Introduction:

1.1 Preamble: Internet Based Inter-Organizational Systems [IIOS].

In today’s business environment most organizations face developing an e-business strategy. In such circumstances Internet based Inter-organizational Systems [IIOS] planning is identified as one of the most critical issues faced by Information Systems [IS] executives and academic researchers. The strategic values of Internet based ISs and the impact of technology innovation on the competitive advantages of businesses have increased the need for IIOS planning.

IIOS would definitely help in achieving diverse objectives and performance outcomes within the context of different trading relationships. Implementation of IIOS requires joint efforts across firm boundaries and the benefits of adopting IIOS are contingent on the status of network adoption by other firms in the trading community.

Along with the above systems, inclusion of all possible legal angles and remedies applicable and their importance worldwide, have been taken into consideration which are very critical and needed while using the Internet as the media.

1.2 The Internet: E-Commerce

The business world is complicated and advertising is one of the most convoluted parts of the business often involve advertising. This is because the law is very fluid in this area, and businesses have to defend attacks from many collateral sources. When any business comes up with a new idea, it is a must to protect it against infringing competitors and zealous regulatory agencies alike.

In such cases it becomes very imperative to study both the Laws of the land as well as the laws of that country in which the product/service is being advertised and marketed. Many concepts are governed by such statutes.

There exists a vast online market for multi-lingual information availability, therefore along with the booming multi-lingual website design services; there is also the need for multi-lingual Search Engine Optimization [SEO]. These services will certainly help the company and the individual to meet these challenges and thus having more competitive edge in E-Commerce.

In current as well as in the future, challenges will exist in terms of global e-commerce is how to make multi-lingual content retrievable by search engines such as Google, Yahoo, MSN, etc.
1.3 **The Internet: E-Business**

In the information age represented by the Internet and World Wide Web, the language representation online has evolved from the mono-linguality of one English language into the multi-linguality of more than 1000 languages across the world.

As a natural outcome, multi-lingual websites have become a common ground for online communication for people across national boundaries. With the Internet population becoming more multi-lingual, there will be a greater demand for new Information Technologies and services to provide solutions to meet the following:

- Language Barriers, Cultural Barriers, Technological Barriers, Technical Barriers, Political Barriers, and Legal Barriers, etc.

India has failed to keep in pace with the world in this respect, and the consequence is not far enough from our sight; that most of the big customers of India’s outsourcing activity have to re-think of carrying out their business in India.

Website Glocalization [Website Globalization + Website localization], Website Translation, Unicode Adoption, Machine Translation, Internationalization, etc.

Future trends will definitely provide positive solutions to the challenges of Multi-lingual Issues related with Data Transmission, Access to Information through Websites which in the Asian Perspective is An Important Key to stabilize the Asian IT Sector.

As Electronic Business [e-business] strategies have received growing attention from entrepreneurs, executives, investors and the industry, the IS strategic planning is now considered critical in developing a successful electronic strategy [e-strategy]. Technological factors such as IT Infrastructure, IT expertise, and organizational factors such as management involvement and commitment influence the planning guidelines for B2B and B2C transactions.

In Asian context, consumers demand more variety, customization and service; there is a growing need for the capability to deliver improved product and service ‘on the ground’.

1.4 **Internet -Security**

**Intellectual property concerns:**

This is an important aspect beyond the previews of the existing acts/ law and needs to be addressed as immediate concerns for standardization. Every organization / individual is entitled to own intellectual property rights, and often we find the litigations / disputes
in case of royalties and other payments unsettled or ending into complications and issues remaining unsolved for a long time.

Another grey area is the licensing and royalty arrangements between companies and those who want to use their ideas. Listed below are the major parameters which fall within the framework of Intellectual Property:

IP Purchases and Sales,
Hire & Transfer Agreements,
Patents, Copyrights and Trademarks,
IP Licenses,
Trade Secrets etc.

