

## CONSTRUCTION OF MULTIPLE DISPUTE RESOLUTION MECHANISM FOR CROSS-BORDER E-COMMERCE IN THE CONTEXT OF GLOBALIZATION

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### ABSTRACT

*In the context of globalization and the rapid development of Internet technology, cross-border e-commerce has become an important part of contemporary international trade. However, this growth has not been without challenges, as cross-border transactions often give rise to complex e-commerce disputes that traditional dispute resolution mechanisms struggle to deal with. The study first provides an in-depth exploration of the various types and unique characteristics of cross-border e-commerce disputes, highlighting the shortcomings of traditional resolution methods. Then, the focus of this study turns to the construction of a diversified dispute resolution mechanism specifically targeted at the cross-border e-commerce environment. This mechanism covers a range of online resolution paths, including negotiation, mediation and arbitration, all adapted for the online realm. This study analyzes the effectiveness of these online resolution paths. The ODR platform in Guangzhou Comprehensive Pilot Zone not only improves the efficiency and fairness of cross-border e-commerce dispute resolution, but also provides solid support for the stability and prosperity of the global e-commerce market. The results show that they have significant advantages in improving dispute resolution efficiency and reducing overall costs. Although the online resolution path provides an effective and convenient means to handle cross-border e-commerce disputes, it needs to be continuously improved and adjusted to adapt to the continuous development of cross-border e-commerce in the context of globalization.*

*Keyword : cross-border e-commerce; dispute resolution mechanism; negotiation; mediation; arbitration.*

### INTRODUCTION

As a product of globalization, cross-border e-commerce not only provides a broad platform for communication and trade in the global market, but also promotes the flow of culture and capital, and deepens the process of global economic integration (Mahantesh, 2023). With the active cross-border e-commerce and frequent transactions, the legal boundaries are blurred, the supervision is complex and the cultural differences are

significant. The settlement of disputes is no longer confined to the traditional legal way, but to a more diversified and convenient direction. With the continuous growth of international transactions and the gradual improvement of e-commerce laws and regulations, the traditional dispute resolution has been difficult to meet the requirements of speed, low cost and high efficiency, and the new dispute resolution mechanism must be operational and internationally applicable. The construction of dispute

resolution mechanism in the field of cross-border e-commerce should not only consider the application and updating of laws, but also pay attention to the support of technology and the promotion of international cooperation. Under the background of globalization, how to build a more efficient, fair and convenient dispute resolution system can promote the development of international e-commerce legal system, enhance the self-regulatory ability of e-commerce platform, and promote the healthy development of international trade.

### IMPACT OF GLOBALIZATION ON ELECTRONIC COMMERCE

Globalization has promoted the integration of the world economy and the rapid development of information technology (Singh, 2023). These changes have contributed to the rise and evolution of e-commerce. Driven by globalization, market boundaries are gradually blurred, and e-commerce connects long-distance buyers and sellers, making the circulation of goods and services more convenient. The integration of global supply chains enables e-commerce platforms to provide more diverse goods to meet the growing needs of consumers. Advances in information and communication technologies, an important feature of globalization, provide the infrastructure for the development of electronic commerce. The popularity of the Internet and the innovation of mobile payment technology have made online transactions possible, significantly improving transaction efficiency and reducing costs. This technological revolution has promoted the gradual evolution of e-commerce from the early electronic data interchange (EDI) to today's diversified online trading platform.

Globalization has also contributed to the harmonization of laws and norms governing international trade. With the development of transnational electronic commerce, there is an urgent need to formulate a unified international legal framework for electronic commerce (Obi-Farinde & Philippe, 2021). International efforts to eliminate trade barriers and develop mutually recognized electronic signature and network security regulations have provided a more stable and predictable legal environment for e-commerce. Globalization has led to culturally diverse business models.

### CHARACTERISTICS OF CROSS-BORDER E-COMMERCE

With its unique operation mode and transaction process, cross-border e-commerce has brought new experiences to consumers and businesses. Consumers can enjoy more diversified commodity choices, compare product prices and services in different countries, while businesses can conduct data analysis and market research, more accurately locate target markets and consumer groups, and improve marketing efficiency. Cross-border e-commerce continues to promote innovation in logistics and supply chain management, and logistics service providers and supply chain enterprises continue to optimize cross-border distribution routes and warehousing solutions to meet the growing demand for international orders. The characteristics of cross-border e-commerce are also reflected in the innovation of payment methods. Cross-border transactions have put forward higher requirements for payment systems, including multi-currency processing, exchange rate conversion, cross-border payment security, etc., which has prompted payment service providers to continuously introduce innovative payment solutions to meet the needs of global e-commerce

(Rezaee et al., 2022). With the increasing expectations of consumers for shopping experience and personalized services, cross-border e-commerce platforms have begun to pay more attention to providing customized user experience and customer services to enhance user satisfaction and loyalty.

## CHALLENGES AND OPPORTUNITIES OF CROSS-BORDER E-COMMERCE

The development of cross-border e-commerce has brought challenges and opportunities. The challenges mainly come from legal issues, tax issues, logistics costs and cross-cultural communication barriers in cross-border transactions (Dung et al., 2021). In terms of law, cross-border e-commerce faces conflicts and inconsistencies in laws and regulations of different countries, which may lead to difficulties in contract enforcement, intellectual property protection and consumer rights protection. Tax issues are equally complex, and differences in tax systems in different countries may lead to additional tax burdens and increase the operating costs of enterprises. In terms of logistics, although technological advances have significantly reduced logistics costs, cross-border logistics still has problems such as long delivery time, high cost and unpredictability. Cross-cultural communication barriers are also a problem that cannot be ignored in cross-border e-commerce. Cultural differences may lead to errors in marketing strategies, inadequate customer service, and even business conflicts.

For consumers, cross-border e-commerce provides more commodity choices and shopping convenience, which helps to meet their diversified and personalized consumption needs. For enterprises, cross-border e-commerce has opened up new market space and provided

opportunities for revenue growth. Technological advances also provide new ideas and tools to solve problems in cross-border e-commerce, such as block chain technology to improve transaction transparency. Smart contracts reduce contract execution risk and apply artificial intelligence in customer service and market analysis.

