



E-BUSINESS

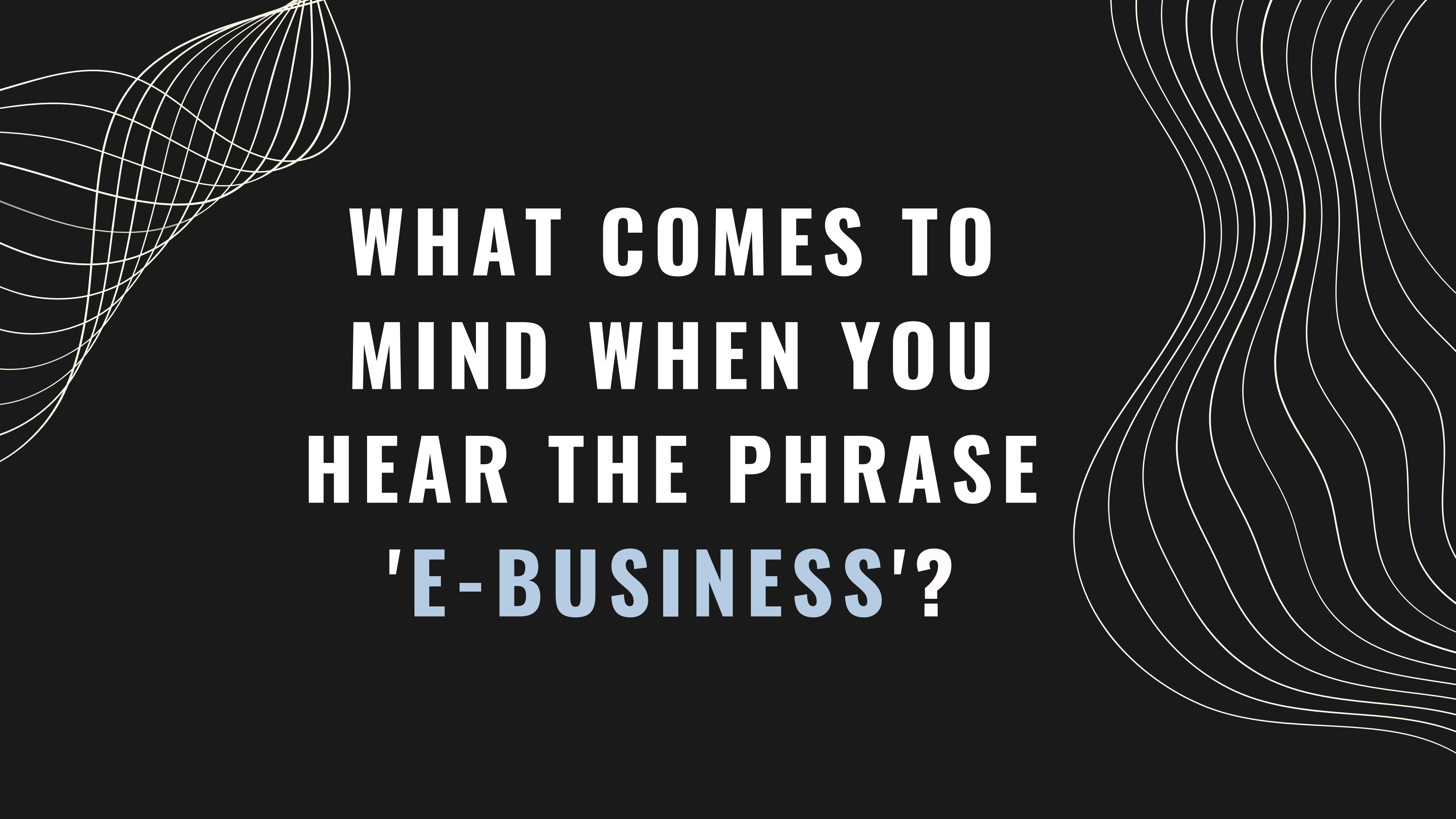
BACHELOR OF BUSINESS AND ADMINISTRATION

WINTER SEMESTER 2023/2024

MARIA DYMITRUK

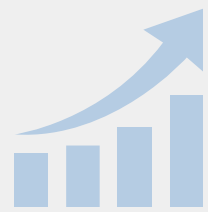
**RESEARCH CENTER ON LEGAL AND ECONOMIC ISSUES OF
ELECTRONIC COMMUNICATION**



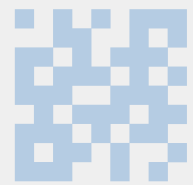


**WHAT COMES TO
MIND WHEN YOU
HEAR THE PHRASE
'E-BUSINESS'?**

DEFINITION



E-business is short for “electronic business”. It refers to any method of using digital information and communication technologies to support or streamline business processes.



Businesses have experienced a complete transformation with the advent of the Internet, and the integration of AI is further accelerating this evolution by enhancing efficiency, decision-making, and customer experiences





E-BUSINESS

SYSTEM OF CONDUCTING BUSINESS PROCESSES OVER THE INTERNET

UKAJ, F., RAMAJ, V. and LIVOREKA, R., 2020. The Impact of E-Business on Activity Extension and Business Performance. Journal of Distribution Science, 18(8), pp.103-112.

