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DEVELOPMENT OF E-COMMERCE WITHIN THE FRAMEWORK OF COMPLIANCE WITH FINANCIAL LAW

ABSTRACT

The main purpose of the article is to identify key ways for the development of electronic commerce within the framework of compliance with the norms and rules of financial law in Jordan. The object of the study is the e-commerce system and its activities in the legal field of Jordan. The scientific task is to determine the strategy for the development of e-commerce within the legal framework of Jordan, taking into account the specifics of the region. The research methodology involves the use of the hierarchy analysis method in constructing a hierarchical model, determining the sums of the elements of the columns of square inversely symmetric matrices, and checking the consistency of the results. As a result, we have determined the optimal strategy for the development of e-commerce within the framework of compliance with the norms and rules of financial law. The scientific novelty of the article lies in the proposed methodological approach to determining the strategy for the development of e-commerce in Jordan within the framework of compliance with the norms and rules of financial law. The study is limited by taking into account the specifics of e-commerce and Jordanian financial law. Prospects for further research should be devoted to the specifics of the development of e-commerce in the framework of compliance with the norms and rules of financial law in other countries of the world in order to attract international experience.

Keywords: strategy choice, e-commerce, financial law, law, commercial activity

JEL Classification: L81, K22

INTRODUCTION

Thanks to the advent of the Internet in the early 1990s. the revolutionary effect of the widespread introduction of computer technology began to be felt in all areas of social reproduction. It was not until the next two decades that Internet commerce became one of the most powerful segments of the national economies of the industrialized nations, especially Jordan. Companies and entrepreneurs are rapidly discovering the possibilities of the Internet and are striving to make the most of them through rapid learning, processing and transfer of information, money, and goods.

Society is moving to a qualitatively new stage of development, where information plays a decisive role. It should be noted that the main trends in the development of e-commerce in the global economy are: the rapid growth in the volume of settlement transactions using smartphones, tablets and other mobile devices, since the share of Internet users using mobile communications is constantly growing; an increasing part of retailers are trying to provide their customers with the opportunity to order products, goods via the Internet, in addition, they offer favorable conditions for the delivery of products on the day of the order, free exchange and return of goods, which are undoubtedly their competitive advantages; widespread use of electronic money and other latest means of payment; using the latest technologies to advertise products online; active development of e-commerce with the help of social networking technologies; development of a form of interaction between enterprises as B2B e-commerce (business to business), that is, the possibilities of e-commerce are widely implemented not only in the practice of retail trade for consumers; – constant updating and development of new information technologies and computer equipment, which facilitate the simplification of access to the network of users, the establishment of their close interaction. It is e-commerce that is

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one of the areas of economic activity, which has shown strong growth rates in Jordan over the past two decades. It should be noted that a specific model of international legal regulation of e-commerce has been formed in Jordan, under which international law, which is an integral component of Jordanian law, supranational law binding on Jordan, as well as the national law of the EU member states, is simultaneously in force. Thus, the norms of supranational law relating to electronic commerce should not be in conflict with the norms of international law. Jordan's e-commerce regulatory regime establishes harmonized rules on the information to be provided by service providers, the content of commercial communications, electronic order placement, legal force and procedure for electronic contracts, identification and authentication, the liability of Internet intermediaries, etc.

The E-Commerce Directive and the Electronic Signatures Directive have brought confidence to the business environment that e-contracts are the legal equivalent of paper-based and hand-signed contracts both at home and abroad. The reduction in costs is not only because electronic contracts are faster and cheaper than their paper counterparts, but also because the removal of legal uncertainty has reduced the likelihood of legal disputes over the validity of electronic contracts. Finally, the Jordanian regulatory framework has the greatest impact on Internet intermediaries, the service providers that make the existence of the Internet and other information service providers possible.

LITERATURE REVIEW

According to Toska, (2023), Kryshchanovych, (2023) and Bugarčić, (2021), in connection with the rapid spread and development of information technologies, as well as with a new stage in the development of economic relations in the country and the world, various forms of electronic commerce are becoming more widespread. As a result of these changes, new business lines appear, as well as fundamentally changing existing ones. Transformations refer both to the internal structure of organizations and to the external relations of enterprises with their partners, competitors and customers. Information technologies provide many advantages in the field of both sales and purchases, which attracts a large number of participants in economic relations. As Sylkin, (2019), and Liu, (2013) note, this contributes to the rapid development of e-commerce, the functionality of which is constantly evolving.

