

The Importance of ethics in e-commerce company and employee responsibilities.

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Abstracts:

The foundation of social, organizational, and political databases pertaining to the internet is ethics. The study of principles that people and organizations can use to decide what is right and wrong is known as ethics. It makes the assumption that people are moral beings with free will who are capable of making decisions. Building trust, guaranteeing ethical corporate practice, and defending consumer rights all depend on ethics in e-commerce. In addition to following the law and moral principles, businesses have an obligation to maintain openness, data security and reasonable prices. Employees are required to uphold honesty, protect the privacy of customers and stop fraud. Long term company success, consumer loyalty and brand reputation are improved by ethical e-commerce methods. This article examines the moral obligations that businesses and workers have to uphold an honest reliable internet marketplace.

Keywords: Ethics, E-commerce, Responsibility, Employee right, Privacy, Trust

Introduction:

The worldwide e-commerce scene has been completely changed by the COVID-19 epidemic, which has sped up the transition from traditional retail to online buying. In order to satisfy shifting customer demands, companies that formerly relied on physical stores were compelled to quickly change and integrate digital solutions. Even though the pandemic has mostly passed, the e-commerce industry is still impacted by its effects on supply chains, consumer behavior, and market rivalry. E-commerce companies confront both opportunities and challenges in the post pandemic age. On the one hand, new growth opportunities are presented by growing digital adoption, better logistics, and shifting consumer expectations. However, companies also have to deal with supply chain interruption, increased competition, cybersecurity threats, and changing consumer tastes. In order to prosper in this new setting, businesses need to implement creative tactics that improve their operations by utilizing technology, data analysis, and customer-centric methods. The purpose of this study is to investigate practical methods for enhancing e-commerce enterprises in the wake of COVID-19. It will look at important elements like supply chain resilience, digital transformation, personalization, marketing innovations, and improving the consumer experience. This study aims to offer useful insights for companies looking to maintain and grow their online presence in the dynamic digital marketplace by examining new trends and best practices. Internet marketing, mobile commerce, online transaction processing, automated data exchanges, electronic money transfer, automated electronic data gathering systems and inventory business systems are all examples of technology used in e-commerce. It permits information to move between organizations. (Rukasha, M & Bankole, F. 2019).

THE ETHICAL IMPLICATION OF E-COMMERCE.

Consumer Trust and Transparency:

As presented thus far, trust is the external trust that exists between a business and its stakeholders, who are frequently customers. The trust between a business and its employees, whether or not those people are stakeholders, is referred to as internal trust. Internal trust is a sub goal that can influence outward trust, in contrast to the soft goal of internal trust which is our primary objective. Through trust training, managers can learn how to become more trustworthy and consequently, increase internal trust. Managers who receive trust training are introduced to the concept of trust and gain basic understanding of its dynamics including what it means to build trust. The process heavily relies on ethical behavior, and ethical facilitators of openness, integrity, and compassion help to build internal trust. (Kwan et al., 2021). The current study examines the potential effects of increased information transparency in online platforms on consumers' choosing behavior and trust in online activities. (Veltri et al., 2023). Building solid client relationships and guaranteeing business performance depend on consumer trust and openness in e-commerce information systems. Secure payment methods, dependable consumer support, genuine user evaluations and data privacy policies all contribute to building trust, clear product descriptions, truthful pricing, ethical sourcing, and real time order tracing are all components of transparency. Blockchain, AI fraud detection, and encryption are some of the technologies used by e-commerce platforms to improve security and validity. Business may increase customer happiness, promote repeat

business, and keep a competitive edge by putting trust and transparency initially.

Data Protection and Privacy:

Privacy, while not expressly started in the constitution, implicitly include the right to privacy as a personal liberty protection by article 21. There is a fundamental tension between the right to privacy and data protection may include financial details, health information, business plans, intellectual property and sensitive data. (Sing, S.S. 2011). Additionally, the study attempts to comprehend the fundamental rights issue from the standpoint of the Indian constitution. Furthermore, the suggestions made to India's policymaker and other authorities have broad ramifications for the creation of new regulations and the handling of personal data to ensure that it stays out of the wrong hands and that citizens, privacy and personal information are safeguarded. Implications for practice millions of people use online platforms to enter their personal information but there are a few government programs in India, like the Aadhaar card, that collected biometric data from citizens, and frequently, under different conditions, personal information is hacked. (Chatterjee, S. 2019). India still lacks a sufficient legislative framework for data protection notwithstanding recent improvement in this area. Its legislative framework is changing, and in order to address the specific areas where it currently lacks, it is necessary to identify them. (Greenleft, G. 2011).