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RESEARCH

The origins of the Internet are linked to the creation of the ARPANET wide area network and date back to the late 1960s. The need for its creation was a consequence of the work of the American research organisation RAND Corporation.

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WWW

In the 1980s, Tim Berners-Lee laid the foundations of today's World Wide Web service. At the time, it was a space where stored information had to be found by typing in a URL starting with http. In 1985, the first domain with the extension .com was registered

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BUSINESS

Although the first activities of offering goods and services online date back to the 1980s, the 1990s marked the beginning of the development of major e-commerce giants such as Amazon and eBay. It revolutionized the online shopping experience and created global leaders in the digital economy

now

DATA/AI

E-business is being primarily shaped by technological advancements, driven by the availability of massive data and advanced AI models. This technological development not only helps business, but above all creates a great legislative challenge.

Worldwide Internet users^[52]

Users	2005	2010	2017	2019	2021
World population ^[53]	6.5 billion	6.9 billion	7.4 billion	7.75 billion	7.9 billion
Worldwide	16%	30%	48%	53.6%	63%
In developing world	8%	21%	41.3%	47%	57%
In developed world	51%	67%	81%	86.6%	90%

<https://en.wikipedia.org/wiki/Internet>

SUBCATEGORY OF E-BUSINESS

- E-commerce, short for electronic commerce, involves electronically buying and selling products through online services or over the Internet. It is a subset of the broader concept of e-business

There are five essential categories of E-commerce:

1. Business to Business
2. Business to Consumer
3. Business to Government
4. Consumer to Business
5. Consumer to Consumer



EU LEGISLATIVE MAP



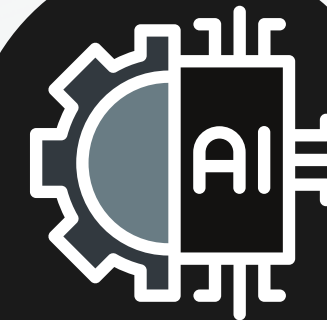
- the revised Payment Services Directive
- new rules to stop unjustified geo-blocking
- revised consumer protection rules

CONSUMER PROTECTION



DSA and DMA aim to create a safer and more open digital space for all users and ensure a level playing field for businesses

DIGITAL MARKET



The AI Act, the AI Liability Directive, and the legislative package on data all play key roles in shaping the new face of e-business in the EU

AI AND DATA

REFERENCES

Digital Business and E-commerce Management,

Dave Chaffey, David Edmundson-Bird, Tanya Hemphill · 2019

Books:

Legislation:

Digital Services Act: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32022R2065>

Digital Markets Act: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:32022R1925>

Omnibus directive: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32019L2161>

GDPR: <https://eur-lex.europa.eu/eli/reg/2016/679/oj>

Data Governance Act: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32022R0868>

Regulation on geoblocking: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32018R0302>

Directive on Contracts for the supply of digital content and digital services: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:32019L0770>

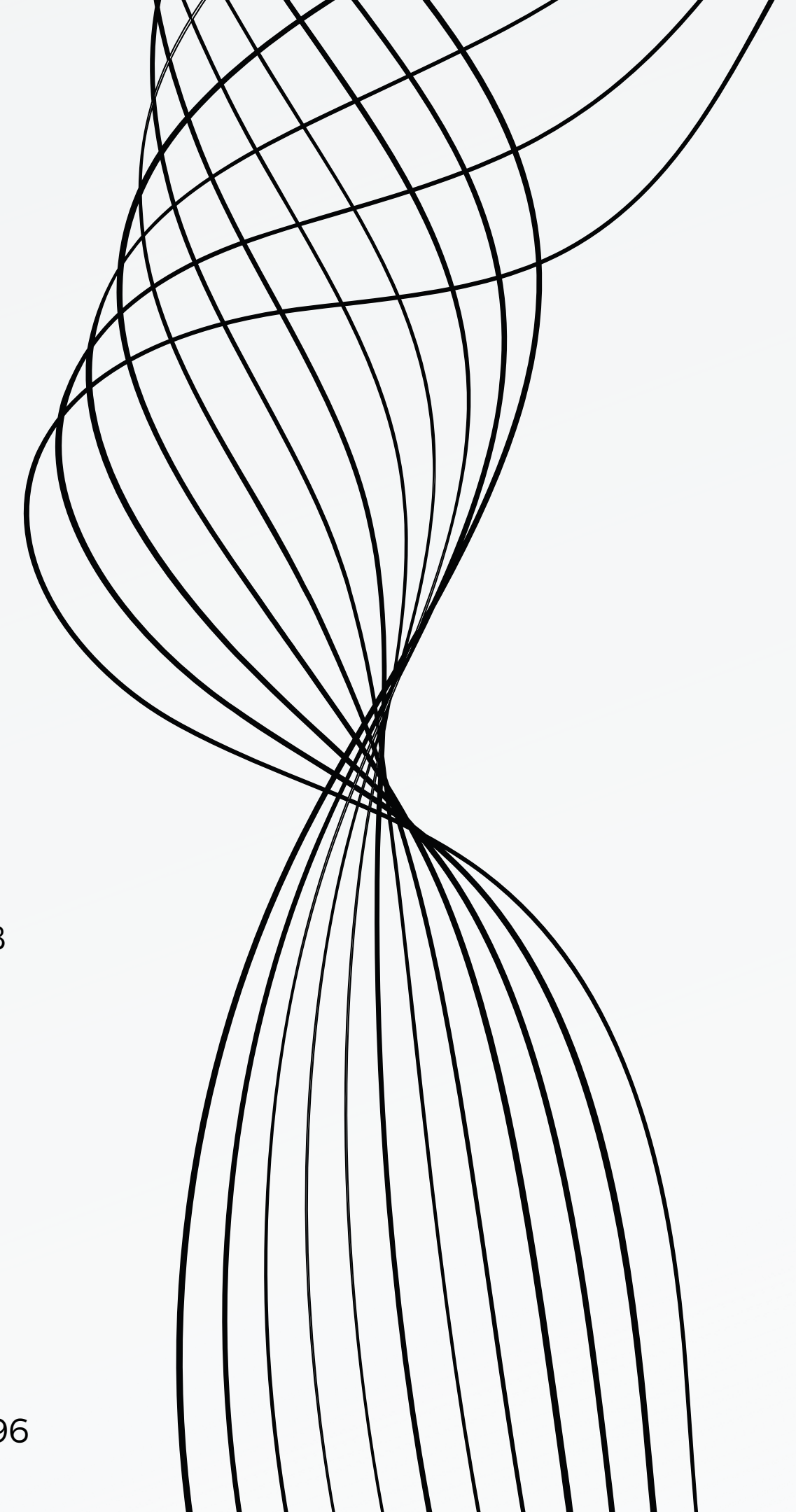
Directive on Contracts for the sale of goods: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32019L0771>

