

## **BARRIERS TO THE USE AND DEVELOPMENT OF ELECTRONIC BUSINESS FROM THE LEGAL STANDPOINT**

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### **Abstract**

In trade, as one of the important branches of the national economy, electronic commerce is being increasingly used (in particular its Internet form), as a specific business transaction. Despite a large number of Internet users having already made at least one on-line purchase there are still a number of significant barriers preventing the further development of this specific distribution channel in the CR and connecting with consumers that are not yet among current Internet users. From the aspect of legal regulation these barriers are significant and are defined together with proposals of certain options for increasing the usage of this form of commerce.

With regards to the fact that currently the most widely used means/technology for electronic business is the Internet, this work is focussed on the area of Internet trade in relation to B2C.

The paper was compiled in the framework of the research plan of the Ministry of Youth, Education and Sports 6046070906 "Resource Economics of Czech Agriculture and their Efficient Use in the Framework of Multifunctional Agri-food Systems".

**Key words:** barriers, electronic business, Internet, legal regulation, consumer

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