Research Article

Construction and Application of International Commercial Dispute Resolution Mechanism Model

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1. Introduction

The absence of a uniform standard or characterization of commercial conciliation worldwide has led to some problems in commercial practice. The main problems include the inability to understand precisely how international commercial mediation works, the specific procedures of what international commercial mediation is all about, and the doubts about the enforcement of international commercial settlement agreements, all of which affect the application of commercial mediation as a dispute resolution method. The profitability and bargaining power of SMEs are considerably increased. For the vast number of overseas small and medium-sized buyers, they can more conveniently and selectively purchase goods directly from the middle circle, eliminating the "exploitation" of intermediaries and improving their operating profit and market price competitiveness [1]. On a transactional platform, buyers can generate orders based on information provided by sellers and can choose to purchase directly in bulk or buy samples in small quantities before purchasing in bulk. This kind of online small wholesale usually uses express delivery, and the courier company will usually act as a customs broker within a certain amount [2]. Transactional platforms maintain close
cooperation with international logistics giants such as DHL and FedEx, which can reduce equivalent logistics costs for SMEs by at least 50% based on the huge volume of business in the network. Typically, the volume of such orders is not too large, and some can eliminate the need for customs clearance [3]. In the case of ordinary digital products, for example, the volume of orders from buyers varies from a dozen to several dozen at a time. This small transaction is more frequent. Unlike the traditional foreign trade orders, which may be a half-year order, an order is almost a year of the seller’s “ration.”

E-commerce websites need to make great efforts to develop their dispute-handling processes, improve their dispute-service-handling capabilities, and strive to become the protagonist in the minds of their customers. And it should lead customers with problems to the trading platform to solve them, rather than going directly to a third-party payment gateway [4]. When the dispute-handling process of the trading site becomes more mature, customers feel that they can solve their problems fast, over time, and customers will trust the trading site more, thus increasing the repeat purchase rate of customers [5]. The main task of this project is to give a demand analysis and functional design solution to solve the dispute problems between buyers and sellers more quickly and effectively through an in-depth study of the order process and dispute-handling business of a foreign trade e-commerce platform, and coordinate development and testing resources to set up a project to make the solution implemented and online [6]. The foreign trade e-commerce platform mainly relies on customer service staff to handle disputes, and the ratio of manual handling is more than 80%, and the ratio of gateway disputes to platform disputes is 5 : 5. It is hoped that through the implementation of this project, the trust of customers in the platform dispute handling and customer experience can be improved, the proportion of gateway disputes can be reduced, and the automation level of the system should be improved to reduce. At the same time, the level of automation of the system should be improved to reduce the number of disputes handled by manual follow-up.

Compare it with the correct answer in the backend system, and pass the result of the comparison back to the front-end interface of the system. Since the front-end of the system is designed as a dynamic page, the whole process is done without reloading the page and the whole comparison of data is done in an instant. Online mediation is one of the most popular and most used types of online dispute resolution today. It refers to an alternative dispute resolution method in which the mediator uses computer and network technology to try to facilitate the parties to reach a dispute resolution agreement. Online mediation is like offline mediation in that the parties, either unilaterally or mutually, apply for mediation to an online mediation provider, which then examines whether the parties are willing to do so. If the parties do voluntarily and consensually choose online mediation, the mediator jointly selected by the parties or appointed by the online mediation agency will help the parties to resolve their disputes online through webinars or e-mail exchanges. Although online mediation agreements are based on the autonomy of the parties, online mediation still faces the possibility of noncompliance by the obligor. The lack of enforcement mechanisms for online mediation undoubtedly increases the risk of wasting online dispute resolution resources.

2. Current Status of Research

Because of their greater complexity, international commercial disputes can be distinguished from ordinary disputes in several ways: first, the parties in international commercial activities can be regarded as a community of interests, and the main cause of disputes is mostly disputed arising from the unequal distribution of interests in commercial transactions [7]. Thus, the central factor giving rise to commercial disputes is the dispute over rights arising under the distribution of economic interests. Secondly, international commercial disputes have an international dimension, and only commercial disputes with foreign elements are considered to be international commercial disputes [8]. In contrast, there are no clear guidelines on the scope of general commercial disputes. Finally, international commercial disputes are highly specialized, involving the trading habits, transaction processes, production processes, and the recognition of intellectual property rights in different countries and regions [9]. The content of international commerce is also more diverse, including trade, investment, finance, insurance, securities, and all other activities of a commercial nature. The range of transactions is large, and there will be differences in the way they are resolved [10]. Therefore, it is difficult for people who are not engaged in professional commercial activities or who do not have the legal knowledge to understand the underlying causes of disputes, and it is also difficult to successfully mediate disputes; in addition, the foreign and transnational nature of disputes inevitably requires a third party to be able to express and communicate fluently and have skilled mediation skills [11].

