



organizes
**Two Days
NATIONAL SEMINAR**
on
**E-COMMERCE AND
LEGAL LITERACY:
BRIDGING THE GAP
FOR INDIAN
CONSUMERS**

sponsored by



**INDIAN COUNCIL FOR SOCIAL
SCIENCES RESEARCH
NORTH WEST
REGIONAL CENTRE
(ICSSR- NWRC) CHANDIGARH**

ALC THE HOST

Amritsar Law College (ALC) is approved by Bar Council of India (BCI), New Delhi and affiliated to Guru Nanak Dev University, Amritsar. The college offers two undergraduate degree programs i.e. B.A.LL.B (FYIC) and LL.B (TYC). To confer law education in Punjab with the quality i.e. needed in today's world, ALC is one of the best law college in Punjab.

ABOUT SEMINAR

E-commerce platforms, with their avant-garde technology, are enabling diverse retailers to effectively reach their customers across the country. Looking at the current trends in the expansion of the e-commerce platforms, it is important to disseminate knowledge and awareness among Indian consumers in order to bridge the e-commerce literacy gap. The seminar, with its scholarly demeanor, will cover a wide range of topics, ranging from educating consumers about the fundamentals of e-commerce and online shopping while safeguarding personal and financial information, thus promoting responsible shopping practices.

OBJECTIVES

The seminar aims to raise awareness and educate Indian consumers about the basics of e-commerce, online shopping, and safe digital transactions. The goal is to discuss government regulations and policies related to e-commerce and educate consumers about the various e-commerce platforms and how to choose reputable vendors. It will inform consumers about their rights, warranties, and dispute resolution mechanisms in e-commerce. Further, the objective is to promote digital inclusion by providing information on how individuals from various backgrounds can participate in e-commerce.

SUB THEMES

- Frauds related to online payment
- Phishing and identity theft
- Resolution mechanisms for online disputes
- Mediation and arbitration in e-commerce
- Preventing monopolistic practices in e-commerce
- Unfair contract terms and conditions
- Fake reviews and ratings
- International consumer protection laws with special reference to e-commerce
- Ensuring that e-commerce websites and apps are accessible to all, including people with disabilities
- Sustainability concerns related to packaging, shipping, and the environmental impact of e-commerce
- Understanding how online shopping influences consumer behavior and decision-making
- Evolving legal frameworks for e-commerce

** Above is an indicative list of topics, other topics related to the theme are also invited.*

CALL FOR PAPERS

- ALC is inviting research papers from academicians, research scholars and students addressing the key issues related to the topic and themes of the seminar.
- The papers should be based on actual empirical research with clearly defined focus on the North-Western India as a whole or specially on individual State of the Region i.e. Punjab, Haryana, Himachal Pradesh, Jammu & Kashmir and the Union Territory of Chandigarh.
- Format and Specifications required:
 1. Document Type: **MS Word**
 2. Font: **Times New Roman**
 3. Font Size: **12 pt.** for Main Text and **14 pt.** for Headings, and 1.5 Spacing
 4. Citation Style: Indian Law Institute (ILI)
 5. Full Paper Length: **3,000 to 4,000** words including Footnotes/Endnotes
 6. Abstract: **250-300** words
- Participants can send their abstracts and full length papers to the e-mail id:
alcseminar2024@acetedu.in

ORGANIZING COMMITTEE

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IMPORTANT DATES

- Last date of Registration and Fee Payment: **February 10, 2024**
- Last date of Abstract Submission: **February 15, 2024**
- Last date of Submission of Full Paper: **March 01, 2024**
- Date of Seminar: **March 15-16, 2024**

**Candidates will receive an e-mail if their abstract is selected for full paper submission.*

PUBLICATION

- The quality based selected papers will be published in the form of a Book with International Standards Book Number (ISBN).
- Only full papers submitted on or before the deadline shall be considered for publication.
- Papers will be reviewed by external experts.

REGISTRATION DETAILS

- After paying the fee, participants must fill the Google form to complete the registration process.
- It is mandatory for all the participants to fill the form.
- Certificate of participation will be provided to all registered attendees.
- Registration Link:
<https://forms.gle/EyFWDCSng6v6Ly626>

REGISTRATION FEE

- For Professionals, Academicians, and Research Scholars: **Rs. 500/-**
- For Students: **Rs. 300/-**

**Registration fee is non-refundable.*

**Publication Charges extra.*

- Accommodation Charges For One Day: Rs. 1,000/-
- Accommodation Charges For Two Days: Rs. 2,000/-

MODE OF PAYMENT

Name: Amritsar Law College

Bank: HDFC Bank LTD.

A/c no: 50100476844077

IFSC Code: HDFC0000856

100 FT. Road, East Mohan Nagar, Amritsar, Punjab.

VENUE

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