

STRATEGIC BUSINESS PLAN – ISO/TC 321

Executive summary

E-commerce in physical goods, with the constant evolving trends of new norms, has introduced enormous opportunities for the global economy, creating new growth opportunities, developing new trade modes, driving new consumption trends and creating new jobs. It has also opened up new global economic opportunities in terms of wider access to overseas markets by lowering entry barriers and reducing costs for the e-commerce enterprises.

In recent years, due to the technological advancing and impact of COVID-19, the growth of global e-commerce transactions is not only blossoming but also facing new opportunities and challenges. On the one hand, nothing better exemplifies the technology's role in re-inventing the "COVID-19-proofing" from many aspects of global trade during the pandemic than the explosion of e-commerce.¹¹ On the other hand, how to accelerate digital transformation has become an important driver for the development of e-commerce in future. The patterns of e-commerce transactions have been significantly influenced by new emerging technologies such as AI, metaverse, Cybersecurity and virtual reality. Moreover, carbon neutrality, sustainability considerations and other new requirements are also new hot spots in this field.

The global e-commerce is growing rapidly, with the transaction volume increased significantly year by year especially since the explosive pandemic of the COVID-19. For example, the data published by UNCTAD (United Nations Conference on Trade and Development) on 3rd May 2021 suggested that the e-commerce transaction volume in 2019 increased 4 percent from the previous year to \$26.7 trillion¹².

Note1: <http://wtpf.secpc.org.cn/upload/images/2021/11/cee661513ccfc7f4.pdf>

Note2: <http://kz.mofcom.gov.cn/article/jmxw/202105/20210503061067.shtml>;

This fast-evolving commercial environment requires comprehensive and well-considered solutions from all stakeholders to manage the unprecedented growth in volumes and to address the lack of global standards and guidelines.

The vision of ISO/TC 321 is to foster the development of global e-commerce by developing fundamental rules and criteria for transaction assurance in e-commerce.

The mission of ISO/TC 321 is to introduce and promote the application of international standards and guidelines to e-commerce transactions in all types, by engaging multi-stakeholders in the e-commerce supply chain.

The scope of ISO/TC 321 is the standardization in the field of transaction assurance in e-commerce related upstream/downstream processes, including the following:

- Assurance of transaction process in e-commerce (including easier access to e-platforms and e-stores);
- Protection of online consumer rights including both prevention of online dispute and resolution process;
- Interoperability and admissibility of inspection result data on commodity quality in cross-border e-commerce;
- Assurance of e-commerce delivery to the final consumer.

The deliverables of ISO/TC 321 will strongly support the below UN Sustainable Development Goals (SDGs):

- GOAL 1: No Poverty
- GOAL 3: Good Health and Well-Being for People
- GOAL 4: Quality Education
- GOAL 8: Decent Work and Economic Growth
- GOAL 9: Industry, Innovation and Infrastructure
- GOAL 10: Reduced Inequality
- GOAL 11: Sustainable Cities and Communities
- GOAL 12: Responsible Consumption and Production
- GOAL 16: Peace, Justice and Strong Institutions

Based on the current work items under development within ISO/TC 321, also with consideration of the emerging “new norm” digital commerce related transactions, there are several projects identified as prioritized work items to be developed as below:

Deliverables that are generic and applicable to multi-stages:

- ISO 32110:2023 Transaction assurance in E-commerce - Vocabulary (by WG1)
- ISO 32111:2023 Transaction assurance in E-commerce - Principles and Framework (by WG2)
- ISO/CD 32112 Transaction assurance in E-commerce - Relevant factors of evaluation and selection of indicators (by WG4)

Deliverables that relate to a specific scenario or stage:

- ISO/DIS 32120 Guidelines on sharing of product quality assurance related traceability information in E-commerce supply chains (by WG1)
- ISO/TR 32121 Transaction assurance in E-commerce - Practices for developing terms of use for B2C E-commerce platform (by WG2)
- ISO/CD 32122 Transaction assurance in E-commerce - Guidelines for online dispute resolution (by WG3)
- ISO/TR 32123 Transaction assurance in E-commerce - After sales services for E-commerce (by SG2)
- ISO/PWI 32124 Transaction Assurance in E-commerce - Guidance for Online Sales Related to Live Commerce (by SG2)

Furthermore, in view of the global context of new trends and “New Norm” digital commerce, there are other potential areas worth to investigate:

- “New Norm” E-commerce related:
 - New retail
 - E-commerce via social media
 - Livestreaming e-commerce and live commerce (related to Influencer marketing which leads to transactions in E-commerce)

Also, considerations should be given to the development of standards to rate the influencers that potentially can lead to transactions in Ecommerce.

- Crowdfunding e-commerce
- 5G, AI Driven Commerce
- AdTech, MarTech
- Marketplace Transaction Safety Ratings for secure e-commerce transactions from scams.
- Internet of Things (IoT) in E-commerce
- Data Analytics and Consumer Profiling
- Cross-border e-commerce
- Digital technologies that enrich e-commerce transaction activities:
 - Metaverse
 - Non-Fungible Token (NFT)

- Artificial Intelligence
- Virtual reality
- Cybersecurity
- Personalized E-commerce
- ESG (Environmental, Social and Governance) considerations in e-commerce
- Areas potentially related to TC 321
 - Carbon emission trading via e-commerce platforms
 - Supply chain related to e-commerce activities
 - Electronic recycling via e-commerce networking, e.g. reverse logistics, etc.
 - Personalization and data privacy
 - Subscription-Based E-commerce Models
 - Dynamic Pricing

Currently, ISO/TC 321 has structured as the following groups:

- CAG – Chair's Advisory Group
- TG1 – Task Group: Awareness, communication and engagement
- SG1 – Study Group: Survey
- SG2 – Study Group: Future work
- WG1 – Working Group: Foundations
- WG2 – Working Group: Framework
- WG3 – Working Group: Online dispute resolution
- WG4 – Working Group: Evaluation

NOTE 1 CAG is an Advisory Group, with the overall mandate to assist the TC Chair and Committee Manager in managing TC's activities, always subject to the appropriate approval procedures by TC membership.

NOTE 2 TG1 will communicate with external organizations and internal committees of ISO for collaboration on ISO/TC 321, and to widely promote the deliverables of ISO/TC 321 to the stakeholders and communities.

NOTE 3 SG1 is established to conduct industry surveys to gather data on industry and global trends in e-commerce, as well as the new norm digital commerce, including landscape and eco-system, organization structure and rewards, business transformation roadmap, human capital, training program, frauds and prevention with interpol, service provider.

NOTE 4 SG2 is responsible for developing the potential new work item proposals and recommend to the TC. The SG2 recommendations will be reviewed at the TC 321 meetings twice per year, and further decision including on the new structure will be made by TC.

NOTE 5 It is recommended to establish a liaison with existing privacy protection standards and the technical committee of ISO and IEC. TC321 should refer to their deliverables when available.

NOTE 6 The definition of dynamic pricing may include Custom duties, Currency changes, promotion and loyalty points. etc.

It is important to recognise that E-commerce is a rapidly evolving area, and it is relevant to many technologies and industries. The need for collaboration and cooperation has been identified and ISO/TC 321 is liaising with the relevant ISO committees, as well as external organizations to minimize any overlap.

1 Introduction

1.1 ISO technical committees and business planning

The extension of formal business planning to ISO Technical Committees (ISO/TCs) is an important measure which forms part of a major review of business. The aim is to align the ISO work programme with expressed business environment needs and trends and to allow ISO/TCs to prioritize among different projects, to identify the benefits expected from the availability of International Standards, and to ensure adequate resources for projects throughout their development.

1.2 International standardization and the role of ISO

The foremost aim of international standardization is to facilitate the exchange of goods and services through the elimination of technical barriers to trade.