According to Shepard (2017), Shtangret, (2021) and Pikov (2021), the growth in the number of stores, retailers and chains, as well as the increasing demands placed by consumers on retailers, indicate an increase in competitiveness. An analysis of the countries of the Middle East shows that the active use of e-commerce can solve the problem of inactive domestic markets and become the main competitive resource for many trade organizations. According to scientists, e-commerce is a sphere of the economy that includes all financial and trading transactions carried out using computer networks, and business processes associated with such transactions. It was e-commerce that in a short time gave key success factors, new driving forces changed the nature of the market, and most importantly, made it possible to develop and create new strategic methods. The development of e-commerce in Jordan and the formation of an appropriate legal framework testifies to the digital transformation of the national economy. Accordingly, today there is an active change in the traditional Jordanian markets, public administration, and public relations, as well as a change in the economic structure associated with the penetration of information technology into them and the entry of domestic Jordanian entrepreneurs into international markets.

According to Zhang, (2022), Sylkin, (2019) and Kryshchanovych, (2021), e-commerce as a sphere of the economy can be defined in this way - it is an activity aimed at the sale of goods and services using information technology based on network interactions between the buyer and the seller, which is the most important component of electronic business. Thus, it enhances business opportunities. As Chen, (2022) and Anvari, (2016) said, the indisputable advantages are: global scale, the ability to do business 24 hours a day, the ubiquity of use, a wide range of goods and services provided, efficiency, cost reduction, as well as the number of intermediaries, and others.

According to Ding, (2020), Bekh, (2020), Kuznyetsova, (2021), today the most important way to carry out commercial transactions is e-commerce with the help of innovative technologies. The motivation for companies to go digital is driven by increasingly competitive markets, the need to deliver better digital services to customers by expanding their loyal customer base, and the desire of companies to reduce internal operating costs.

As Alazzam, (2019), Saleh, (2020) and Frou, (2020) note, major gaps in the regulatory and legislative framework, security issues of online sales transactions, as well as confidentiality of personal information and intellectual property rights, legal and tax risks remain currently unresolved problems. The national feature of Jordan in this matter is the human factor - the majority of the population does not trust e-commerce, adhering to conservative views. Indeed, in most cases, transactions of this kind are made in "ignorance", when the buyer does not even have guarantees that there is a seller of the

goods. Other factors are the underdevelopment of infrastructure, the cost of delivery is too high, and the dominance of frontier online stores.

According to Saleh, (2020), Alshunnaq, (2022) and Al Alzzam (2019) the analysis of the legal content of the processes of implementing trade in goods and services using the Internet and Internet technologies in Jordan allows us to conclude that there is no need to form any special legislation that should regulate public relations that arise, and there is also no need to introduce such a legal institution as "electronic commerce" as "electronic commerce" Internet technologies.

According to Kuznyetsova et al. (2021), Gani, (2017) and Fatiukha, (2023) at the same time, it should be noted that it is expedient to improve information law in terms of solving legal problems related to the uncertainty of the location of the parties to the sale and purchase agreement, the uncertainty of the time of sending and receiving information materials by the parties to such agreements, the anonymous nature of the party transmitting information materials (the parties to the sale and purchase agreement when using data transmission networks. In addition, it is necessary to conduct a study in order to develop legal mechanisms for protecting consumer rights when transferring goods (information products) using the Internet and Internet technologies.

According to Ortynskyi, (2023) and Bondar, (2023) the active development of e-commerce, which is a new area of public relations for domestic law, necessitates the definition of norms of behaviour, that is, special legal norms that regulate and enshrine the rights, obligations, guarantees and responsibilities of the participants in these relations. Such an order is necessary for all participants in relations: entrepreneurs - for the profitable implementation of transactions, consumers - to protect their legal rights violated by unscrupulous entrepreneurs, the state - to ensure its obligations to protect the rights and interests of one or another, as well as to ensure the rules relating to taxation.

