

Research on the Economic Regulation System of e-Commerce in the New Period

Le Yang

School of Marxism, China University of Geosciences, Beijing, China

Keywords: E-commerce, Scramble letter, Economic law

Abstract: The development of e-commerce industry has provided the convenience for consumers, but there are some problems, e-commerce is one of the bad behaviors which are often forbidden. In this paper, by analyzing the behavior of e-commerce, this paper studies the regulation defects in the current economic law for this behavior, and puts forward the filling measures for these defects in order to protect the rights and interests of the consumers in-depth.

1. Introduction

There are some differences in the characteristics of e-commerce in different time periods. When this behavior first appears, a large number of e-commerce will hire people to improve the reputation of shops through a large number of good comments. In the new period, there has also been malicious attack between e-commerce, so the current behavior of brushing orders and speculating letters has become a cancer of the industry. It is necessary to ban this phenomenon through the perfection of economic law.

2. The Inquiry of the Action of the Letter of the Brush

The actual function of brushing order inquiry behavior is that e-commerce brings a lot of income to itself by employing people to improve the reputation of its own stores and attacking the honor of other stores, and its behavior will have an established infringement effect on the legitimate rights and interests of consumers [1]. From the current form of function, the legal starting point of economic law and other consumption is to protect the legitimate rights and interests of consumers, so it is applicable to the implementation process of the relevant provisions of economic law. It is found that although the current economic law has paid attention to the protection of consumers' rights and interests, there are some defects in the treatment of this behavior, which has been issued with the current society. The effect of exhibition and change does not match, so in the future work, we should comprehensively analyze the upgrading of this legal system.

3. The Defects of Economic Laws and Regulations for e-Commerce to Brush Orders and Speculate Letters in the New Period

3.1 Defects in Business Restrictions

The most direct manifestation of the current defects of economic law is that although in some cases the judicial department will finally give the administrative punishment decision of the responsible person through the study of consumer reporting information, but its behavior has not been included in the other management system, resulting in the e-commerce store is still in the state of operation, or the relevant responsible persons are not punished. For example, the current process of economic system development in our country has a high restrictive effect on the breach of trust personnel, but for the obvious breach of trust behavior, the responsible person is not subject to the due restrictions, it is still able to access to high consumption places, so the administrative punishment can not cure the root causes, which can not be achieved. To the application purpose of economic law. In addition, there are also a large number of job promotion agents and swipes in the behavior of single-order speculation. Due to the lack of restrictions on this kind of personnel, the provision of grass-roots services has not been widely dealt with. It can be said that even when the

economic law deals with e-commerce on a large scale, it can not prohibit this phenomenon.

3.2 The Perpetrator Penalizes the Defect

In fact, the author has three levels: the first is the person employed by the employing person to conduct a good evaluation of his shop, the second is the actor who is employed, and the third is the person employed by the employing person to have a malicious evaluation in the store with a competitive relationship. In the current economic law enforcement process, the economic and administrative punishment of the first type of actor is mainly made, and the management effect of the remaining actors is poor, and for economic law, the second behavior is only to be able to obtain the income, thus being involved in such a so-called service line using methods such as fraud and coercion, while the third actor is in the context of commercial law management, The scope of application of economic law does not include[2]. This paper holds that this way is unreasonable. The reason is that economic law needs to be able to realize the transformation of the whole industry from multiple perspectives, such as motivation and results of this dishonest behavior. At present, this method is not effective..

3.3 Defect of the Actor's Scope

The scope of the perpetrator refers to the fact that in the process of brushing orders and speculating letters, there will usually be a large number of relevant actors, especially for the professional single service studio, it is difficult to purify the atmosphere of the whole industry through the comprehensive accountability of all the actors, which leads to the studio and the people who have been deceived into participating in the work can not be dealt with in an all-round way, because the downstream service providers have always existed. So upstream ecommerce will still use this lowest cost way to increase personal income. This paper argues that this defect of economic law has the consequence that, on the one hand, it fails to properly deal with the current service providers in the whole industry, on the other hand, it fails to properly deal with the service providers in the whole industry. In the face of the poor regulatory effect of all kinds of service providers, it is difficult to solve this problem actively and effectively in a short period of time.

3.4 Defects in Platform Management Requirements

In the process of formulating the current economic law, it mainly deals with the shops who brush orders and speculate letters, and it faces a narrow scope of objects, and even fails to blame the responsibility of the ecommerce platform. This paper holds that the consequence of this defect is that even if the ecommerce platform finds the existence of this kind of behavior, because of its inaction, the dual management mechanism of the shop will fail, that is, although the limitation is given at the legal level, the supervision defects of the ecommerce platform, in the subsequent treatment results, the relevant evidence collection process can not be connected with all kinds of provisions in the economic law. So as to minimize the level of the role of the management platform, from the actual role In effect, the defects of the new platform management mechanism reduce the implementation depth of economic law.