## MULTIPLE DISPUTE RESOLUTION MECHANISMS FOR CROSS-BORDER E-COMMERCE

### ONLINE NEGOTIATION

Online negotiation, as the first step in e-commerce dispute resolution mechanism, provides a direct communication platform for the parties. This process usually relies on the built-in communication tools of e-commerce platform or independent online negotiation service system. Online negotiation emphasizes rapid response and preliminary negotiation, and its purpose is to enable both parties to negotiate and resolve differences without involving legal procedures, so as to reach a consensus. This method has the characteristics of simple operation, low cost and less formal, especially for those cases with simple matters and small amount of disputes. In the negotiation stage, both sides can freely express their opinions and seek solutions that are in the best interests of both sides.

### ONLINE MEDIATION

Online mediation mechanisms usually involve third parties-mediators or mediation agencies, using the network platform to intervene in disputes and help both sides find acceptable solutions (Dahlan et al., 2023). The advantage of online mediation is that it is confidential and non-coercive, and the parties are not forced to accept any solution. Compared with traditional mediation, online

mediation has the advantages of no geographical restrictions, flexible time and relatively low cost (Ballesteros, 2021). Mediators usually have legal and e-commerce related knowledge and can provide professional mediation services to help resolve cross-border commercial disputes.

#### ONLINE ARBITRATION

Online arbitration is a more formal form of dispute resolution that combines the legal effectiveness of traditional arbitration with the convenience of Internet technology. In the online arbitration process, the arbitrator or arbitration team uses electronic means to hear the case and ultimately make a legally binding decision. This mechanism is especially suitable for resolving more complex or large amount of e-commerce disputes, especially when the parties want to get a final decision quickly, the application of online arbitration is faster. The main challenges of online arbitration are the fairness of the process and the international recognition of the award.

#### LITIGATION SERVICES

Litigation services are the traditional way of resolving e-commerce disputes and involve formal court proceedings. Although the litigation process may be cumbersome and costly, litigation provides an authoritative way to resolve disputes, especially when dealing with complex legal issues and disputes over large amounts of money. In recent years, with the development of information technology, court systems in many countries have begun to provide electronic litigation services, such as online filing, electronic document services and network trial, to meet the needs of the digital age and improve judicial efficiency.

#### PLATFORM AUTONOMY MANAGEMENT

Platform autonomy management refers to the use of internal rules and procedures by e-commerce platforms to resolve disputes between platform users. The core of this mechanism is that the e-commerce platform directly participates in the mediation and settlement of disputes by using its own resources and technologies, such as evaluation system, credit system and platform rules. This autonomous approach can respond quickly and reduce processing costs when dealing with user disputes, but there is also a problem that the platform may favour its own interests (Hongmei, 2021).

#### CONSUMER PROTECTION AGENCY

Consumer protection agencies play a guardian role in cross-border e-commerce dispute resolution. These agencies are usually non-profit organizations established or recognized by the government to protect the rights and interests of consumers and monitor the legitimacy of e-commerce activities. They provide consumers with complaint channels, legal advice and educational information, and sometimes participate in the coordination and resolution of disputes.

#### DIVERSIFIED PUBLIC LEGAL SERVICES

Diversified public legal services provide a series of legal support services aimed at resolving e-commerce disputes. These services may include legal advice, dispute resolution advice, participation in legal proceedings on behalf of consumers, etc. Diversified public legal service providers include legal aid agencies, non-governmental organizations and online legal consultation platforms, aiming to make legal services more inclusive (Haryanto & Sakti, 2024).

## COLLABORATION BETWEEN GOVERNMENT AND ENTERPRISE

Government-enterprise collaboration refers to the cooperation between the government and enterprises in cross-border e-commerce dispute resolution. The government may provide a regulatory framework within which enterprises operate and self-regulate, which not only promotes the healthy development of the market, but also helps to form an effective dispute prevention and resolution mechanism (Zheng & Zheng, 2020).

## INDUSTRY SELF-DISCIPLINE AND PLATFORM AUTONOMY

Industry self-discipline and platform autonomy are the measures taken by e-commerce platforms to maintain the stability of their own business ecosystem. The platform formulates a series of operating rules, including terms of service, trading rules and dispute resolution procedures, to guide user behavior and provide solutions in case of disputes. This self-regulatory mechanism emphasizes the interaction and cooperation between the platform and users, aiming at reducing the occurrence of disputes and solving problems quickly and effectively (Yanting et al., 2023).

## SIMILARITIES AND DIFFERENCES OF MULTIPLE DISPUTE RESOLUTION MECHANISMS

We analyze the similarities and differences of multiple dispute resolution mechanisms in various types of cross-border e-commerce.

There are many similarities. In terms of voluntariness, most ADR mechanisms are based on the voluntary participation of both parties, providing a non-mandatory and more flexible environment for dispute resolution. In terms of confidentiality, ADR

mechanisms typically provide a more confidential resolution process, which helps protect the privacy and trade secrets of parties involved. In terms of cost-effectiveness, compared to traditional litigation methods, ADR mechanisms are often able to resolve disputes at lower costs and reduce the economic burden on the parties involved. In terms of resolution speed, the ADR mechanism is usually faster than court litigation, which helps parties resolve disputes faster and restore normal business activities.

However, different mechanisms also vary. In terms of legal effectiveness, online arbitration usually produces legally binding awards, while online negotiation and mediation rely more on the voluntary compliance of both parties, resulting in relatively weak legal effectiveness. In terms of procedural formality, litigation services and online arbitration have more formal procedures, while online negotiation and mediation are relatively flexible and informal. In terms of cost, online negotiation and mediation usually have lower costs, while litigation services and certain online arbitration may involve higher costs. In terms of participating entities, the cooperation mechanism between the government and enterprises involves the joint participation of government agencies and the private sector, while platform independent management and industry self-discipline mainly rely on the rules and procedures of the e-commerce platform itself. In terms of dispute resolution scope, certain mechanisms such as diversified public legal services and consumer protection institutions may focus more on consumer rights protection, while online arbitration and litigation services are applicable to a wider range of commercial disputes.

The similarities and differences of multiple dispute resolution mechanisms are shown in Table 1.

