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THE ROLE AND IMPORTANCE OF ODR IN MODERN BUSINESS SOCIETY

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ABSTRACT

ODR procedures involve the filing of electronic documents in which the parties can use encryption or electronic signatures to protect the integrity of documents and authenticate transactions. Typically, when parties turn to ODR for help, a service provider allows for the appointment of a neutral panel of judges or panelists. Parties generally prefer structured and clear procedures where the authorisation process is simple and well defined. Institutions such as WIPO, SIAC and ICC have positive track records in resolving online disputes through mediation or other alternative methods of dispute resolution.

KEYWORDS: *ODR, Electronic Documents, WIPO, SIAC, ICC, UNCITRAL Model Law, New York Convention, WIPO Uniform Domain Name Dispute Resolution Policy, Electronic Consumer Dispute Resolution (ECODIR), Online Ombuds Office.*

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