4. In the New Period, the e-Commerce is the Economic Regulation Method of the Letter.

4.1 Extended Business Constraints

Originally thought in the future consummation process, the economic law needs to rely on the existing filing system and the case storage system, carries on the comprehensive supervision to the related actor's business behavior, and the extension content includes the ecommerce shop owner's consumption behavior, the individual shop opening behavior and so on, requires all these behaviors to be in the comprehensive management frame. For example, in the process of implementing economic law, it is found that an ecommerce company has accepted the double punishment of economic income and administration because of the behavior of brushing orders and speculating letters, then in the future, when the store owner wants to build the shop in the rest of the ecommerce platform, the ecommerce platform needs to make the second application verification work. Make

the scope of its shop to prevent it from making original violations. In addition, it also needs to crack down on the professional order-brushing and speculation studio, and bring the responsible persons of the studio into the list of breach of trust, limit the relevant authority they have, so as to achieve a powerful blow to the underlying service system. Under the joint action of these two systems, the economic law can ensure that the economic law has higher judicial authority within the new work and management scope, so that all e-commerce can, in accordance with the relevant rules of economic law, no longer use the service of brushing orders to obtain higher benefits, so as to further protect the rights and interests of consumers.

4.2 Widening of the Scope of Punishment

The widening of the scope of punishment refers to the comprehensive treatment of the three actors mentioned above, so that ecommerce itself, the shops and service providers with which there is a competitive relationship, bear the consequences of due legal treatment, so as to reduce the probability of issuing certificates of this behavior, reduce the proceeds of illegal profits and increase the illegal costs. For the behavior of e-commerce shop brushing orders to speculate letters, it is necessary to increase the punishment for it, and according to the actual evaluation criteria, to study whether there is a malicious impact on the psychology of consumers, when there is this problem, it is necessary to confiscate all its illegal income, and the professional studio and individual who swipe orders and speculate letters. As far as the studio is concerned, it is necessary to step up the crackdown, at the same time, to find the intermediary between the studio and ecommerce, and to deal with the intermediary and the entire ecommerce platform in a comprehensive way, which can greatly increase the service cost and increase the illegal cost, while for the service retail investors, the punishment standard can be appropriately reduced. However, in order to achieve warning effect, this management regulation of economic law should be publicized in the group of college students in order to bring this work behavior into the individual employment file and all kinds of other files in order to achieve the warning effect. For ecommerce that attacks competitors by brushing orders and speculating letters, it is also necessary for ecommerce businessmen to attack competitors by brushing orders and speculating letters. According to the provisions of the new economic law, the punishment should be increased, and the process should be applied to both economic law and commercial law in order to eliminate malicious competition.

4.3 Increase Penalties

The purpose of increasing the punishment is to increase the illegal cost, and to determine reasonably according to the implementation mode and function purpose of the illegal act, in order to increase the sales volume of one's own store, it is necessary to study the scope of the brushing act and the increase of the store sales volume after the time point of implementation, to seal off the illegal income according to the proportion of the increase, and to make the corresponding administrative punishment decision, When refusing to comply, the person in charge of the ecommerce shop will be included in the list of breach of trust. For e-commerce who attack competitors by brushing orders and speculating letters, they can be punished according to the severity of the attack and the number of attacks. When a competitor's shop is closed, 100% of the proceeds from the attack can be confiscated, and 80% of the illegal income can be confiscated after the income drops. Through the addition of such restrictive conditions, the competitive atmosphere of the ecommerce industry can be purified.

4.4 Construction of a Regulatory System

The construction of supervision system mainly requires ecommerce platform to play its due role and prevent malicious brushing in the platform. The supervision system of e-commerce platform can complete the specific work within the required time point by hard and soft means. Hard management means that the e-commerce platform can supervise and record the release mode and timing of all kinds of evaluation in all stores by requiring the construction of special terms from the legal level, and when it is found that the phenomenon of brushing orders and speculating letters, it should be included in the key supervision list. Analyze whether this behavior will occur in the

future [3]. However, if a store suddenly has a large number of malicious bad comments, all stores with competitive relationship should be included in the detection framework. Usually, in this kind of competition, the bad rating rate of the attacked shop will be greatly increased, and the high rating rate of the attacker's shop will also be greatly increased in the same period. Through this comparison, we can analyze whether there is malicious attack. For the soft management system, the e-commerce platform needs to provide corresponding technical and data support in the case trial process.

5. Conclusion

In summary, there are some management defects in the current economic law, including the defect of degree of strength, the defect of the scope of punishment, and so on. In the future, the perfect direction of economic law includes raising the punishment of the service provider and e-commerce itself, and widening the punishment scope, and realizing the overall strike of the whole chain of interests, purifying the culture atmosphere and ensuring the legitimate rights and interests of the consumers.

References

- [1] Pan. (2019) From the angle of economic law, the brush line is the perfect of the legal regulation. *Legal and social*, no. 31, pp. 77-78.
- [2] Guo, Weichao. (2018). The study of due process mechanism of economic law's operation. *Legal and social*, no. 33, pp. 18-19.
- [3] Yang, Junhua. (2018). The legal regulation of the act of brushing orders from the perspective of economic law. *Liaoning economy*, no. 04, pp. 52-55.