TABLE 1. Similarities and differences of multiple dispute resolution mechanisms

Type of mechanism	Online negotiation	Online mediation	Online arbitration	Online Litigation services	Self-management of the platform	Consumer Protection Agency	Diversified public legal services	Cooperation between government and enterprise	Industry Self-discipline and Platform Autonomy
Voluntary	✓	✓	✓	May be mandatory	✓	✓	✓	✓	✓
Confidentiality	✓	✓	✓	✗	✓	Possibly public	✓	Possibly public	✓
Professionalism	Medium	High	High	High	Medium	High	High	High	Medium
Cost-effectiveness	High	Medium	Medium	Low	Medium	Medium	High	Medium	Medium
Speed of resolution	Hurry up	Medium	Slower	Slow	Hurry up	Hurry up	Medium	Medium	Hurry up
Procedural form	Informal	Semi-formal	Formal	Formal	Informal	Informal	Formal	Formal	Informal
Legal effect	None	None	Have	Have	None	None	Have	Have	Have
Scope of participation	Participation of both parties	Both parties plus mediator	Both parties plus arbitrator	Court involvement	Platform participation	Participation of protection agencies	Multi-party participation	Government and enterprise participation	Platform and User Engagement
Applicable conditions	A simple dispute	Third-party assistance required	Complicated or enforceable	Complex legal issues	Disputes between users	Consumer rights protection	Legal advice and representation	Cross-sectoral coordination	Platform internal specification
Cultural sensitivity	Less consideration	Need to be considered	Less consideration	Might consider	Might consider	Need to be considered	Need to be considered	Need to be considered	Need to be considered

Traditional methods, although mature in legal frameworks and procedures, have limitations in terms of accessibility, cost, and time efficiency. For example, traditional methods often require the parties to appear in person, which not only increases travel and time costs, but may also face language and cultural barriers for cross-border e-commerce disputes. In contrast, online mechanisms provide a more flexible and cost-effective solution, allowing parties to easily participate in the dispute resolution process regardless of their location. In addition, the automation features and instant

messaging of online platforms reduce the time required for dispute resolution.

However, each method has its limitations. Traditional methods may provide more formal and authoritative solutions in certain situations, while online mechanisms may face technical barriers and data security issues (Alessa, 2022). In addition, differences in legal systems between different countries and regions may also affect the applicability and effectiveness of online dispute resolution mechanisms. This analysis not only highlights the advantages of our proposed online mechanism, but also

considers situations where traditional methods may be more suitable in specific circumstances.

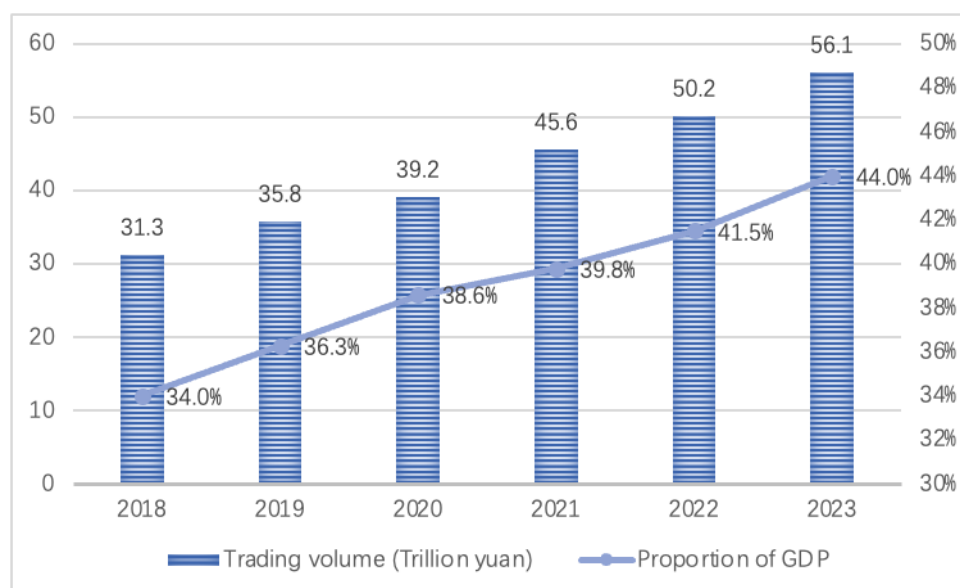
## CURRENT SITUATION AND PROBLEMS OF ONLINE DISPUTE RESOLUTION MECHANISMS IN CHINA

### CURRENT SITUATION

With the increasing popularity of overseas online shopping, the convenience of international logistics warehousing and services, and favorable domestic cross-border export policies, the market size of cross-border e-commerce in China continues to grow. According to data from the General Administration of Customs, the total import

and export value of China in 2023 was 41.76 trillion yuan, a year-on-year increase of 0.2%. The total import and export value of cross-border e-commerce in 2023 was 2.38 trillion yuan, a year-on-year increase of 15.6%, of which exports were 1.83 trillion yuan, an increase of 19.6%. As shown in Figure 1, the scale of cross-border e-commerce transactions in China increased from 9.0 trillion yuan to 17.48 trillion yuan from 2018 to 2023, with annual growth rates exceeding 10% each year. The scale of China's cross-border e-commerce exports will continue to grow under the influence of the increasing cross-border trade exchanges and the increasing penetration of Internet technology.