Three bodies are responsible for the planning, development and adoption of International Standards: [ISO](#) (International Organization for Standardization) is responsible for all sectors excluding Electrotechnical, which is the responsibility of [IEC](#) (International Electrotechnical Committee), and most of the Telecommunications Technologies, which are largely the responsibility of [ITU](#) (International Telecommunication Union).

ISO is a legal association, the members of which are the National Standards Bodies (NSBs) of some 167 countries (organizations representing social and economic interests at the international level), supported by a Central Secretariat based in Geneva, Switzerland.

The principal deliverable of ISO is the [International Standard](#).

An International Standard embodies the essential principles of global openness and transparency, consensus and technical coherence. These are safeguarded through its development in an ISO Technical Committee (ISO/TC), representative of all interested parties, supported by a public comment phase (the ISO Technical Enquiry). ISO and its [Technical Committees](#) are also able to offer the ISO Technical Specification (ISO/TS), the ISO Public Available Specification (ISO/PAS) and the ISO Technical Report (ISO/TR) as solutions to market needs. These ISO products represent lower levels of consensus and have therefore not the same status as an International Standard.

ISO offers also the International Workshop Agreements (IWA) as a deliverable which could respond to urgent market requirements through a workshop mechanism outside of ISO committee structures, and ensure a range of relevant interested parties to participate. An IWA should be reviewed after its publication and can be further processed other deliverables according to the market requirement.

It is necessary that TC should review exiting IWAs and incorporate as appropriate when developing deliverables to suit wider needs of the global market.

2 Business Environment of the ISO/TC

2.1 Description of the Business Environment

The following political, economic, technical, regulatory, legal, and social dynamics describe the business environment of the industry sector, products, materials, disciplines or practices related to the scope of this ISO/TC, and they may significantly influence how the relevant standards development processes are conducted and the content of the resulting standards:

E-commerce is the sale or purchase of goods or services, whether between businesses, households, individuals, or private organizations, through electronic transactions conducted via the internet or other computer-mediated (online communication) networks.

E-commerce is changing the commercial environment and global trade mode. The global ecommerce market size stand at \$4.8 trillion in 2020, and grew 14% in 2021, reaching \$5.5 trillion, and estimate the market size will reach \$8.6 trillion by 2025.¹ Ecommerce Trends for 2022 showed that over 2.14 billion people worldwide have bought goods and services online in 2021 weekly shopping via the Internet was reported by 25% of respondents compared to 9.8% of respondents before the COVID-19 crisis across all generational cohorts.²

With the development of global e-commerce, cross-border e-commerce become more common, as the Cross Border E-Commerce Statistics 2022 shown, China, the United States and the United Kingdom are the top three countries in terms of cross-border e-commerce market size⁶¹.

Besides, some emerging trends have gradually shown the influential effects in e-commerce within the scope of TC 321, including:

- “New Norm” E-commerce related, such as New Retail (online merge offline, Mobile Super App+, Social E-commerce, Livestreaming and live commerce (related to Influencer marketing which leads to transactions in E-commerce), Crowdfunding e-commerce, AI Driven Commerce, AdTech, MarTech, etc.
- Cross-border e-commerce
- Digital technologies that enrich e-commerce transaction activities, such as Metaverse, Artificial Intelligence, and virtual reality, and Non-Fungible Token (NFT), etc.
- ESG (Environmental, Social and Governance) considerations in e-commerce
- Areas potentially related to TC321, Carbon emission trading via e-commerce platforms, Supply chain related to e-commerce activities, Electronics recycling³ via e-commerce networking, e.g. reverse logistics, etc.