As Shakhatareh (2023) notes, Ukraine and Jordan differ in terms of imports and exports. For Jordan, the main sources of imports are Saudi Arabia, China and the EU, for Ukraine - the EU and China. Mutual flows are insignificant. Ukraine is Jordan's fourth import partner in terms of volume with a share of 0.9%. The share of Ukraine's imports from Jordan is even smaller and amounts to 0.01% of total imports. The backbone of Jordan's service exports is tourism services, which account for about three-fourths of total exports (USD 5.7 billion in 2019). Transport services are second in importance. Ukraine, on the other hand, has a fairly diversified export of services compared to Jordan. Transport services account for the largest share of Ukrainian service exports, followed by IT services and other business services.

AIMS AND OBJECTIVES

The main purpose of the article is to identify key ways for the development of electronic commerce within the framework of compliance with the norms and rules of financial law. The object of the study is the e-commerce system and its activities in the legal field of Jordan, taking into account the specifics of the region. The scientific task is to determine the strategy for the development of e-commerce within the legal framework of Jordan, taking into account the specifics of the region.

METHODS

The research methodology involves the use of the hierarchy analysis method in constructing a hierarchical model, determining the sums of the elements of the columns of square inversely symmetric matrices, and checking the consistency of the results. The method consists in decomposing (decomposing) the problem into ever simpler component parts and further processing the sequence of statements of the decision-maker using pairwise comparisons. As a result, the relative degree of interaction in the hierarchy can be expressed. These statements are then expressed numerically.

RESULTS

The process of globalization and the achievement of scientific and technological progress have opened up new opportunities for the development of the economies of countries around the world, namely, the development of information e-commerce and the formation of information production. After all, the use of information and communication technologies is the most important task for the long-term development of national economies and international trade, production, and scientific and technical relations. The emerging electronic economy objectively determines the creation of a system of electronic relations between private companies, the state and business, the state and the population, and an electronic system of international relations.

Innovative changes in the economy and society, rapid digitalization, and recent quarantine conditions lead to an increase in demand for the electronic goods market. Consequently, new marketing tools are becoming necessary, especially in the field of e-commerce. E-commerce is a new and not yet common form of commerce, given a certain mentality and resource constraints. At the same time, e-commerce has a great future. The rapid spread of the Internet in Jordan affects the development of this business and, accordingly, changes the consumption pattern and, finally, the structure of the consumer market. The spread of innovative marketing technologies and communication management tools, their availability and understandability lead to a rapid increase in competition in the field of electronic commerce. The innovative advantages created are instantly replicated by competitors. All this necessitates the creation of new competitive advantages, the individualization of marketing Internet communications, and marketing tools focused on activities in the Internet plane.

Jordan's e-commerce exports consist of clothing, medicines, fertilizers and other chemical products, imports are again fuel, cars, and also grain. This allows us to speak about the partial complementarity of the commodity trade structures of the countries, and therefore about the existence of a potential for growth, although at the moment the mutual importance of their trade is low. Also, in connection with the Covid-19 pandemic, Jordan imposed a ban on the export of agricultural products from April 8, 2020, in order to preserve strategic reserves for the country during the pandemic. A week later, this restriction was partially lifted after inventory evaluation and the transition to e-commerce. It was allowed to export dairy products if they are produced from local raw materials, as well as the export of canned food, vegetable oils, sauces, coffee, marmalade, pickles and nuts. However, the re-export of products such as rice, sugar, legumes, feed and wheat in all forms remains prohibited. The ban continues to this day for those who do not use e-commerce.

There are some shortcomings in the legal regulation of the business activities of enterprises operating in the field of e-commerce in Jordan and the regulation of economic activity, in particular, in part related to the codified law-making system used in Jordan. Thus, one of the problems in this area is the lack of government support and a small number of business development programs for enterprises operating in the field of e-commerce in Jordan, in contrast to neighbouring countries such as Singapore and Saudi Arabia. In addition, there is a significant problem in the field of legal security of financial transactions, given that recently adopted legislation on the security of financial activities on the Internet often contradicts other legal acts that already exist, creating conditions for the selective implementation of new laws. It should also be noted that this Law on Electronic Transactions 2015/No.15 is often criticized by entrepreneurs working in the field of e-commerce in Jordan since all its mechanisms and regulations are adapted for individual users and are often inconvenient and problematic to use. from the point of view of entrepreneurs.

