ETHICAL PROBLEMS OF INTERNATIONAL ELECTRONIC COMMERCE AND COUNTERMEASURES

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ABSTRACT

With the development of globalization and Internet, international electronic commerce develops rapidly in recent years. However, there are a lot of unethical problems in its process of rapid development. This paper analyzes unethical behaviors from the aspects of seller, buyer, tripartite-to-pay platform and logistics. Then it studies the reasons of these unethical problems from the perspectives of information asymmetry, egoism, the establishment of trust mechanism, legislation and the network itself. Finally, it puts forward some suggestions on the moral construction, establishment of relative laws, international cooperation and security system.

Keywords: International e-commerce, ethic problems, information asymmetry, egoism.