FIGURE 1. Scale of Cross Border E-Commerce Transactions in China

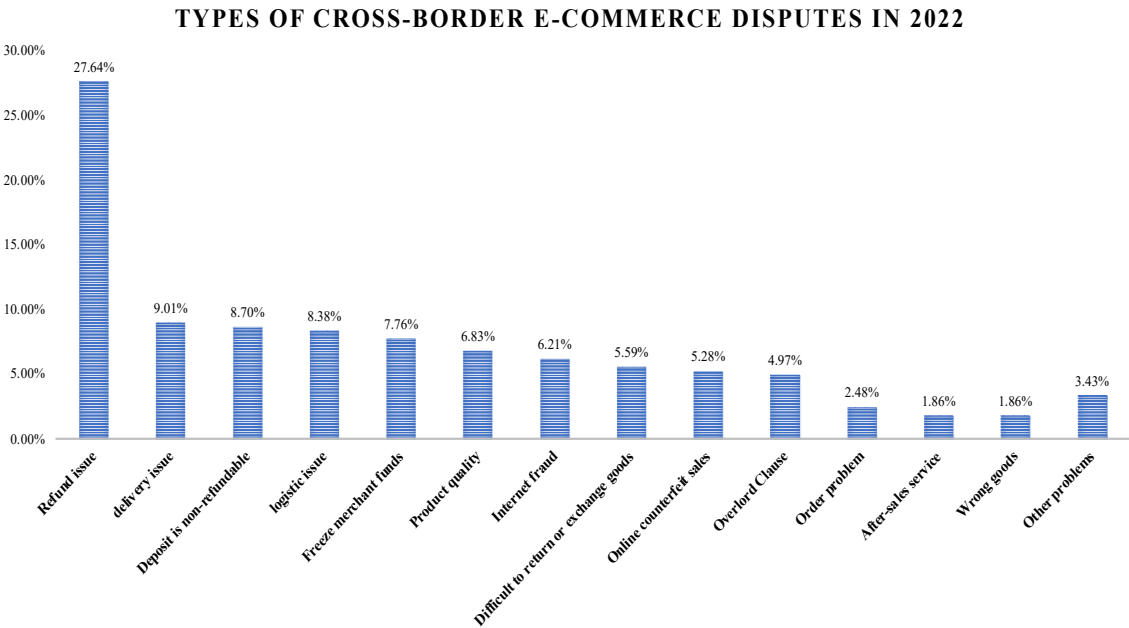


Source: <http://mp.ofweek.com/internet/a956714423207>

According to the statistics of NetEase E-commerce Research Center, the top 10 types of cross-border e-commerce transaction disputes in 2022 are: refund issues (27.64%), shipping issues (9.01%), store withdrawal without refunding deposit (8.70%), logistics issues (8.38%), merchant

fund freeze (7.76%), product quality (6.83%), online fraud (6.21%), return and exchange difficulties (5.59%), and online counterfeit sales (5.28%), as shown in Figure 2.

FIGURE 2. Types of Cross border E-commerce Disputes in China



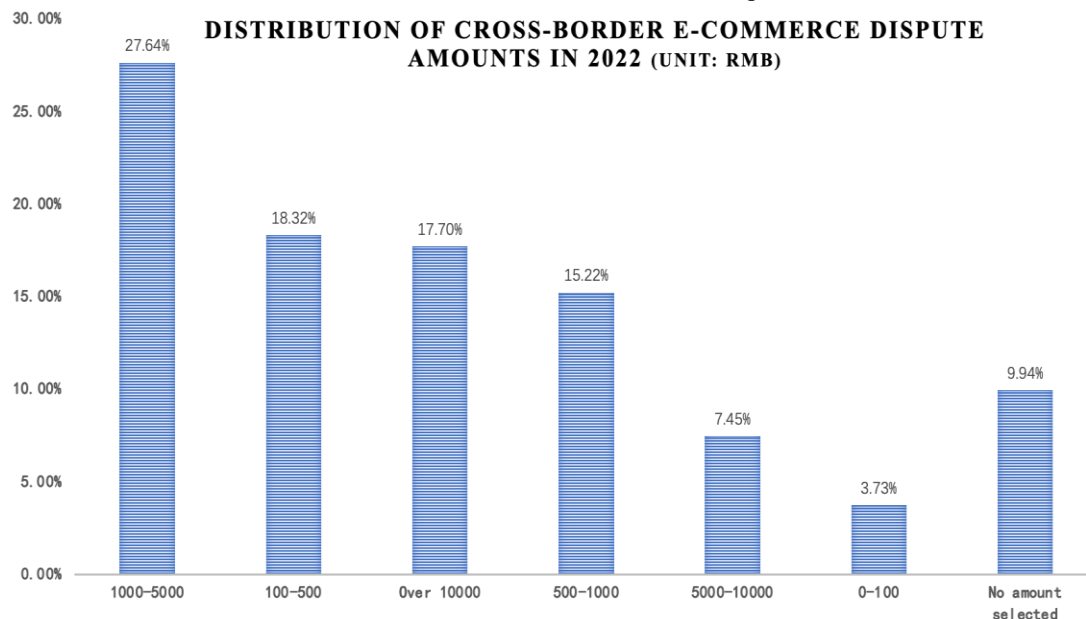
Source: <https://www.100ec.cn/zt/2022kjdstsbg/>

The development of cross-border e-commerce in China is rapid, but cross-border e-commerce disputes between consumers and merchants have the characteristics of small dispute amounts and large dispute volumes. According to statistics from the E-commerce Research Center of the Online Economic Society, in 2022, the amount of e-commerce disputes in China's cross-border e-commerce disputes was mainly concentrated between 1000-5000 yuan (27.64%) and 100-500 yuan (18.32%), with generally small

dispute amounts, as shown in Figure 3. The traditional international commercial arbitration and civil litigation systems often exhibit high costs, complex procedures, and other discomforts and limitations in resolving such small-scale disputes, which exceed the benefits obtained by the parties in safeguarding their rights. Therefore, there is an urgent need for a low-cost and fast dispute resolution method for such disputes.



FIGURE 3. Distribution of Cross border E-commerce Dispute Amount in China



Source: <https://www.100ec.cn/zt/2022kjdstsbg/>

A large number of cross-border and cross regional transactions have triggered a large number of cross-border and cross regional civil and commercial disputes. With the virtual, global and other characteristics of the Internet gradually seeping into the corresponding legal relations, the existing legal system has been challenged, making the parties encounter insurmountable difficulties in resolving disputes through litigation in many aspects such as jurisdiction, application of law, recognition and enforcement of judgments. In this situation, the Alternative Dispute Resolution (ADR) mechanism has a unique advantage in resolving e-commerce disputes due to its flexibility. However, traditional ADRs are difficult to adapt to the needs of this globalized, fast, and efficient e-commerce. Coupled with the progress and support of Information and Communication Technology (ICT), it has given rise to the Online Dispute Resolution (ODR) mechanism in the field of cross-border e-commerce. The application of ICT technology in ODR makes dispute resolution more flexible, convenient, fast, and cost-

effective, and ODR has enormous development potential.