In order to carry out a change in the system of lawmaking in Jordan in this context, it is necessary to involve in discussions and participation in the lawmaking process regarding the above field of activity of enterprises in the electronic environment, organizations that will be formed from representatives of enterprises working in the field of electronic commerce, as well as members of the public to initiate the development of draft laws.

While Microsoft supports efforts to create a workable, adequate legal framework for e-business, it believes that government agencies should avoid over-regulation in industries that are sufficiently regulated by market forces and the computer industry. It believes that a sound legal framework should increase the growth rate of electronic sales, as it will provide parties with the opportunity to buy and sell products and services on the Internet and increase their reliability. The creation of an appropriate legal framework is especially important for the IT industry, as it will provide the software, hardware and services that will enable all others to enter the electronic marketplace. E-commerce poses a number of important regulatory issues to the laws of countries and the IT industry. In general, Microsoft is urging lawmakers to treat it the same way they treat other forms of commerce. Where new laws are needed, Microsoft is pursuing more flexible, more international, and technology-neutral market solutions. The corporation has formulated the main issues in the field of e-commerce, which, in its opinion, should be regulated.

If we define the main trends in the global e-commerce market, then in Jordan it is mainly the automation and optimization of logistics, the transition to the marketplace format and access to global markets. As well as a deeper study and accurate definition of customer needs using artificial intelligence and consumer data collection. This allows us to solve several problems at once: increasing sales, optimizing inventory in warehouses and logistics processes, and increasing customer satisfaction. A trend inherent in Jordan, which has long passed in developed economies, is the development of cashless payments. Now all large sites work with leading payment systems, which was a rare occurrence a few years ago. Omniscity is actively developing in retail when it is already difficult to distinguish an online store from a classic retail trade, and you can buy goods both on the website and in the store.

Similarly, the electronization of medical services is increasing. Private clinics are significantly increasing competition, and when medical reform takes place, state medical institutions will also join it to a certain extent. The weak development of e-commerce in Jordan is observed in the tourism sector, which, obviously, will develop rapidly. Without a phone call, it is

still quite difficult to organize a tour of Jordan. Although a tour of Europe and the USA through the site could have been formed 5-6 years ago. And the quality of the hotels usually corresponded to the information on the site.

In connection with the above, a legislative solution to the problem of the responsibility of information providers is necessary. Today, the norms proposed by experts relate only to the exchange of information messages and, accordingly, do not include all types of information services. The information provider is not responsible for: - illegal activities of persons using its services, in the absence of information about these actions or the possibility of timely and reliable detection or qualification of these actions; - persons, using its services, have violated the customs of business treatment in the field of using the Internet, unless otherwise provided by law or contract. The information provider is responsible for: – modification and delay in the transmission of information unless otherwise provided by law or contract; - an incomplete or unreliable acquaintance of Internet users about the conditions of use and essential features of the functioning of its information resources.

The unsuitability of most of the existing norms of tax legislation to modern conditions of economic activity (in particular, Internet commerce) is caused by the lack of regulation of tax legislation. The Internet settlements market is growing every day, and the tax authorities of all countries of the world (in particular, Jordan) are interested in its transparency, controllability and payment of taxes by market entities. In the context of world globalization processes, the informatization of society and the restructuring of the economy into a market economy, all the prerequisites for the emergence of new forms of trade in Jordan, such as online commerce, e-commerce, network marketing, mail order, etc., have been formed. State regulation of such forms takes place on the basis of the current legislation, developed without taking into account the specifics of these forms, which is accompanied by significant obstacles to their effective development. Under the influence of the progressive development of science and technology, new institutions of social relations are emerging, and the existing traditional ones are being transformed and transformed. Among these is the tax one: in reality, it needs significant reform.