Honest business practices and fair competition:

With an emphasis on character development as a crucial component of developing an ethical and long-lasting company, it focuses on the connection between personal integrity and adherence to with corporate ethics in e-commerce industry. E-commerce enterprise, sustainability, consumer loyalty and reputation are all greatly enhanced by consistently upholding business ethics. In the light of the intense rivalry and quick expansion of e-commerce industry, virtue like honesty, integrity, and accountability are crucial in guaranteeing adherence to ethical standards. (Mawarni, A. 2024) Customers can be encourage by web trust and a related service from PWC regarding the accuracy of transaction processing, the website capacity to deliver goods and services, seals team, and the resolution of customer complaints. Customers can be somewhat reassured by these item that the website is reputable company with the capacity to offer genuine products or services. This is very lacking, through as it does not guarantee that safeguards are in place to keep an eye on or stop external agents from acting improperly. A limited nation of control appears to be a significant obstacle to accounting firms' efforts to provide a comprehensive e-commerce assurance service. (Duh, R. R., et al., 2002). For the e-commerce sector to succeed and last, fair competition and ethical business practices are essential. By keeping companies on an even playing field, fair competition encourages innovation, lower price, and better goods and services for customers. It stops price-fixing, monopolistic behavior, and unfair benefits that hurt consumers and companies alike. Transparency, ethical marketing, sincere customer service, and safe financial transactions are all components of business integrity in e-commerce.

Businesses must abide by rules, safeguard customer information and refrain from dishonest behavior. In a cutthroat digital environment upholding integrity promotes long-term company growth, builds consumer trust and improves brand reputation.

Responsibility of the company in ethical online sales:

Implement strong data security measures.

A component of the information security framework, e-commerce security is explicitly applied to the elements that impact e-commerce. Such as computer security, data security and other broad areas of the framework. One of the most noticeable security elements that impacts the end user through their regular financial interactions with businesses is e-commerce security, which has its own unique characteristic. Protecting e-commerce assets from unwanted access, use, alteration, or destruction is known as e-commerce security. Integrity, non-repudiation, authenticity, confidentiality privacy and availability are aspect of e-commerce security. Although e-commerce presents the banking sector with many opportunities, it is also introduce a number of new risks and vulnerabilities, including security threats. (Niranjana murthy, M., & Chahar, D. 2013) The following is a these requirements: Authentication: Clients must be certain that the online provider is who they say they are, Nonrepudiation: Neither party shall deny their involvement in the transaction once it has been completed; Restricting information sharing to the parties involved ensure confidentiality: the e-vendor uses privacy protection to shield information from unauthorized exposure; and Data Integrity: E-vendors must make sure that their website has a third party certificate or employs digital signature, that the data is encrypted, and that it complies with their privacy. Declared that "privacy concerns prove to be a strong factor that may influence e-commerce use," acknowledging the significance of privacy protection. (Maniam, B., Naranjo, I., & Subramaniam, G. 2012).

Maintain Honest Marketing Practice:

Building trust, guaranteeing client loyalty and adhering to rules all depend on e-commerce business maintaining ethical marketing tactics. Here are some important strategies to maintain integrity in marketing. 1: Honest Product Descriptions: Clearly and consciously explain product, features, characteristics and possible drawbacks. 2: Real Customer Review: Showcase real reviews rather than making up compliments. Respond to grievances truthfully. 3:

Transparent Pricing: Steer clear of deceptive discounts or hidden costs. Show the entire cost, including shipping taxes, in clear terms. 4: Ethical Advertising: Make sure ads represent genuine deals, steer clear of clickbait, and use real imagery

5: Respect for Data Privacy: Keep client information safe and be open about its use.

6: Accurate Return & Refund Policies: Ensure that policies are simple to locate and that they are followed. Secure methods of payment that have multi-factor authentication and strong encryption are crucial for safeguarding private data and reducing the chance of fraud, which in turn boosts consumer confidence. Convenience enhances the whole purchasing experience and increases consumer happiness. It is typified by user friendly interface, a variety of payment methods and speedy transaction processes. In order to establish and preserve confidence transaction transparency which include clear information regarding charges, thorough receipts, and real time tracking is essential. The assessment emphasizes the close connection between loyalty and, trust demonstrating that long term client loyalty depends on safe, practical, and transparent payment methods. Prioritizing these elements in e-commerce platforms can greatly increase consumer loyalty and trust, guaranteeing long term success in the cutthroat online market. (Islam, 5, 2024).