#### MAIN PROBLEMS

At the legal level, there is currently no specialized legislation in China. In terms of substantive law, there is no specialized legislation in China to regulate the mechanism for resolving online disputes. Relevant provisions are scattered in relevant laws such as the Consumer Rights Protection Law, the Personal Information Protection Law, and the Electronic Signature Law, Electronic commerce law as well as some departmental rules or regulations. An effective supervision system for the existing mechanism has not yet been established. At present, many provincial and municipal People's Congress Standing Committees in China have formulated local regulations for diversified dispute resolution, but these regulations are not specifically formulated for non-cross-border e-commerce disputes, and the subjects involved do not include e-commerce platforms and ODR platforms.

In terms of procedural law, there is currently no specialized law or unified procedural rules in China that specifically regulate the online dispute resolution process under the ODR model. For example, issues such as the status, jurisdiction, and effectiveness of ODR need to be clearly defined.

At the policy level, China has made some explorations in the resolution of cross-border e-commerce disputes, but it is not yet perfect. The Supreme People's Court issued the *Opinions on Further Deepening the Reform of Diversified Dispute Resolution Mechanisms* in 2016, in which Article 15 first stipulated the issue of online mediation. Subsequently, on September 25, 2020, the service guarantee of the People's Court further expanded its opening up to the outside world. It not only proposed to improve the diversified resolution mechanism for international commercial disputes, but also proposed to "promote the deep integration of judicial needs for foreign-related trials and cross-border litigation of parties, deeply integrate the construction of smart courts, build a foreign-related party litigation service platform, strengthen the application of cutting-edge technologies such as big data, cloud computing, blockchain, artificial intelligence, and 5G in the field of foreign-related trials, and improve the level of informationization of foreign-related trials and litigation services.". On December 27, 2021, the Supreme People's Court announced *Rules for Online Mediation of People's Courts*, which for the first time made provisions on online mediation of people's courts in the form of judicial interpretation. The timely introduction of the above series of judicial opinions and policies is of great significance for promoting the development of cross-border e-commerce in China, protecting the personal information rights and interests of cross-border

consumers, and building a platform for resolving online disputes.

Despite their historical significance, traditional dispute resolution mechanisms face mounting challenges in the realm of cross-border e-commerce. A critical examination reveals limitations in accessibility, with complex legal procedures often excluding parties without extensive legal resources. The financial burden of pursuing disputes through these channels is also substantial, deterring many from seeking redress. Moreover, the efficiency of these mechanisms is impeded by lengthy court proceedings and bureaucratic delays, which are increasingly problematic in the fast-paced e-commerce environment (Carneiro et al., 2014). The rapid growth of e-commerce has exacerbated these issues, leading to delays and increased costs that can significantly impact small and medium-sized enterprises.

## SEVEN STRATEGIES OF MULTIPLE DISPUTE RESOLUTION MECHANISMS IN CROSS-BORDER E-COMMERCE

### ESTABLISHMENT OF AN INTERNATIONAL REGULATORY COOPERATION NETWORK

The core of this suggestion is to create an effective cross-border regulatory communication mechanism in the context of globalization, promote the establishment of international e-commerce regulatory forums, regularly discuss regulatory strategies, legal updates, and emerging challenges. It mainly includes two aspects: establishing a cross-border regulatory communication mechanism and coordinating the implementation of international standards and regulations. The first point lays the foundation for establishing a comprehensive communication and coordination

mechanism, while the second point is the specific actions taken to respond to emergencies based on this foundation.

#### 1. Establish a cross-border regulatory communication mechanism

In the context of globalization, the creation of an effective cross-border regulatory communication mechanism can lead to the establishment of an international e-commerce regulatory forum, which meets regularly to discuss regulatory strategies, updates of laws and regulations, and emerging challenges. Communication mechanisms should include multi-level communication, not only among government agencies, but also among non-governmental organizations, industry associations and major e-commerce platforms, to facilitate the flow of information, coordinate regulatory actions and maintain the consistency of regulatory measures. The use of advanced information technologies, such as blockchain and big data analytics, should also be encouraged to improve the efficiency and transparency of communication mechanisms (Inshakova et al., 2020). Establish a permanent working group composed of national regulators and industry representatives to develop operational rules for the communication mechanism, handle the drafting of agreements, and oversee the implementation of the communication mechanism. The establishment of emergency contact points, in the event of major cross-border e-commerce disputes, can quickly gather the strength of all parties to jointly respond to unexpected cross-border e-commerce disputes.

#### 2. Harmonization of international standards and regulatory implementation

In order to coordinate international standards and regulations, we should establish an

international norm system that can not only adapt to the differences of laws in different countries, but also maintain a certain degree of unity. This system should reflect the regulatory needs of different countries for cross-border e-commerce and provide a clear and predictable trading environment for businesses and consumers (Liu et al., 2021). To achieve this, extensive cooperation and consultation among countries are needed, and international organizations such as the World Trade Organization (WTO) and the International Telecommunication Union (ITU) are used to promote the process of international legal harmonization. In terms of implementation details, we can draw lessons from existing international agreement models and formulate a series of minimum standards and best practice guidelines for cross-border e-commerce, covering all aspects of e-commerce, including consumer protection, data security, description of goods and services, payment systems and dispute resolution mechanisms. States should establish cooperative mechanisms to monitor the implementation of these standards and guidelines and periodically assess their effectiveness. In this process, international organizations and developed countries should provide technical assistance and constructive suggestions to help developing countries upgrade their regulatory standards and protect their competitiveness in the global e-commerce market.

#### DEVELOPMENT OF ONLINE DISPUTE RESOLUTION

This suggestion aims to build a unified online platform that provides a centralized and easily accessible dispute resolution venue for global consumers. The suggestion includes two points: building a unified online platform and achieving cross-border access and operation. The first point focuses

on the technical construction and functionality of the platform, while the second point focuses on the security and user trust of the platform, both of which together ensure the integrity and effectiveness of the ODR system.