Non-payment of taxes from trading activities in the digital space is based on the absence of state control and the impossibility of tracking business operations on the network, as well as the impossibility of tracking the movement of electronic money. On the way to the development of Internet commerce, it is necessary to solve many issues that require regulation by the state. One of the urgent ones is the tax burden of this form of activity because the specifics of the trading industry provoke easy tax evasion. In the globalization realities for Jordan, this problem is gaining momentum and relevance, because the growth of shadow business on the Internet is a well-known fact since the goods offered to the consumer on the domestic market are in many cases contraband or counterfeit. There is an acute problem with the availability of so-called digital goods or services in the network, such as music, films, software, and consulting services of a different nature. It is almost impossible to determine the origin and consumption of these goods. The inability to control and track business monetary transactions is due to the use of taxable electronic money for doing business on the Internet. With such a system of circulation of money, both sales taxes (since trade and intermediary transactions are not subject to the documentary accounting system) and direct taxes are under direct threat, because it is realistic to get a job via the Internet and pay for the types of work performed or services provided.

In most cases, always in solving the problems of e-commerce, there are two options: either actively change the legal framework and take certain actions or ignore everything and enter everything statically without changes. Simply put, there are always two options: act or not. Let's try to solve them using our approach.

As part of the modelling of the choice of an e-commerce development strategy, we will remain on two options for the strategy: dynamic (DS), when you should actively invest and ease restrictions, and static (SS), in which no changes should be made. The choice of each of them is influenced by a number of factors, which we will highlight in Table. 1.

Table 1. Factors influencing the choice of e-commerce development strategy.

Factor	Conventional mathematical notation
Structural transformations in doing business	ST
Deterioration in financial results	DF
Increasing globalization	IG
Braking digitalization	BD
Innovative passivity	IP

Next, we build a hierarchy of tasks within the framework of choosing an e-commerce development strategy (Figure 1).

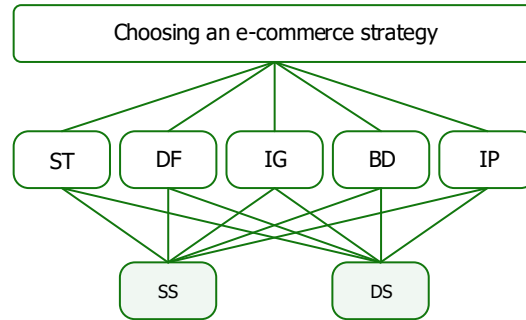


Figure 1. Hierarchy of tasks within the framework of choosing an e-commerce development strategy.

Further, omitting intermediate calculations, a matrix of comparisons of the selected configurations is constructed and the coefficients of consistency (I) and inconsistency (R) are determined. Thus, we get Table 2.

Table 2. Matrix of calculations in the framework of determining the strategy for the development of e-commerce.

	ST	DF	IG	BD	IP
ST	1	0.5	0.33	3	2
DF	2	1	0.5	3	4
IG	3	2	1	4	5
BD	0.33	0.33	0.25	1	2
IP	0.5	0.25	0.2	0.5	1
Sum	0.16	0.26	0.41	0.09	0.06
I			R		
0.031			0.029		

It should be noted that according to the method, the level of inconsistency should be no more than 0.1. In our case, this is done. So, we see proper consistency in assessing the factors influencing the development of e-commerce. Next, we build a matrix of paired comparable factors influencing the development of e-commerce (Table 3).

Table 3. Matrix of paired comparable factors influencing the development of e-commerce.

ST		
0.75; 0.25	SS	DS
SS	1	3
DS	0.33	1
DF		
0.8; 0.16	SS	DS
SS	1	5
DS	0.2	1
IG		
0.33; 0.6	SS	DS
SS	1	0.5
DS	2	1
BD		
0.5; 0.5	SS	DS
SS	1	1
DS	1	1
IP		
0.8; 0.2	SS	DS
SS	1	4
DS	0.25	1

Next, we calculate the priority options for all possible strategies for the development of electronic commerce:

$$O1=0.16*0.75+0.26*0.83+0.41*0.33+0.09*0.5+0.06*0.8=0.6$$

$$O2=0.16*0.25+0.26*0.16+0.41*0.6+0.09*0.6+0.06*0.2=0.4$$

In our case, O1 is high than O2, therefore, a dynamic strategy for the development of e-commerce should be chosen as part of the weakening of the rules and regulations of financial law. Financial controls should be loosened and more business rights should be granted.

