

Program Profile

Program	Program name	A Legal Analysis of Consumer Rights Protection in the Area of E-Commerce in Bangladesh
	Category	A3 (Social Responsibility / Ethical Engagement)

Summary of Program

Program Name	A Legal Analysis of Consumer Rights Protection in the Area of E-Commerce in Bangladesh
Category	A3
Abstract of Program	This program explores the legal gaps in consumer rights protection within Bangladesh's rapidly expanding e-commerce sector. With over 80% of buyers and sellers now engaged in digital trade, challenges such as fraud, lack of digital evidence recognition, absence of specific online consumer protection laws, and weak enforcement have created significant risks for both consumers and sellers. The project evaluates existing Bangladeshi legislation, such as the Consumer Rights Protection Act 2009, Digital Security Act 2018, and traditional contract laws, highlighting their inadequacy in addressing online transactions. Comparative studies with international frameworks like the EU GDPR and India's E-Commerce Rules 2020 provide guidance for reform. By identifying legal challenges, analyzing case law, and reviewing international best practices, this program advocates for comprehensive, updated legislation tailored to the realities of digital commerce. The ultimate aim is to propose actionable recommendations for policymakers, ensure consumer safety, strengthen trust in digital markets, and promote Bangladesh's readiness for global e-commerce integration.

Details of Program

Planning

Objectives	Long-term Goals	Draft comprehensive e-commerce law in Bangladesh; harmonize with global standards.
	Short-term Targets	Policy paper submission, legal reform advocacy, and stakeholder workshops.

	Rationale	Existing laws are outdated; the rapid rise of online commerce has increased consumer vulnerability.
Subject (Leader)	Initiator(s)	JANNAT, Kazi Fariha
	Champion(s)	JANNAT, Kazi Fariha
	Major team member(s)	N/A
Environment	Nature/Society	Increasing reliance on e-commerce post-COVID-19.
	Industry/Market	Fraud and scams damaging consumer trust.
	Citizen/Government	Weak regulatory monitoring; demand for stronger laws.
Resources	Human resources	Faculty and students at the Department of Law, World University of Bangladesh.
	Financial resources	N/A
	Technological resources	Access to online databases, legal resources, and IT infrastructure.
Mechanism	Strategy (Weight/Sequence)	Legal analysis → stakeholder consultation → policy recommendations.
	Organization	Department of Law, World University of Bangladesh.
	Culture	University encourages socially impactful research.
Doing		
Launch date		February 20
Responsible organization		Department of Law, World University of Bangladesh.
Program content and process		Academic research, case study analysis, comparative law reviews, stakeholder consultations, and policy advocacy. The process includes identifying legal gaps, studying case law, comparing international frameworks, and formulating reform proposals.
Key highlights of the content/process		(1) Legal case study analysis, (2) Policy recommendation drafting, (3) Comparative law review.
Differences from traditional approaches		Shifts focus from traditional consumer law in physical marketplaces to digital commerce issues.
Progress as of today		Research paper completed; dissemination ongoing through seminars and

	publications.
Problems in implementation	Limited resources, lack of government data, weak institutional support.
Approaches to solve the problems	Collaboration with NGOs, leveraging secondary data, international comparative research.
Completion date, if completed	Program ongoing; expected completion by mid-2026.
Seeing	
Impacts on students	Enhanced awareness of digital law and opportunities for research engagement.
Impacts on professors	Research collaboration and academic publications in legal studies.
Impacts on university administration	Strengthens institutional reputation in innovative legal research.
Responses from industry/market	Demand for clearer legal framework and stronger consumer trust mechanisms.
Responses from citizen/government	Growing call for comprehensive legal reform in e-commerce.
Measurable output (revenues)	Academic publications, conference presentations, and policy briefs.
Measurable input (expenses)	Primarily research costs supported by university grants.
Cost-benefit analysis for effectiveness	Low-cost academic research generating high social and legal impact.
Future Planning	
Where does the project go from here?	The program aims to expand into policy-level advocacy, development of a legal framework for e-commerce in Bangladesh, and integration into academic curricula. Planned outputs include a monograph/book, curriculum development for courses on digital law, and collaborations with government agencies and NGOs for law reform.
Addendum	
Exhibits, pictures, diagrams, etc.	Reports, mimeos, monographs, books, etc.: Bibliography and references included in the original research work.

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Others which may help explain the program (including website links)	Relevant links to government legislation, international guidelines (e.g., GDPR, OECD), and case law references