### 1. Build a unified online platform

A unified online platform can provide a centralized and easily accessible dispute resolution venue for consumers and businesses worldwide. Building such a platform needs to take into account the convenience of operation, multi-language support, legal applicability and other requirements. The platform should have the ability to deal with all kinds of e-commerce disputes, so as to reduce the complexity and uncertainty caused by different jurisdictions. The platform should integrate existing technical resources, such as electronic payment, online customer service, automatic dispute determination system, etc., to provide necessary technical support for dispute resolution (Ermakova, 2023). The platform also needs to design an efficient user interface to simplify the process of dispute submission and processing, so that users can easily submit disputes and follow up the progress of processing. Strengthen data protection and privacy security protection, properly manage and protect all personal and business information submitted to the platform. In addition to technical construction, it is also necessary to establish a rule system that links up with the laws and regulations of various countries. The operation of the platform should not only follow the principles of international law, but also respect the laws and regulations of various countries. It can cooperate with international legal organizations to study and absorb the legal practices of various countries and form a set of widely recognized operational norms. It should also be continuously monitored and evaluated so

that the rules and practices of the platform can keep pace with the development trend of international e-commerce.

### 2. Achieve cross-border access and operation

Cross-border access and operation is another important part of building a multi-dispute resolution mechanism for cross-border e-commerce under the background of globalization. This requires online platforms not only to technically overcome national boundaries, but also to ensure that cultural differences do not become barriers to use of the platform. In order to achieve this, the platform should support multiple languages, provide diversified payment options, and adapt to Internet access conditions in different countries (Skhulukhia, 2021). At the operational level, the platform should provide stable and secure services in any country or region. With cloud computing and distributed server technology, users can quickly access it no matter where they are. The operation process of the platform needs to be flexible and able to adapt to different dispute resolution processes, including mediation, arbitration or judicial procedures. Achieving cross-border access also needs to take into account the global digital divide. The Platform should explore the possibility of working with developing countries to help users in those countries better access and use the Platform. Provide technical assistance, build infrastructure and carry out user education projects, and cooperate with the International Telecommunication Union and other institutions to enhance global Internet access capacity.

### IMPROVE CONSUMER PROTECTION STANDARDS

The suggestion focuses on developing international consumer rights protection guidelines and implementing cross-border

consumer education projects. The suggestion includes developing international consumer rights protection guidelines and implementing cross-border consumer education projects. The first point provides clear guidance and standards for consumer rights, while the second point is to popularize these guidelines through education, ensuring that consumers can understand their rights and act accordingly.

### 1. Develop guidelines for the protection of international consumer rights and interests

International consumer protection guidelines should outline the fundamental rights that consumers can expect when conducting cross-border electronic transactions, including the right to know, the right to choose, the right to fair dealing, and the right to security. Guidelines should emphasize the protection of consumer personal data and respect and protect personal privacy worldwide (Li, 2021). In developing these guidelines, input should be sought from a wide range of sources, including consumer groups, business representatives, legal experts and international organizations. Protection guidelines should describe in detail the various reasonable expectations in the course of cross-border transactions and provide clear guidelines to reduce disputes arising from ignorance of the laws of different countries. When formulating the guide, we should take into account the legal and cultural differences of different countries and regions, and put forward suggestions with universal applicability so as to facilitate the adjustment or adoption of each country according to its own situation. These guidelines should be written in language that is easy to understand, so that they can be used not only by legal professionals, but also by ordinary consumers to understand their rights and obligations. Once the protection guidelines

are formulated, they should be widely publicized through various channels and ways, such as citing them in international trade agreements or promoting them through consumer rights organizations, so that these principles can be widely recognized and abided by. There is also a need to periodically review and update these guidelines to keep up with the rapidly changing cross-border e-commerce environment and the demands of new technologies (Liu & Li, 2020).

### 2. Implementation of cross-border consumer education projects

Cross-border consumer education programs should include advocacy of consumer rights, warnings about the risks of cross-border shopping, and guidance on how to resolve disputes safely and effectively. Projects should take diversified forms such as online seminars, interactive courses and educational videos to improve consumer's understanding of the legal environment of cross-border e-commerce (Fang & Wang, 2021). The content of educational projects needs to cover the whole process of e-commerce transactions, from the beginning of purchasing goods to the completion of transactions, and even how to deal with possible returns and refunds and other follow-up services. The project should emphasize the importance of data protection, educate consumers how to identify safe online payment methods, and how to avoid the abuse of personal information. When implementing these educational projects, they should work with multiple stakeholders, including cross-border e-commerce platforms, consumer protection agencies and educational institutions, to develop educational content and materials. Existing educational resources and channels, such as schools, community centers and online communities, should be used to expand the coverage of educational projects.

Taking into account cultural and linguistic diversity, materials for educational programs should be provided in multiple languages, guaranteeing understanding and acceptance by consumers of different backgrounds.

#### STRENGTHEN CROSS-BORDER DATA PROTECTION AND PRIVACY SECURITY

The suggestion emphasizes the importance of developing cross-border data protection policies and implementing strict data security measures. The suggestion includes two aspects: developing cross-border data protection policies and implementing strict data security measures. The first point establishes the rules and principles of data protection, while the second point is to translate these principles into specific actions and measures to ensure the security and integrity of data.

##### 1. Development of cross-border data protection policies

Cross-border data protection policy refers to the protection of personal information security and privacy in the process of transnational transmission and processing, which must balance efficiency and security, and measure the differences and compatibility of data protection laws in different countries (Arakelian et al., 2020). The policy should clarify the legal framework for data protection, enforcement agencies, compliance requirements and penalties for non-compliance. Such policies should be based on international best practices and principles of data protection, such as transparency, data minimisation, data quality, user consent, safeguards and restrictions on cross-border data flows. Among them, special attention should be paid to the collection and use of personal information, the collection of data is limited to the scope necessary to provide services, and there is a clear proof of user consent.

Policy formulation should also adopt an inclusive strategy to fully consider and integrate the views and suggestions of various stakeholders, including government agencies, private enterprises, non-governmental organizations and consumer representatives. Cross-border data protection policies should be flexible enough to accommodate future developments in technology and emerging patterns of data use.