A prerequisite for the expansion and accelerated functioning of electronic technologies in Jordan is the identification of legislation governing the activities of many business participants and the protection of interests. If earlier national and international legal institutions prohibited the criteria of trade law, then all of them began to allocate a separate place for e-commerce, since it will cover various operations that I will perform on the available Internet. The survey can be brought here not only for sale on the Internet but also for services in the field of medicine, law, finance and insurance, traditional law broadly explains electronic business relations and highlights them with a particularly lively regulation law. For the development of e-commerce in Jordan, it is necessary to introduce low-level measures at a law-abiding and institutional level that are consistent with the concept of the information society, in particular: - creating possible high-speed Internet access throughout Jordan based on ADSL or HDSL technology, as well as Internet penetration in the main networks. e-commerce development in Jordan; - consolidation of the relevant regulatory framework (approval of the Information Code of Jordan, the Law "On Electronic Commerce"); - providing funding for sustainable projects of the National Program of Informatization and expansion of e-commerce systems; - reorganization of the public organization "Jordan Electronic Business Association" in order to combine the efforts of an Internet business company to develop an electronic market in Jordan; - the spread of new information and communication technologies in the context of deep economic activity, an increase in the number of automations and the renewal of processes within trade and derivative industries; - ensuring trouble-free data transmission and processing; - development of digital communication measures as a replacement for production ones; - a protective support service for telecommunications development operators in remote regions of the region.

The development of the economy of any country is always influenced by a large number of endogenous and exogenous factors. Such factors are formed as a result of transformational processes taking place in society, the invention of new technologies, and the development of innovative technologies that have the potential to radically change different types of social systems. Such innovative processes today include digitalization processes, the implementation of which is directly related to the use of new information technologies in all spheres of human activity. Today, information technologies play a special role in the development of economic systems of all types. Their role is due to the high level of potential that such technologies have to improve production processes, sales of goods and other products, and improve the quality of services provided to customers. The trade sphere is undergoing dramatic changes today as a result of the active introduction of new digital technologies, which over the past ten years have changed the basic principles of the functioning of this sphere.

E-commerce is already an integral part of the whole sphere of trade, which is developing very rapidly all over the world. Using the potential of new information technologies in this area has made it possible to significantly simplify the processes of choosing, buying and selling goods, improve the quality of services, and ensure the growth of the product range, which, finally, has formed a new impetus for the development of both this type of commerce and national economies. Considering certain things, the issues of studying the features of the designated type of commerce, studying the prerequisites for its emergence, development potential and opportunities to influence the pace of economic development of countries are becoming relevant in modern conditions.

E-business is characterized, in contrast to the traditional one, by a low level of use of physical capital, the transfer of the production of products and services to external structures, even their networks. Traditional business companies tend to own production capacities. The direct delivery to consumers inherent in online business minimizes its working capital requirements, while the accumulation of monetary assets in finished goods and work in progress needs working capital in non-information industries at a high level. In e-business, companies tend to be customer-centric, and the customer-centricity of the information economy is generally recognized. E-business is inherent in following the strategy of "pulling" the consumer, involving him in the purchase of products and services online. The mass production of traditional business companies, in contrast, involves the choice of a strategy for imposing their products on potential customers.

For an economy in which e-commerce is a new type of business that is at the development stage, strict government intervention in the activities of these enterprises and the maximum tax burden is unacceptable. First of all, this contradicts the canons of the development of market relations and free trade and forms a layer of enterprises that are trying to avoid

paying taxes. State regulation is necessary, however, not to impede the effective functioning of the development of enterprises. The function of the tax authorities should turn from a purely fiscal (management) into a partnership (servicing and controlling), which, with a harmonious tax burden and scheduled checks of electronic stores, will ensure both the filling of the state budget, and the development of this trade link, and consumer protection from fraudsters who "work". We propose to focus on indirect state regulation and pay attention to the pricing of certain product groups, such as baby food, medicines, essential goods, etc. A feature of the Internet is the impossibility of fixing the permanent representative office of the company. The United States and the European Union have proposed a simplified procedure for paying taxes. In particular, it is proposed to equate the supply of electronic products with the supply of services and tax at the location of the buyer and register non-residents as VAT payers instead of registering a permanent representative office.