According to the e-commerce database, the number of livestreaming e-commerce users is expected to reach 473 million by the end of 2022, an increase of 10 percent compared with 430 million in 2021. In 2020, US retail social commerce sales reached \$26.97 billion, with 55.5% of US social media users aged 18 to 24 making purchases through social channels. More than 46% of Chinese Internet users will make at least one purchase via social networks in 2021. According to Nielsen research, 73% of online respondents use reviews to make a purchase. According to research from Fan & Fuel, 92% of consumers will be hesitant to make a purchase if reviews are not available. The global Cross-Border E-commerce Market was valued at US\$ 578.57 Bn in 2019 and is expected to reach US\$ 2,248.57 Bn by 2026, expanding at a CAGR (Compound Annual Growth Rate) of 17.4%.

¹ <https://www.thebusinessresearchcompany.com/report/ecommerce-global-market-report>

² Digital Consumer Behaviour and eCommerce Trends during the COVID-19 Crisis

³ <https://syncee.co/e-commerce/predictions-cross-border-ecommerce-2021/>

Note3: <https://www.thebusinessresearchcompany.com/report/ecommerce-global-market-report>

Note4: Digital Consumer Behaviour and eCommerce Trends during the COVID-19 Crisis

Note5: <https://webinarcare.com/best-cross-border-e-commerce-software/cross-border-e-commerce-statistics/>

Note6: <https://syncee.co/e-commerce/predictions-cross-border-ecommerce-2021/>

Despite the rapid development of e-commerce around the world, there are still obstacles that prevent its further development and can be partly attributed to characteristics of cross-border transactions such as participation of unknown parties and lack of trust.

Due to the fact that commodities, buyers, sellers and e-commerce platforms are often located in different countries with different laws, cultures and languages, standards may be also different.

There are many obstacles to deal with when it comes to e-commerce transactions. For example, how to assure or validate identities of suppliers or e-stores for consistency, authenticity and integrity in cyberspace with their physical entities? What information or requirements for commodity quality should be presented on e-platform or e-store, and how to assure consistency, authenticity and integrity of commodity quality information in cyberspace with its physical entity? How to assure that product quality is satisfactory to buyer located in another country? How to protect consumer rights? How to assure standardization and authenticity of transaction process in e-commerce? And how to assure delivery at the right place and at the right time?

To react the latest situation and new norm e-commerce, other obstacles should be considered:

- How to improve the product quality and consumer trust in the e-platform or e-stores?
- How to establish the satisfactory mechanism to meet the buyer's needs?
- How to respond to emergencies and ensure the supply chain during the COVID-19 and other impacts?
- How to improve the experience of consumers in the process of live commerce?
- How to improve the reliability of social commerce platforms?
- How to avoid the problem of intellectual property in the development of the metaverse?
- How to avoid security risks for NFT?
- How to solve the serious shortage of livestreaming e-commerce management talents?
- How to establish a good trading environment in livestreaming e-commerce?
- How to solve the trade barriers in cross-border e-commerce?
- How to solve the problem of low customs clearance efficiency in cross-border e-commerce?
- How to solve the problem of high logistics costs for cross-border e-commerce?
- How to ensure the credibility and security of digital assets (such as digital collections, metacomes)?
- How to solve the problem of malicious complaint in e-commerce?
- How to support "reverse logistics" by the last mile delivery networking of e-commerce transaction activities?

This fast-evolving commercial environment requires comprehensive and well-considered solutions from all stakeholders to manage the unprecedented growth in volumes and to address the lack of global standards and guidelines in relation to transaction assurance in e-commerce.

ISO/TC 321 plans to develop standards in the field of transaction assurance in e-commerce related upstream/downstream processes, according to the scope statement. It is a priority for ISO/TC 321 to ensure that any standards developed are applicable to the assurance of transaction process in e-commerce as they are essential in the development of other standards that provide technical solutions to stakeholders.

The ultimate aim of ISO/TC 321 is to foster the development of all types e-commerce activities, and to promote commodity trade worldwide via the integration of online and offline processes.