Faith Employment Practice:

In an e-commerce company, fair employment standards guarantee diversity, equal opportunity, and moral treatment of workers. This includes fair recruiting practice, competitive pay, secure working environments, and possibilities for clear career advancement. It is crucial to follow labor regulation, avoid discrimination, and promote an inclusive work environment. Additionally, by offering job stability, equitable compensation, and benefits, e-commerce companies should guarantee that promote workers and gig workers are treated fairly. These procedures improve brand reputation, productivity and staff happiness. The effects of e-commerce digitization extend beyond the experience of consumers and seller business practices. They also affect employment relations and the labour process, which are the process by which labourers labor power is valued and goods are sold to generate profit within capital circuits. It has long been recognized and theorized that ICT plays a crucial role in the extraction and processing of information in production and the related labor process. More detailed data has been produced recently, opening the door to micro-monitoring service and production delivery. Sorters, pickers, packers and loaders in e-commerce warehouses organize, monitor, and assess their work using coded algorithms that are fed into application programming interface. These interfaces provide parameters, such as the quantity of packages that must be processed within specified time frames. (Nataraj, Met al., 2025)

Companies to Moral and Legal Requirements:

E-commerce businesses now need to pay close attention to ethical, legal and regulatory issues because of the growth of the digital economy. Companies must follow ethical norms and values while navigating a compacted web of laws and regulations to guarantee sustainable and responsible business activities. It addresses issue like trademarks copyrights, patents, and the defence of intellectual property rights in online sales. It also explores data protection and privacy laws, how they affect internet business, and how crucial it is to secure customers privacy and personal data. (Taherdoost, H 2023).

Even if e-commerce has many benefits such as simple access to a virtual global market, lower distribution costs, time saving, and the development of healthier relationships with customers, the legal and security risks remain a significant danger in the digitalized market. Therefore, consumer and merchant security are crucial to the smooth operation of e-commerce. The buying and selling of goods within an e-commerce zone is subject to laws however, there are no rules that a trader must follow when it comes to virtual worlds like second life. Although there are some positive aspects to this, people do have moral, social and ethical obligations to the users. (Prakash, B. 2023)

Employee Guidelines in ethical commerce via the Internet.

Protect client information:

In order to satisfy people's wants technological advancements provide a variety of convenience in their daily lives. Online purchasing and selling through e-commerce media is one of the everyday human actions that has changed as a result of technology. People prefer to shop online since it saves money and time. The security of customer data on e-commerce platforms must be considered not withstanding this ease. (Kurniawn, 10; & Setyawan, V.P. 2024). In any transaction, whether it be online or offline, data is crucial. The increasing number of Web-based information system has increased the importance of taking information privacy into account. Users provide their personal information in order to receive services, but businesses also require personal information in order to operate. Both parties must agree on the methods for gathering, using, storing, and manipulating the data. Consequently, an increasing amount of personal data will be gathered and handled by technological means. (Ghani N.A., & Sidek, Z. M.2009) In an e-commerce company protecting consumer data is essential to upholding confidence and adhering to data protection laws. The following are crucial steps to guarantee data security. 1. Make use of a safe payment method: To protect payment information, use SSL encryption and adhere to PCIDSS guidelines. 2. Put strong Authentication into practice: make sure that all client accounts have strong passwords and that multi factor authentication (MFA) is enabled. 3. Protect sensitive information

with encryption: To avoid unwanted access, encrypt consumer data before sending or storing it. 4. Routine audit of security: To find and address security flows, do penetration tests and vulnerability assessments. 5. Restrict the amount of data that is collected: Don't store private information like CVV codes; just gather the information that is required. 6. Software should be updated frequently: To guard against online dangers, keep your security software, plugins, and website up to date. 7. Educate staff and client: Inform clients about phishing threats and provide cybersecurity best practice training to staff. An e-commerce company can improve its reputation and protect consumer data by putting these tactics into practice.

Applies Ethical Marketing and Sales Techniques:

Business have expanded rapidly as a result of the shift from physical marketplace to digital market, such a revolution is supported not only by obstacles but also by a number of variables

that affect how widely digital market technology is used at the national land world. wide levels. It may be an option for a select few businesses, but when looking at the e-commerce industry,

digital marketing technology plays a big part in successful corporate operations and global expansion. Due to the ongoing requirement for product upgrades, digital market technology is becoming more and more significant. (Kumar, V., et al. 2024). The term "AI based marketing,"

