring consistent and enforceable rights across borders.

This study underscores the importance of coordinated global frameworks for consumer protection in the digital economy. Its findings provide critical guidance for both policy development and future research on safeguarding consumer rights in the rapidly evolving digital marketplace.

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Editor Decision

1 message

Office Editor <officeeditor@lex-localis.org >

July 30, 2025 at 9:39 AM

To: Renti Maharaini Kerti <renti.m@trisakti.ac.id >

Dear author,

We have reached a decision regarding your submission to "CONSUMER PROTECTION IN THE DIGITAL ECONOMY: A LEGAL ANALYSIS OF E-COMMERCE PRACTICES AND REGULATORY CHALLENGES".

Our decision is to: Send to Review

Submission URL: <https://lex-localis.org/index.php/LexLocalis/submissions>

Renti Maharaini Kerti <renti.m@trisakti.ac.id >

**Decision on Manuscript Submission**

1 message

Office Editor <officeeditor@lex-localis.org >

August 3, 2025 at 9:39 AM

To: Renti Maharaini Kerti <renti.m@trisakti.ac.id >

Dear author,

I hope this message finds you well.

On behalf of the editorial team at Lex Localis, I am pleased to convey our decision regarding your manuscript, titled: "CONSUMER PROTECTION IN THE DIGITAL ECONOMY: A LEGAL ANALYSIS OF E-COMMERCE PRACTICES AND REGULATORY CHALLENGES". Following a thorough peer-review process, we are delighted to inform you that your article has been accepted with minor revision. The reviewers found your research to be of high relevance and scientific merit, contributing valuable insight to the field.

Please be advised that a publication fee for all accepted manuscripts. We kindly request that the payment be made at your earliest convenience. Once the fee has been received and we will proceed with final preparations for publication in an upcoming issue of the journal.

Attached are the invoice and acceptance letter for your review.

We look forward to your revised submission and payment confirmation.

Office Editor

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Renti Maharaini Kerti <renti.m@trisakti.ac.id >

August 10, 2025 at 11:24 AM

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Dear Editor, I attach Revised Manuscript and proof of payment. Please process my manuscript to the next step.



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Renti Maharaini Kerti <renti.m@trisakti.ac.id>

Publication Notification:

1 message

Office Editor <officeeditor@lex-localis.org>

Sept 35, 2025 at 9:39 AM

To: Renti Maharaini Kerti <renti.m@trisakti.ac.id>

Dear Author,

annCongratulation!

Your manuscript, titled: "CONSUMER PROTECTION IN THE DIGITAL ECONOMY: A LEGAL ANALYSIS OF E-COMMERCE PRACTICES AND REGULATORY CHALLENGES" has been published. Please check the link below.

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