ISO internal technical committees and sub-committees, such as ISO/IEC JTC 1/SC 27, ISO/IEC JTC 1/SC 31, ISO/TC 68, ISO/TC 68/SC 8, ISO/TC 154, ISO/TC 176, ISO/TC 228, ISO/TC 286, ISO/TC 289, ISO/TC 290, ISO/TC 292, ISO/TC 298, ISO/TC 315, ISO/PC 317, ISO/TC 324, ISO/PC 329;
ISO external organizations, such as GS1, ICDPASO, The World Bank.

There are international, regional and national legislation/regulations on e-commerce, such as UNCITRAL Model Law on Electronic Commerce (1996), European Electronic Commerce Directive (2000/31/EC), UNCITRAL Technical Notes on Online Dispute Resolution (2017), Japanese guidelines "Interpretative Guidelines on Electronic Commerce and Information Property Trading"; E-commerce Law of China (2018), Regulation of the European Parliament and of the Council on promoting fairness and transparency for business users of online intermediation service (2018), Interpretative Guidelines on Electronic Commerce and Information Property Trading of Japan (2019) . Japan's Act on Improvement of Transparency and Fairness in Trading on Specified Digital Platforms (2020).⁴

The European Commission breaks down online barriers so that people can enjoy full access to all goods and services offered online by businesses in the EU. The revised Payment Services Directive and new rules on cross-border parcel delivery services are already in force. The EU has worked on new rules to stop unjustified geo-blocking.

The Commission has revised consumer protection rules which applied at the end of 2021 for digital contracts. New Digital Services Act (DSA) and the Digital Markets Act (DMA) already into force in 2022. New rules on online cross-border parcel delivery services make it easier to find the cheapest way of sending a parcel from one Member State to another.

2.2 Quantitative Indicators of the Business Environment

The following list of quantitative indicators describes the business environment in order to provide adequate information to support actions of the ISO/TC:

It is recommended to enhance the evaluation of the implementation and practical effect of quantitative indicators of the business environment in adoption and use of ISO/TC 321 deliverables, ongoing engagement of ISO/TC 321 and industry and global trends, before the next revision of the SBP.

In order to measure the adoption and use of ISO/TC 321 deliverables as well as ongoing engagement of ISO/TC 321 with appropriate industry and stakeholders, the technical committee may review indicators such as:

- Sales of ISO/TC 321 standards and other deliverables, including the machine-readable standards, which would enable standards to be truly digital, such as in XML language.
- The number of participating and observing ISO Member Bodies on the TC and number of active mirror committees at national level;
- The number of standards adopted by ISO Member Bodies and referenced in national programmes;
- Stakeholder balance in national mirror committees and in delegations for TC meetings;
- The number of organizations implementing or certifying to standards;
- The number of organizations in liaison to ISO/TC 321 and actively participating;

⁴ Source: <https://www.trade.gov/country-commercial-guides/japan-ecommerce>

- The number of standards and other deliverables translated for use in ISO Member Body countries and other local languages;
- The continuity of active participation by ISO Member Bodies in work of ISO/TC 321;
- The number of standards used in regulations or market-driven contracts at the national and international level;
- Conformance by service providers to ISO/TC 321 standards;
- The number of standards (including machine readable standards) under the work program of ISO/TC 321;
- The number of ISO/TC 321 standards and other deliverables that related to “new norm” ecommerce transactions such as livestreaming, social media, group buying/daily deals;
- Speed of development and updating of standards under work programme related to “new norm” ecommerce transactions.

Industry and global trends which can serve as quantitative indicators of the business environment include:

- The number of countries, in particular the developing countries that make policies to develop e-commerce or cross-border e-commerce;
- The number of companies, including MSMEs participating in e-commerce or cross-border e-commerce;
- E-commerce and cross-border e-commerce transaction volume and transaction growth rate around the world; in particular in the developing countries;
- Estimated and surveyed delivery speed, undamaged rate and return rate of express parcel in cross border e-commerce;
- Estimated and surveyed easiness of access to e-commerce platforms.