Pending legislation:

AI Act: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A52021PC0206>

Data Act: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM%3A2022%3A68%3AFIN>

AI Liability Directive: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52022PC0496>



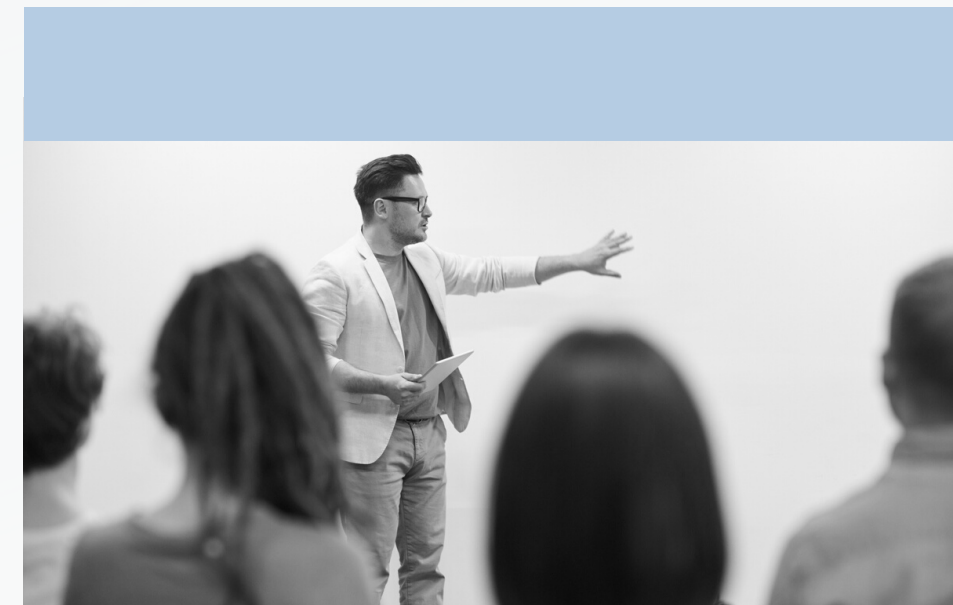
WHAT WILL THE SUBJECT BE ABOUT?



- The course examines the legal and ethical issues that arise from the use of e-business, especially in relation to digital market, data protection and artificial intelligence. It covers the main sources of regulation applicable to e-business, such as the Digital Services Act and the Digital Markets Act, as well as the key principles and challenges of data protection in the context of e-business.

By the end of this course, the students will be able to:

- Identify and analyze the legal and ethical issues of e-business in various contexts and scenarios
- Apply the relevant laws and regulations to e-business activities, including those involving AI and digital markets
- Evaluate the risks and opportunities of e-business from a legal and ethical perspective



RULES FOR PASSING THE COURSE

Students need to:

- Attend all tutorial classes (a student with three consecutive absences will need to be reported to the Dean)
- Complete the assigned activity, which involves presenting on a legal/ethical issue in e-business, and defend their project in front of the class (students who participate in extramural studies will present online via the TEAMS platform)
- Actively participate during tutorial classes, including asking questions to the presenting teams
- Take a final exam (test)



THANK YOU

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