##### 2. Implement strict data security measures

In the context of globalization, the prosperity of cross-border e-commerce requires the implementation of strict data security measures to prevent data leakage, abuse and other related risks. Technical protection measures should include enhanced data encryption, secure data storage and transmission protocols, timely patching of security vulnerabilities, and effective intrusion detection systems. Strengthen physical security measures in the data center, such as restricting unauthorized access and monitoring the security of the data center. In addition to technical measures, enterprises and organizations should formulate a comprehensive data security policy to clarify the security responsibilities and operating procedures of each link. Regular data security training for employees is required to raise awareness of the importance of protecting data. Strict data access control system should also be established, and only authorized personnel can access sensitive data (Yu, 2022). Data security measures should also include plans to deal with data leakage incidents, and take prompt action to reduce losses when data security incidents occur. The contingency plan should include incident response procedures, notification mechanisms, and data recovery strategies. Businesses and organizations should regularly review and test their data security measures, all of which are in optimal

condition and adaptable to new security threats.

#### INTRODUCE MULTI-PARTY MEDIATION AND ARBITRATION MECHANISM

The core of this suggestion is to introduce an international e-commerce arbitration center in cross-border e-commerce dispute resolution to provide professional, efficient, and fair arbitration services. The first point emphasizes the necessity of establishing an international e-commerce arbitration center, which needs to develop clear arbitration rules that are compatible with international trade law and the characteristics of e-commerce. The second point discusses the importance of promoting multilingual arbitration and mediation services to adapt to the linguistic diversity of different countries and regions. The relationship between these two points is that the first point focuses on establishing an infrastructure and rule framework for international arbitration, while the second point is to ensure that the center's services can overcome language and cultural barriers, truly achieving internationalization and inclusiveness.

##### 1. Establishment of an international centre for electronic commerce arbitration

In order to solve cross-border e-commerce disputes, an international e-commerce arbitration center should be established to provide professional, efficient and impartial arbitration services for e-commerce disputes worldwide. The Centre should establish clear arbitration rules, which must be compatible with international trade laws and regulations and take into account the special nature of electronic commerce (Senatore & di Prisco, 2022). The rules should ensure the transparency and speed of arbitration procedures and the enforcement of awards. The International Electronic Commerce Arbitration Center should have an

international team of experts, including experts in the fields of law, electronic commerce, information technology and international trade. These experts should not only have rich theoretical knowledge, but also have practical experience in dealing with international commercial disputes. The Centre should also make use of information technology, such as online submission of documents and virtual hearings, to adapt to the needs of different regions and time zones and improve the efficiency of arbitration procedures. The International Center for Electronic Commerce Arbitration should also cooperate with relevant institutions in various countries to establish a system of mutual recognition of arbitral awards. Countries need to recognize and enforce the awards of the arbitration center so as to enhance the global effectiveness and authority of the awards. In order to achieve this goal, arbitration centers can sign agreements with countries or apply international treaties to recognize and enforce arbitral awards across borders.

##### 2. Promotion of multilingual arbitration and mediation services

The nature of cross-border e-commerce requires arbitration and mediation services to adapt to the linguistic diversity of different countries and regions. Arbitration and mediation institutions should not only provide multilingual service personnel, but also establish corresponding language service support systems, such as translation and simultaneous interpretation, so that all parties can fully and equally participate in the arbitration and mediation process. The promotion of multilingual services also includes the provision of multilingual copywriting, documentation and website interfaces, as well as the training of multilingual service personnel (Kesuma & Triputra, 2020). Arbitration and mediation institutions should recruit professionals from

different language backgrounds to enhance the international and inclusive nature of their services. Multilingual services should cover all aspects of the arbitration and mediation process, including the acceptance of cases, the submission of evidence, hearings and the issuance of awards. The promotion of multilingual services should also include the training and guidance of external legal service providers, such as lawyers, legal advisers, etc., to enable them to provide efficient representation for clients of different languages. Organize international seminars, professional training courses and public education activities to enhance the language service capabilities of the entire industry to provide strong support for multi-dispute resolution in the global cross-border e-commerce environment (Ma et al., 2022).

#### USE TECHNICAL MEANS TO OPTIMIZE DISPUTE SETTLEMENT

The suggestion emphasizes the use of smart contracts and blockchain technology to provide a transparent and automated contract environment, in order to reduce the default and disputes caused by human factors in traditional contracts. The deployment of intelligent contracts and blockchain technology focuses on ensuring the automation and transparency of contract execution through technological means, while the second point “application of artificial intelligence for dispute prediction and analysis” is to optimize the dispute resolution process using artificial intelligence to prevent and resolve disputes through prediction and analysis.

##### 1. Deploy smart contracts and blockchain technology

In cross-border e-commerce activities, the deployment of smart contract and block chain technology can provide a transparent and automatic contract environment to

reduce the breach of contract and disputes caused by human factors in traditional contracts. Smart contract is a procedural contract based on block chain technology, which can automatically execute the terms of the contract when the predetermined conditions are met, without third-party intermediaries, simplify the transaction process, reduce transaction costs and increase transaction security (Chen et al., 2022). Blockchain technology provides a decentralized execution environment for smart contracts, in which every transaction is recorded on the blockchain and is open to all participants, thus ensuring the untouchability of transaction records. This transparency can enhance the trust of both sides of the transaction and provide indisputable evidence in the event of a dispute.

##### 2. Application of artificial intelligence for dispute prediction and analysis

Artificial intelligence technology is applied in cross-border e-commerce dispute resolution to analyze historical data and market trends to predict potential disputes and provide decision support. Using machine learning and data mining technology, AI systems can learn from past trading cases, identify patterns of disputes, and predict possible problems in specific trading or market environments. Businessmen can use the prediction results of AI to optimize their business decisions, such as adjusting contract terms, improving customer service processes, and even adjusting market strategies. Consumers can use dispute prediction to understand the potential risks and make more informed purchase decisions (Ghozali & Ispriyarto, 2021). In the aspect of dispute analysis, AI can automatically collect and process a large number of dispute case data, and provide a reference scheme for solving similar problems. With the continuous progress of



artificial intelligence technology, more personalized dispute resolution services can be achieved in the future, providing customized solutions according to the specific circumstances and preferences of all parties. The application of artificial intelligence to predict and analyze disputes requires the collection and analysis of a large amount of data. In the process of implementation, we must pay attention to the issues of data protection and privacy. The decisions of AI systems must be transparent and interpretable, and the recommendations they provide must be reviewed manually to prevent unfair results.

