



## SAMPLE COURT CASES IN ECOMMERCE

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### **Abstract**

There was a report from the web “techcrunchies.com” that worldwide retail eCommerce in the year 2007 was 419 billion US\$ or about 13.6 million million baht. The amount was expected to increase to 16.8 and 19.7 million million baht for the year 2008 and 2009 respectively. For Thailand, the National Statistics Office stated that for the year 2006, total eCommerce in Thailand was a small fraction of the worldwide figure, i.e. about 305,000 million baht and the majority was from government eAuction. There have been many eCommerec-related court cases worldwide, and a much smaller number in Thailand but the trend in Thailand will definitely be similar to the worldwide scene. Therefore, it is highly desirable for all concerned in Thailand to study the worldwide court cases. This paper presents sample court cases on various topics such as Internet domain names and cyber squatters, trademark infringements, net access, virus, phishing, denial of service, bots, theft of customer data, system penetration, financial fraud, password sniffing, website defacement, misuse of public webs, theft of proprietary information, spam mails, false advertising of low prices, advertising by web log, rogue traders, ecommerce sales tax, online contracts and arbitration clauses, use of copyright to block parallel imports, and state monopoly on online gambling.

Index Terms— *eCommerce, court cases, domain names and cyber squatters, trademarks, virus, phishing, sniffing, spam, online advertising, intellectual property.*

# A CASE STUDY OF FINANCIAL EVALUATION OF ELEARNING PROGRAMS AT ASSUMPTION UNIVERSITY

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## **Abstract**

The eLearning mode of education has gained popularity as can be seen from the Sloan Consortium Report in 2006 that 96% of large universities (with at least 15,000 students) in the US have been offering eLearning courses. Some universities have been highly successful but some others have failed badly. An example of the best case of successful eLearning universities is the University of Phoenix, owned by Apollo Group, Inc. which has made a net profit of over 400 US\$ million per year in 2005, 2006, and 2007. An example of the worst case is UKeU (United Kingdom e-University), which in the year 2001, the UK government contributed 62 million Pound Sterling or about 3,700 million baht and a few years later had to abandon the project. Therefore, it is highly desirable to make financial evaluation of eLearning programs. This paper presented a case study of the eLearning programs at the College of Internet Distance Education (CIDE) of Assumption University of Thailand. The first complete eLearning degree program in Thailand was MS in Management offered at CIDE in the year 2006. To produce a courseware for the MS in Management program, the subject expert was paid 180,000 baht or about 5,300 US\$ with the contract to use the courseware 3 years. In the MS in ICT program, the subject expert fees was changed to paying each subject expert only 50,000 baht or about 1,600 US\$ plus an amount per student. Examples of income considered are admission processing fees, matriculation fees, student activities fees, newsletter fees, Internet fees, university fees, tuition fees, exam fees, qualified exam fees, and thesis and dissertation proposal and final defense fees. Examples of expenses considered are instructors' exams payment, dissertation major advisors and co-advisors' payment, program facilitators' payment, marketing and public relation expenses, and miscellaneous expenses. The case study included Ph.D. in eLearning Methodology program, Master of Science in Management program, Master of Science in Information and Communication Technology program, Short Courses on Small and Medium Enterprises program, and the Bedside Chorus for Palliative Care through eLearning program. It may be concluded that

the Master's programs are the most profitable, the short course program is less profitable, the Ph.D. program may or may not be profitable but should be offered for prestige of the university, and the eLearning chorus program was, more or less, for charity.

*Index Terms*— eLearning, financial evaluation, case study, Assumption University.