

Applicant's name: Nguyen Thi Quynh

University of Szeged, Faculty of Law and Political Science

Abstract:

Since e-commerce is globally growing in the 21st century, there is an increasing number of disputes arising from e-commerce transactions. While traditional methods of at-court dispute resolution show its ineffectiveness, online dispute resolution (“ODR”) becomes an essential tool for e-commerce disputes and is applied in many developed countries. Although Vietnam is considered as one of the fastest-growing digital economies in Southeast Asia, ODR is not yet popular in Vietnam. This research provides an overview of ODR in Vietnam and analyzes how ODR works as well as challenges facing the application of ODR system in Vietnam. The research shows that ODR is not merely a method for dispute resolution but also an effective tool to increase the competitive advantage for companies. The research also proposes solutions for increasing the application of online dispute resolution methods and building ODR as a competitive tool for Vietnamese businesses.