“New Norm” digital commerce related:

- the market size of global live e-commerce transaction
- the (Compound Annual Growth Rate) CAGR of live e-commerce transaction
- proportion of social commerce in total e-commerce transaction volume

Cross-border e-commerce

- completion degree of cross-border supply chain in e-commerce
- localization ratio of cross-border e-commerce (product localization, marketing localization, talent localization)

Digital technologies that enrich e-commerce transaction activities:

- the CAGR ratio of the Metaverse shopping centre/The number of companies that related to the metaverse shopping centre
- The additional value generated by the application of AI systems or AR technology.
- the number of Platforms for NFT/Types of NFT/ Sales value of the NFT market worldwide

ESG (Environmental, Social and Governance) considerations in e-commerce

- the ESG practices related to E-Commerce activities and products
- identifying ESG risks and opportunities to business among leading players in the e-commerce industry

Areas potentially related to TC321

- the growth of voluntary carbon credit trading market
- emissions growth trend of e-commerce enterprises
- low carbon product certification directory
- carbon labelling for products or services in e-commerce
- E-commerce Green Supply Chain Management (GSCM)
- Resilience of e-commerce supply chain

To develop the understanding or gather data in relation to the above indicators, ISO/TC 321 will cooperate with participating and observing members. The data gathering will focus on such aspects as the use of national standards, and status of a market, among other aspects as

detailed above.

Some data may be more difficult to gather, in particular in relation to the value of standards and other deliverables of ISO/TC 321 in fostering the development of e-commerce in ISO Member Body countries. ISO/TC 321 will explore throughout its member base the extent to which public reporting is available, and may need to draw on the results of other industry surveys or studies that have access to such data.

3 Benefits expected from the work of the ISO/TC

E-commerce platform operating enterprises can effectively guarantee the authenticity of suppliers and e-stores in relation to their cyberspace and physical entities, guarantee easier access to e-platforms and e-stores, guarantee the quality of online commodities and last mile deliveries etc. This would enable stakeholders to sell and purchase any qualified commodities and services at any location and at any time without technical obstacles with the deliverables of ISO/TC 321.

All parties on e-commerce platforms, including logistic services providers, can provide more normative products information to consumers and sell qualified commodities and services via the e-commerce platforms. It is more effective and more convenient to reach new customers with the assurance of product quality and traceability. It also helps to reduce transaction time and costs, to increase participants' market shares and to promote the commodity trade on open networks.

Consumers can conveniently purchase more reliable and qualified commodities and services. There are standardized online dispute resolution mechanisms which can improve the confidence of consumers in e-commerce allowing them to enjoy greater product diversity and shopping convenience.

With the New norm digital commerce, more tangible benefits can be generated:

- Industry and commerce SMEs can expand overseas markets through cross-border e-commerce, cultivate their own brands, and strengthen their international competitiveness.
- Consumers can obtain real-time interaction, cross space social networking, personalized push and other new shopping experiences through the integration of new retail, social commerce, livestreaming and live commerce (related to Influencer marketing which leads to transactions in E-commerce), AI Driven Commerce, AdTech, MarTech, Meta Commerce, NFT etc.
- Local governments can innovate the management mode, improve the security of e-commerce transactions, and promote the electronic commerce circular economy.

4 Representation and participation in the ISO/TC

4.1 Membership

The following countries are the 17 P-members and 19 O-members of ISO/TC 321:

<https://www.iso.org/committee/7145156.html?view=participation>

The following organizations are Liaison-member of ISO/TC 321:

<https://www.iso.org/committee/7145156.html#liaisons>

4.2 Analysis of the participation

The below breakdown and analysis are accurate as of 2024-01-01. Refer to the committee membership homepage for up to date information:

<https://www.iso.org/committee/7145156.html?view=participation>

Region	P-member (17)	O-member (19)
Africa	7 <ul style="list-style-type: none"> ● Congo, The Democratic Republic of the(OCC) ● Côte d'Ivoire(CODINORM) ● Mali(AMANORM) ● Mauritius(MSB) ● Nigeria(SON) ● Rwanda(RSB) ● Senegal(ASN) 	3: <ul style="list-style-type: none"> ● Benin(ANM) ● Cameroon(ANOR) ● Morocco(IMANOR)
Americas	1: <ul style="list-style-type: none"> ● United States (ANSI) 	0
South America	0	2: <ul style="list-style-type: none"> ● Argentina(IRAM) ● Brazil(ABNT)
Asia	4: <ul style="list-style-type: none"> ● China(SAC) ● India(BIS) ● Japan(JISC) ● Singapore(SSC) 	4 <ul style="list-style-type: none"> ● Korea, Republic of(KATS) ● Malaysia(DSM) ● Indonesia(BSN) ● Philippines(BPS)
Europe	4: <ul style="list-style-type: none"> ● France(AFNOR) ● Germany(DIN) ● Norway(SN) ● United Kingdom(BSI) 	10 <ul style="list-style-type: none"> ● Austria(ASI) ● Bulgaria(BDS) ● Denmark(DS) ● Finland(SFS) ● Russian Federation(GOST R) ● Italy(UNI) ● Netherlands(NEN) ● Slovakia(UNMS SR) ● Spain(UNE) ● Sweden(SIS)
Middle East	1: <ul style="list-style-type: none"> ● Saudi Arabia (SASO) 	0

As per the above, the current membership of ISO/TC 321 is still mostly located in Africa, Asia and Europe. The largest number of P members is Africa, and the largest number of O-members is Europe. This is heavily in favour of developed countries and those developing countries with large e-commerce markets and development speed.

More specifically, it demonstrates a significant number of participants from the Africa and Europe regions, as well as the active participation by Asian countries, which shows that more African countries attach importance, but imbalanced situation still remains.

This also indicates that heavier participation from nations with higher levels of industry development and expertise, which trigger heavy imbalance towards developed nations in Europe and America. ISO/TC 321 will continue to seek for more participation from America and Europe.

In terms of liaisons, ISO/TC 321 has three external liaisons to date, GS1 and International Commercial Dispute Prevention and Settlement Organization (ICDPASO) as of Category A, and the World Bank Group (the World Bank) as of Category C. There has been much interest from industry and external organizations in liaising with ISO/TC 321. TC 321 will actively engage with relevant organizations and bodies in the market and industry to encourage liaisons and ensure that the work developed by ISO/TC 321 is and remains relevant.

Appropriate liaisons have been established internally with other ISO and ISO/IEC committees, and the above list is expected to grow over time. ISO/TC 321 has displayed an eagerness to work collaboratively with other ISO and ISO/IEC committees and avoid any duplication of work.

5 Objectives of the ISO/TC and strategies for their achievement

5.1 Defined objectives of the ISO/TC

The TC will develop a package of International Standards in the field of transaction assurance in e-commerce related upstream/downstream processes, including:

- Assurance of transaction process in e-commerce (including easier access to e-platforms and e-stores);
- Protection of online consumer rights including prevention of online disputes and resolution process;
- Interoperability and admissibility of inspection result data on commodity quality in cross-border e-commerce;
- Assurance of e-commerce delivery to the final consumer.

With the development of e-commerce, new requirements have been put forward to assure transaction of E-commerce and new norm digital e-commerce activities.

ISO/TC 321 will provide its deliverables as the technical support to assure the transaction activities for all transaction parties in e-commerce.

5.2 Identified strategies to achieve the ISO/TC's defined objectives

Strategies to be employed by ISO/TC 321 in achieving the above listed objectives include the following:

Continue to the existing work:

- Continue with the ongoing work items in ISO/TC 321.
 - Continue to promote the work of the existing working groups.
 - Connect with ISO and IEC and other organizations closely.
 - Speed up communication with other countries, enrich multilateral participation mechanisms.
- Conducting the "new norm"-related specific projects or groups establishment should be discussed and decided by the committee on a case-by-case basis.

