

OPEN PEER REVIEW

Strengthening Legal Mechanisms for Consumer Protection in the Digital Marketplace

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1. Round 1

1.1. Reviewer 1

Reviewer:

The paper outlines several strategies to enhance consumer protection but does not delve deeply into the implementation of these strategies. A more detailed explanation of how these strategies can be operationalized in different digital marketplace contexts would enhance the paper's practical value.

Given the rapid evolution of technology, the paper should consider how emerging technologies (e.g., blockchain, AI) might impact consumer protection and how legal mechanisms can adapt to these changes.

Authors revised the manuscript and uploaded the document.

1.2. Reviewer 2

Reviewer:

This section would benefit from specific examples of regulations that have effectively improved transparency and accountability. Discussing potential challenges and solutions to implementing such regulations in diverse digital marketplaces could also be valuable.

More detailed discussion on the adequacy of existing data protection laws and how they fail to address digital transaction challenges would be helpful. Recommendations for specific amendments or new laws could make this section more actionable.

The paper could explore innovative legal technologies or platforms that have facilitated access to justice for consumers in digital disputes, providing a blueprint for further development.

Expanding on the mechanisms of international cooperation, such as treaties or agreements, that have been effective in harmonizing consumer protection standards would provide a clearer path forward.

Authors revised the manuscript and uploaded the document.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.