

Electronic-commerce Und Gewerbeordnung - Philipp Arndt

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Der Begriff Electronic-Commerce, im folgenden E-Commerce, hat sich aus dem elektronischen Datenverkehr entwickelt. Spätestens zur Zeit der New Economy ist der Begriff etabliert. Erst durch die weltweite Vernetzung, insbesondere des Internets, konnte sich Ende der 80er Jahre E-Commerce durchsetzen. 'The real power of e-commerce is not just the ability to buy things online and have them delivered, but how it can change the way people live and work.' Nach einer kurzen Einführung in das Thema E-Commerce und dessen Stellenwert in der Europäischen Union soll dessen Wichtigkeit und die damit verbundenen Problematiken auf supranationaler Ebene näher erläutert werden. Nicht nur aus Verbrauchersicht ist das Potential des E-Commerce hoch, auch Unternehmen können ihre Produktionsfaktoren effektiver nutzen und damit ihre Umsätze steigern. Dies wird nicht zuletzt durch das stetig steigende Vertrauen der Verbraucher und damit auch dem Börsenwert des Internetauktionshauses eBay widerspiegelt.² So wurde sogar das Bundesland Rheinland-Pfalz ausgesonderte Fahrzeuge im Internet versteigern.³ Anhand des Beispiels von eBay soll weiterhin die Anwendbarkeit der Gewerbeordnung auf die neue Form des Versteigerungsgewerbes geprüft werden. Hier stellt sich die Frage, ob eine Internetauktion im Sinne einer klassischen Versteigerung gesehen werden kann, obgleich die Versteigerung selbst nur virtueller Natur ist. Dabei werden exemplarisch die Privatauktionen von eBay betrachtet.

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