1.5 The Internet: Consumer Privacy:

In an attempt to address consumer privacy interests, the Federal Trade Commission ("FTC") on December 1st 2010, raised concerns that despite industry self-regulatory measures, many marketers either do not disclose their data practices or disclose them in an unintelligible manner. FTC Chairman Jon Leibowitz said, “The FTC wants to help ensure that the growing, changing, thriving information marketplace is built on a framework that promotes privacy, transparency, and business innovation and consumer choice. We believe that’s what most Americans want as well.” Significantly, the Report expresses support for a “Do Not Track” approach to behavioral advertising.

Many questions will arise from people across the world related with internet marketing and blogging industry about the new Federal Trade Commission Guidelines. Specifically, whether an affiliate marketer or blogger must disclose certain information on their web page, and if so how the disclaimer must be presented. These questions revolve around the new FTC Guidelines that are geared at stopping false and misleading advertisements.

Further, to strengthen the global standardization procedures, it is very imperative to protect not only the Internet Users, but also the Internet Service Providers. For that it is suggested as follows:

A New Private Policy should be in place as there is a generalized opinion that nothing is private when information is disclosed on the Internet.

The Facebook privacy policy has grown from 1,004 words in 2005 to 5,830 today. Facebook now has reduced its membership age to 13, which may clash with the provisions given under COPPA [Children’s Online Privacy Protection Act], which makes it mandatory for the Internet advertisers, endorsers to seek Parental Permission from the Children under the age of 13.

Facebook user now needs to click through more than 50 privacy buttons with more than 170 options in order to opt out of full disclosure of his or her personal
information. Face book’s privacy policy word count not only has eclipsed the US Constitution, it has also passed other major social networks such as Flickr (384 words), Twitter (1,203), Fraudster (1,977), and MySpace (2,290).

1.6 The Internet: The Information Technology Act of 2000 with its Amendments- Law of the Land.

Insights on various types of Cyber Crimes taking place across the globe and remedial measures to control them have been listed along with reference to global standards applicable and reference to The Indian IT Act 2000, with the Amendments of 2008, with its advantages and disadvantages, as it applies on day to day operations in e-commerce in this era of globalization and competition.

Cyber crimes keep taking place because either the Administrators are ignorant about the security measures, or they are overconfident about them, or they overlook them.

The consequences…. Where there is Internet, there is an active cyber criminal.

On comparing the Indian law with the law of developed countries the proper requirement for the Indian law can be analyzed. Data are not of same utility and importance; it varies from one another on the basis of utility. So we require framing separate categories of data having different utility values, as the U.S have. Moreover the provisions of IT Act deal basically with extraction of data, destruction of data, etc. Companies cannot get full protection of data through that which ultimately forced them to enter into separate private contracts to keep their data secured.

These contracts have the same enforceability as the general contract.

The cyber laws of the country can be regarded as insufficient and insecure enough to provide a strong platform to the country’s e-commerce industry for which they were meant.

The IT Act 2000, though appears to be self sufficient, it takes mixed stand when it comes to many practical situations. For example:

1. The Act initially was supposed to apply to crimes committed all over the world, but nobody knows how can this be achieved in practice, how to enforce it all over the world at the same time???
2. The law misses out completely the issue of Intellectual Property Rights, and makes no provisions whatsoever for copyrighting, trade marking or patenting of electronic information and data. The law even doesn’t talk of the rights and liabilities of domain name holders, the first step of entering into the e-commerce.
3. The law is silent over the regulation of electronic payments gateway and segregates the negotiable instruments from the applicability of the IT Act, which may have major effect on the growth of e-commerce in India. It leads to make the banking and financial sectors irresolute in their stands.

If India doesn’t want to lose its position and wishes to stay as the world’s leader forever in outsourcing market, it needs to take fast but intelligent steps to cover the glaring loopholes of the Act, or else the day is not far when the scenario of India ruling the world’s outsourcing market will stay alive in the dreams only as it will be overtaken by its competitors.