NOTE:

- “New Norm” digital commerce related:
 - E-commerce via social media
 - Livestreaming e-commerce and live commerce (related to Influencer marketing which leads to transactions in E-commerce)

Also, considerations should be given to the development of standards to rate the influencers that potentially can lead to transactions in E-commerce.

 - Crowdfunding e-commerce
 - Internet of Things (IoT) in E-commerce
 - Data Analytics and Consumer Profiling
- Cross-border e-commerce
- Digital technologies that enrich e-commerce transaction activities:
 - Metaverse
 - Non-Fungible Token (NFT)
 - Artificial Intelligence
 - Virtual reality
 - Cybersecurity
 - Personalized E-commerce
- ESG (Environmental, Social and Governance) considerations in e-commerce
- Areas potentially related to TC321

- Carbon emission trading via e-commerce platforms
- Supply chain related to e-commerce activities
- Electronic recycling via e-commerce networking, e.g. reverse logistics, etc.
- Personalization and data privacy
- Subscription-Based E-commerce Models
- Dynamic Pricing

NOTE 1 It is recommended to establish a liaison with existing privacy protection standards and the technical committee of ISO and IEC. TC321 should refer to their deliverables when available.

NOTE 2 the definition of dynamic pricing may include Custom duties, Currency changes, promotion and loyalty points. etc.

ISO/TC 321 will meet regularly for plenary sessions along with Study Group, Task Group, and Working Group meetings. Due to the impact of COVID-19, virtual meetings and hybrid-meetings were held. In the future, face-to-face meetings will be held more frequently.

Other interactive structures within the ISO/TC 321 to address specific needs for pre-normative research could be considered according to the needs expressed by ISO/TC 321 members.

6 Factors affecting completion and implementation of the ISO/TC work programme

Success of ISO/TC 321 depends on the willingness and availability of the various experts in the field. The legitimacy of experts in the field of e-commerce is required. Experts should have strong awareness of business goals, practical experience in e-commerce and standardization.

Factors that have the potential to negatively impact the work of ISO/TC 321 include those that are characteristic of standardization, and those that are industry specific. The two types of risk are elaborated below.

Factors which are characteristic to standardization:

- WG/SG convener or Project Leader positions are vacant;
- Expert resources are not sufficiently available (for certain projects);
- Lack of specific expertise, which can affect project development as well as credibility of the resulting standard in the business community;
- Validation of a test method is dependent upon funding being available to undertake the necessary pre/co-normative research;
- Legal or regulatory issues such as uncertainties in relation to the possible EC Directives, or jurisdictional requirements and conflicts, which in turn may necessitate modifications of the content and target dates for projects in the work program;
- Members may have difficulty reaching consensus due to diverse geopolitical and market interests.

Factors that are industry specific:

- E-commerce market environment is different in member countries that may become unwilling to conform to ISO standards and/or see little value in doing so;
- Parallel industry-led standardization initiatives in specific market sectors may lead to duplication or conflict;
- In some existing industries or countries, there is resistance to e-commerce as they see e-commerce as a threat to certain industries which may lead to their disruption;
- Uncertainty caused by technological progress and changes in regulations in different countries.

7 Structure, current projects and publications of the ISO/TC

Information on ISO online

The link below is to the TC's page on ISO's website:

<https://www.iso.org/committee/7145156.html>

Click on the tabs and links on this page to find the following information:

- About (Secretariat, Committee Manager, Chair, Date of creation, Scope, etc.)
- Contact details
- Structure (Subcommittees and working groups)
- Liaisons
- Meetings
- Tools
- Work programme (published standards and standards under development)

Reference information

[Glossary of terms and abbreviations used in ISO/TC Business Plans](#)

[General information on the principles of ISO's technical work](#)