Describes the use of artificial intelligence (AI) tools and method to many facts of the marketing process in order to improve effectiveness, efficiency, and customization. Digital advertising, content production, client segmentation, tailored suggestions, and customer experience management are just few of the ways where AI based marketing can be used. (Datta,S, et al.2024). The organizational structures of sales organizations continue to change significantly, even in the era of e-commerce. The evolution of information and communication technology has affected many facets of life, including the health of the economy. E-commerce is the practice of using electronic media to buy or sell goods and service online. Hybrid sales structures that can manage online seller buyer interactions and Further utilize technological advancements in business intelligence and sales automation to improve sales performance are the result of the shift from traditional, external sales force to the concurrent use of inside sales personnel. (Madanchian, M 2024) From suggesting customized products and tailoring marketing messaging to predicting client attrition and streamlining advertising campaigns, AI driven customization is the cornerstone of contemporary digital marketing strategies. (A.D. Bhardwaj,et al 2024)

Maintain workplace ethical values:

The set of moral norms, beliefs, and principles that both employers and employees adhere to in the workplace is known as workplace ethics or business ethics. Fundamentally, ethics in the workplace refers to the moral code that instructs workers on appropriate and inappropriate behaviour. **It** is also critical to remember that there is a big difference between what is ethical and what is the law. A business nevertheless be deemed unethical even if it complies with all relevant rules and regulations. (<http://www.Myshortlister.com>19-02-2025 AM 04:18). E- commerce workplace ethics include upholding honesty, equity, and professionalism in virtual' business settings.

Respect is essential for creating a pleasant workplace culture and guaranteeing moral dealing

.with clients, coworkers, and business associates. Important

lements consist of - 1. Integrity and openness: Accurate product descriptions and reasonable prices foster customer confidence. (chaffey, 2022). 2. Equitable treatment: upholding the rights of workers, encouraging diversity. And guaranteeing an environment free from prejudice.

(kotter & keller, 2021). 3. Consumer privacy: safeguarding user information and following cybersecurity guidelines. (smith et. AI. 2020). 4. A decent person leadership: Establishing moral guidelines for staff members and acting with honesty. (Ferrell & Fraedrich, 2021). E-commerce companies may increase brand reputation, foster long-term trust, and guarantee long-term success by adhering to ethical standards.

Limitations Upholding the Ethics of e-commerce:

When incorporating artificial intelligence into e-commerce, ethical consideration is essential. Stress the necessity of strong data security measures to safeguard client data AI system may unintentionality reinforce preexisting biases in data in addition to algorithmic biases, Producing unjust results. Keep in mind that establishing and preserving consumer trust in AI operations depends on transparency. Despite a king a through approach to tackling integration issues and ethical considerations in e-commerce, this study has a number of drawbacks. Firstly: The small number of industry focus groups and expert assessments in spite of the through validation process, might not accurately represent the range of viewpoints from different industries and geographical areas. Secondly: The rationale is that AI technology is developing so quickly that these rules and tactics might need to be modified often to stay effective. Thirdly: Although thorough, the ethical issues covered are predicated on societal and legal norms that may change in the future, necessitating consistent modifications to the framework. (Qin, R. W.

2024). There are a number of barriers to upholding ethics in e-commerce, such as unfair pricing practices, deceptive advertising, fake goods and data privacy issues. Businesses frequently struggle to strike a balance between their ethical obligations, such as protecting customer data, avoiding abusive labor practice, and guaranteeing honesty in product descriptions and their economic goals. Concerns regarding bias and consumer manipulation are also raised by the growing popularity of AI-driven recommendations. Furthermore, supply chain accountability is still a major problem because ethical oversight is challenging for many e-commerce companies who source their items internationally. (Chaffey, D. 2022).

Conclusion:

As a result of an e-commerce business to succeed and last, ethics are essential. Respecting moral principles assures large and regulatory compliance, improves brand reputation, and factors consumer trust. As important stakeholder employees have an obligation to behave honourably, safeguard client's information, maintain openness in their dealings, and guarantee ethical company operations. E-commerce businesses can build a happy workplace, reward repeat business, and achieve long-term success in a cutthroat online market by cultivating a strong ethical cultural. Moral behavior benefits society at large in addition to the business and its workers. Additionally, it is the duty of e-commerce businesses and their staff to maintain moral principles in marketing and advertising. Business should abstain from using deceptive marketing strategies and misleading or fraudulent advertising. When promoting goods or services online, staff members should be mindful of the limits and always put honesty and integrity first. It is impossible to overestimate the significance of ethics in e-commerce businesses. Businesses can gain the trust of their clients and create a favourable reputation in the cutthroat industry by putting an emphasis on openness data privacy, and moral marketing techniques. Workers should be held responsible for their conduct since they are essential to maintaining these moral principles. In the end, businesses may guarantee long-term profitability and client loyalty by cultivating an ethical and responsible culture in e-commerce.

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