Correct, in our opinion, are the following proposals to unify and simplify the administration of taxes on e-commerce in Jordan:

- the introduction of "Base State Tax Administration", under which a merchant operating in several states will be responsible for most matters related to tax administration only to the state in which he is located;
- conducting "Real Time Tax Administration" - the administration of the turnover tax and the use of electronic technologies through which payments are made;
- making changes to the tax system to allow e-commerce in different states to interact with any state in which the entrepreneur pays tax, and each state will be independently responsible for tax administration issues.

Using search engine optimization techniques is the most effective way to attract customers to the site. According to statistics, 80% of purchases on commercial sites are made by visitors who come to the site on search engines. The undoubted advantage of search engine optimization is that its results have a fairly long-term effect. If the site, as a result of the performed search engine optimization measures, fell into the visibility zone of search engines, then the link to it can last for a very long time. Only the actions of competitors can break his position. In addition, the results of organic issuance, generated by the search engine at the request of the user, inspire more confidence on the part of users - no one can influence the algorithms of the search engine. Another advantage of search engine optimization is a higher proportion of site visitors converting to company customers if they land on the site due to organic search results. Search engine optimization is a set of activities designed for all common search engines, so a positive result of website promotion can be obtained immediately for several systems. The disadvantage of search engine optimization is a rather long time to achieve its results: 2-3 months. Moreover, for "young" sites, this term may be more. Another disadvantage is that it is impossible to guarantee its positive results by 100%. The reason for this is that certain changes are constantly being made to search engine algorithms by developers, and what is used to help achieve the goal may not be taken into account by search engines at all tomorrow.

When the resources of the local network of an institution or company, a certain segment of such a network, or even an individual computer with an open network, such as the Internet, are combined, the risk of attacks and damage to both the data on the network and the information system as a whole increase. The exponential growth of end users of the Internet in recent times has led to the emergence of the same negative patterns that are inevitably established in any crowd of people. The problem is not only information security in general, but also the security of electronic commercial interaction on the Internet, in particular.

In our opinion, the most promising in terms of the security of electronic payment systems are cash digital money based on smart cards. Recall that modern smart cards are a miniature computer with a processor, memory, software and information input/output system. They can provide not only the necessary level of confidentiality and anonymity but also do not require communication with the centre to confirm the payment. These properties of smart cards allow us to talk about the prospects of this type of electronic payment system. However, their use as a mass means of payment on the Internet requires the installation of numerous peripheral devices for personal computers designed to read data from smart cards - readers. Thus, due to the widespread use of public data networks, cybercrime is increasing exponentially. The main reasons provoking such growth are imperfect methods and means of software and network protection, as well as various vulnerabilities in the software of the elements that make up the network infrastructure.

Despite all the advantages and disadvantages of the simplified taxation system, it is currently not effective enough in e-commerce, which stimulates the shadowing of the sector. Therefore, in our opinion, an effective way out of the shadow would be the introduction of an additional group in the simplified taxation system for e-commerce entities, which would take into account the specifics of activities in this area and allow the creation of prerequisites for improving its development. It should also be noted the importance of state support for business in the field of e-commerce during a pandemic, changing tax laws to the realities of this. According to scientists working in the legal regulation of e-commerce (Alazzam,

Aldrou, Salih, (2020)), in order to mitigate the negative impact of the crisis caused by the pandemic, as well as to find ways to expand the tax base and deshadow economic activity in the field of e-commerce, it is advisable to consider the possibility of introducing tax holidays, preferential lending to the industry, and also state support for IT industry funding. Such ways of solving problems can also be applied in the context of improving the legal regulation of e-commerce in Jordan. Also, an effective means of support can be the introduction of tax holidays for new e-commerce entities, which will stimulate the creation of new jobs, which means it will help reduce the number of unemployed in Jordan and will positively affect the filling of the State budget in the future.

DISCUSSION

Discussing the results obtained, it should be noted that now on the Internet very often they sell, buy, change, invest, lend, negotiate with clients, book tickets and hotels, play on the market exchange and in a casino, advertise, open accounts and do everything, as in a material business environment. E-commerce under financial law, very often using electronic means of communication, usually involves the use of computer networks to facilitate transactions involving the production, distribution, sale and delivery of goods and services to the Jordanian market.