The integration of automation and artificial intelligence is one of the innovative points of this study. Automated processes simplify the administrative tasks of dispute resolution, while artificial intelligence algorithms, especially machine learning models, are used to analyze dispute data, predict dispute trends, and recommend solutions (Ermakova, & Frolova, 2021). The application of these technologies not only improves the speed and accuracy of dispute resolution, but also provides users with a more personalized and efficient service experience.

#### PROMOTE CROSS-CULTURAL UNDERSTANDING AND ADAPTATION

The promotion of cross-cultural understanding and adaptation includes two small points: carrying out cross-cultural exchange projects and providing cultural adaptation services. The first point focuses on enhancing understanding and respect between different cultures through communication and education, while the second point is to ensure that service provision can adapt to the needs and expectations of different cultures, thereby promoting smoother cross-cultural communication and cooperation.

#### 1. Carry out cross-cultural exchange programs

In the context of globalization, cross-cultural exchange programs should include various forms, such as online and offline seminars, workshops, cultural experience activities and visits between enterprises (Patil, 2020). To carry out cross-cultural exchange projects, we need to study the business culture and legal environment of participating countries in depth, and enhance the pertinence and effectiveness of the content. For example, special lectures can be held on business practices in specific countries or regions, inviting local business experts and legal advisers to share their experiences, so that participants can get first-hand information and advice directly from them. Exchange programs should encourage participants to engage directly in dialogue and discussion and promote two-way or multi-directional information exchange. By means of practical case analysis and simulated trading exercises, participants can learn how to deal with cross-cultural business transactions, how to seek common ground and avoid conflicts on the basis of respecting each other's culture. Exchange programs should also focus on evaluation and feedback, adjust the content and form of activities in time, meet the needs of participants, and effectively improve the quality of cross-cultural communication.

#### 2. Provision of acculturation services

Cultural adaptation services pay more attention to the sensitivity and adaptability to different cultures in the process of service delivery, including understanding the business practices, holidays, working hours and communication methods of different places, and taking these factors into account. For example, when designing dispute resolution procedures, the language and

methods of dispute resolution should be more moderate and avoid direct denial and strong attitudes in societies where politeness and indirect expression are emphasized. In these areas, solutions should be proposed in the form of suggestions rather than directives, and the process of communication should fully show respect and humility, enhance the willingness of both sides to cooperate, and enhance the acceptance of solutions. Service providers should take into account the work schedule and important holidays in different regions. For example, avoid scheduling important customer service events on Fridays or important Jewish holidays in the Middle East, and respect local religious and cultural practices. The arrangement of service time should be flexibly adjusted to adapt to the time habits and rhythm of life of consumers in different parts of the world.

### CASES STUDY

The Guangzhou Comprehensive Pilot Zone, relying on the Guangzhou Arbitration Commission, provides a one-stop service platform (ODR platform) for cross-border e-commerce enterprises, integrating online negotiation, mediation, arbitration and other dispute resolution methods. As of May 2023, the Guangzhou ODR platform has handled more than 500 cases involving nearly 6 billion yuan, which has been recognized by multinational enterprises and effectively safeguarded the legitimate rights and interests of China's cross-border e-commerce enterprises. In 2019, Guangzhou Arbitration Commission innovated the Internet transnational remote trial. During the three-year epidemic, the Global Internet Arbitration Recommendation Standard was released, and the first ODR platform was launched to provide diversified, efficient and low-cost one-stop online commercial dispute resolution services for China's cross-border e-commerce and commercial entities

from 21 APEC member economies (Chen, 2022) .

This platform provides dispute resolution services such as negotiation, mediation, and arbitration for cross-border e-commerce enterprises. The second is to efficiently resolve economic disputes, with a mediation rate of up to 60% and an average settlement period of only over 30 days. Legal documents with international enforcement power are issued to fully protect the rights and interests of cross-border e-commerce enterprises. The third is that the fees comply with the APEC-ODR framework's concept of fees that the parties can afford and are commensurate with the disputed amount, ensuring high cost-effectiveness.

At present, arbitration trial models from Hong Kong, Macau, Taiwan, South Korea, and Portuguese speaking countries have been integrated to effectively meet the dispute resolution needs of cross-border e-commerce enterprises in China. In July 2022, a memorandum of cooperation was signed with the Silicon Valley Arbitration and Mediation Center (SVAMC) in the United States. Across Asia, Europe and the United States, it has been recognized and promoted by more than 150 domestic arbitration institutions, as well as more than 40 overseas arbitration institutions in Hong Kong, Macao and Taiwan, countries and regions along the "Belt and Road", and major economies in Europe and the United States. The "3+N" trial mode of ODR platform has been world-renowned (Chen et al.,2023) .

### CONCLUSION

In the tide of globalization, cross-border e-commerce has become an important part of international trade with its unique business model. In the process of its rapid development, the complex and changeable

disputes involving multiple interests are increasing. This paper analyzes the related issues and multiple dispute resolution mechanisms in depth, which shows that the formulation of international consumer rights protection guidelines, the implementation of cross-border consumer education projects, the formulation of cross-border data protection policies and the implementation of strict data security measures are all indispensable links in the construction of the mechanism. Conducting cross-cultural exchange programs and providing multilingual and cultural adaptation services can promote communication and understanding in the field of global e-commerce. The application of intelligent contract, block chain technology and artificial intelligence in dispute prediction and analysis is the technical support to improve the efficiency of dispute resolution. In order to effectively solve cross-border e-commerce disputes, it is necessary to establish a multi-level and multi-dimensional collaborative network to pool global wisdom and resources, which can improve the overall governance level of cross-border e-commerce and reduce the frequency and intensity of disputes. In a word, with the implementation of the above measures, the global e-commerce environment will be more mature and perfect, and the dispute resolution will be more efficient and fairer, which will provide a solid foundation for the stability and prosperity of the global e-commerce market. Furthermore, the implementation of online dispute resolution mechanisms raises important ethical considerations, particularly around data privacy and confidentiality. It is an important research direction for the future.

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#### CONFLICT OF INTEREST

The authors declare that they have no competing interests.

#### AUTHORS' CONTRIBUTION

The first author proposed the research framework, conducted the primary analysis, and drafted the manuscript. The second and third authors provided critical feedback, refining the study, and approved the manuscript. The final version was reviewed and unanimously approved by all authors to ensure its accuracy and completeness.

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