
Vol. 12 (4): 161-166 (2022)

SOLVING CONFLICTS OF INTEREST IN ELECTRONIC CONTRACTS IN E-COMMERCE TRANSACTIONS

Nguyen Trong Diep*

**School of Law, Vietnam National University, Hanoi Vietnam;*

*Corresponding Author Nguyen Trong Diep, e-mail: dieptrongnguyenvnu@gmail.com;

Received May 2022; Accepted June 2022; Published July 2022;

DOI: <https://doi.org/10.31407/ijeess12.419>

ABSTRACT

In emerging markets such as Vietnam, electronic contracts have been used more and more and e-transactions have been increasing over years since the time Vietnam allows internet. There are problems arising from e-commerce, seriously implementing, implementing and effectively coordinating the fight against counterfeit goods and goods infringing intellectual property rights on the Internet. Internet environment, and at the same time improving the role and responsibility of businesses owning e-commerce websites in protecting consumers, etc. Beside, in order to protect the interests of consumers, sales acts such as advertising, providing false information are strictly prohibited; The seller must provide detailed and specific information related to products, goods and services. This helps to ensure that consumers are aware of the expiration dates of the products they are purchasing on the e-commerce platform, and it is the responsibility of all sellers as well as e-commerce businesses to update and provide information to consumers, consumption.

Key words: disputes, protect consumer interests, conflicts of interest, e-transactions, Vietnam

JEL: O11, O14, K10, K15