Discussing the very essence of the concepts presented in the article, we note that, in our opinion, e-commerce is understood in several meanings - narrow (considered as the commercial activity of only Internet providers and information technology manufacturers), narrowed (identified with electronic commerce, when we mean the sale and purchase of goods and sales (all possible ways of using the information and digital space and technologies for distributing business information, building relationships between market entities and carrying out economic activities). Therefore, developing the achievements of scientists Zhang, Wei, (2022), Liu, (2013), and Toska, Fetai, (2023), we can say that e-commerce within the framework of financial law is an integral part of e-business, its most developed, realized sphere. Internet commerce is a direction of electronic commerce, its understanding in the narrowest sense, which creates fundamentally new opportunities, it is focused on trade using information technology and the Internet.

When discussing e-commerce, key aspects of financial law in Jordan should be considered. It is based on financial control. Unlike other studies (Chen, (2022), Al Azzam, (2019)), we believe that the main directions aimed at improving the efficiency of the functioning of financial control are: the development and practical implementation of the concept of an integral financial control system based on uniform principles, rules, methodology and information base; coordination of the main directions of interaction of legal acts of state financial control with acts of other sub-sectors of financial law; optimization of the functions and capabilities of each regulatory body.

Discussing the practical value of our results, it should be noted that it consists in the presented approach to the choice of an e-commerce development strategy, taking into account the specifics of the Jordanian region and its financial law through the identified factors that affect the selection system.

CONCLUSIONS

Summing up, it should be noted that the main directions for stimulating the development of the e-commerce market in Jordan include the following: harmonization of legal norms for concluding transactions in electronic form; providing state assistance to the development of electronic commerce to remove obstacles to the implementation of electronic transactions, to prevent any form of discrimination, to provide participants with equal rights to judicial protection; dissemination of information and obtaining knowledge by business entities about the possibilities of e-commerce and the benefits for business in case of their implementation; development of the infrastructure of the e-commerce market.

The obtained results allow us to argue that the most appropriate for the development of e-commerce in Jordan within the framework of financial law is a dynamic strategy with active investment and attraction of international investments. Such a strategy is based on the relaxation of legal norms as part of the expansion of market opportunities.

As a result, we have determined the optimal strategy for the development of e-commerce within the framework of compliance with the norms and rules of financial law. The scientific novelty of the article lies in the proposed methodological approach to determining the strategy for the development of e-commerce within the framework of compliance with the norms and rules of financial law. The study is limited by taking into account the specifics of e-commerce and Jordanian financial law. Prospects for further research should be devoted to the specifics of the development of e-commerce in the framework of compliance with the norms and rules of financial law in other countries of the world in order to attract international experience.

ADDITIONAL INFORMATION

AUTHOR CONTRIBUTIONS

All authors have contributed equally

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РОЗВИТОК ЕЛЕКТРОННОЇ КОМЕРЦІЇ В РАМКАХ ДОТРИМАННЯ ФІНАНСОВОГО ПРАВА

Основною метою дослідження є визначення ключових шляхів розвитку електронної комерції в рамках дотримання норм і правил фінансового права в Йорданії. Об'єктом дослідження є система електронної комерції та її функціонування в правовому полі Йорданії. Науковим завданням є визначення стратегії розвитку електронної комерції в рамках правового поля Йорданії з урахуванням специфіки регіону. Методологія дослідження передбачає застосування методу аналізу ієрархій і полягає в побудові ієрархічної моделі, визначенні сум елементів стовпців квадратних обернено симетричних матриць, перевірці узгодженості результатів. У результаті нами було визначено оптимальну стратегію для розвитку електронної комерції в рамках дотримання норм і правил фінансового права. Наукова новизна статті полягає в запропонованому методичному підході до визначення стратегії розвитку електронної комерції в Йорданії в рамках дотримання норм і правил фінансового права. Дослідження має обмеження у вигляді врахування специфіки електронної комерції та фінансового права Йорданії. Подальші дослідження слід присвятити особливостям розвитку електронної комерції в рамках дотримання норм і правил фінансового права інших країн світу з метою впровадження найкращих міжнародних практик.

Ключові слова: вибір стратегії, електронна комерція, фінансове право, право, комерційна діяльність

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