Online negotiation, also known as online settlement, is when a dispute arises and the ODR platform simply provides a place for communication and exchange for dispute resolution, without substantive involvement in the dispute. The parties use the communication channels provided by the platform to freely present their requests and arguments to each other. This type of problem-solving is simple. It is fast, efficient, and does not require the involvement of a third-party [12]. The parties are free to arrange the channels and pace of negotiation, and the final solution to the problem is the result of a full discussion between the parties so that the implementation of the problem solution is relatively easy. The communication channel provided by the third-party platform is more confidential than negotiating privately between the parties through ordinary video or call tools [13]. This provides a good channel for resolving minor e-commerce disputes and those involving small amounts. In addition to the common features of e-commerce disputes, cross-border e-commerce disputes may be completely different from domestic e-commerce disputes, and even more different from real disputes, because cross-border online
shopping breaks through national borders, and has the characteristics of being virtual, vacuum-related, and foreign-related disputes [14]. The complexity of e-commerce also determines the complexity of transaction disputes in e-commerce. Cross-border e-commerce is even more complex in a different way: first, the characteristics of cross-border e-commerce are inherently complex [15].

Some national government agencies, self-initiated organizations, and scholars from all over the world are mainly concerned about whether online dispute resolution mechanism is feasible, especially whether there is any possibility of existence in the virtual Internet environment, whether it is a condition for the existence of online dispute resolution mechanism to survive in the Internet environment, whether the disputes resolved by using online dispute resolution mechanism can be to the satisfaction of both the parties, and whether its operation procedures are proper. The ensuing confusion in many quarters about the avenues of online dispute redress lays the foundation of information about the viability of online dispute resolution method. And, in response to the legal problems and realistic dilemmas that may be encountered in the online dispute resolution mechanism to resolve disputes, scholars around the world have done a lot of exploration and research on how online dispute resolution as a new type of dispute resolution mechanism can better cooperate and coordinate with traditional litigation and offline existing laws in comparison with traditional litigation resolution.

3. Analysis of the Construction and Application of International Commercial Dispute Resolution Mechanism Platforms

3.1. Design of a Platform for International Commercial Dispute Resolution Mechanisms. Gateway disputes occur on the third-party payment gateway platform, which requires the dispute handler from the e-commerce website to process it manually. With full follow-up and communication with the buyer on the third-party payment platform, it is needed to provide relevant shipping evidence requested by the other party until the dispute is over. For disputes that have been arbitrated, if the seller provides more favorable evidence, the dispute commissioner needs to go to the third-party payment platform in the appeal, and ask the third-party payment platform to help recover the funds, and sometimes the funds can be recovered. In this kind of dispute, e-commerce sites are more passive, the progress and results of the processing of disputes are not controllable. Currently, the gateway dispute processing is all done by the dispute commissioner man [16]. The dispute information comes from the e-mail sent to the trading platform by the third-party payment gateway, and the staff verifies the progress of the gateway dispute processing according to the content of the e-mail and records the follow-up results in the Woody Machine Excel sheet.

Platform disputes occur on e-commerce websites. The buyer and seller can communicate on the website and reach a consensus to request a refund or exchange. Then, one of the parties contacts the e-commerce website customer service. The e-commerce website customer service staff assists the two sides to deal with funds. When the buyer and seller cannot reach a consensus, the commissioners make dispute adjudication according to the transaction evidence provided by the buyer and seller, and process the funds according to the results of the adjudication. In these kinds of disputes, the e-commerce website takes the initiative, can actively contact the buyer and seller, help them to solve, and the progress and results of the dispute processing can be controlled [17]. At present, the processing of gateway disputes can only be done automatically by the system if the dispute occurs after shipment and the dispute only involves money and not goods, but all others rely on manual processing. Statistics show that 80% of the cases involve manual processing, as shown in Figure 1.

Depending on the size of each payment gateway and the difference in the functions that merchants can selectively access, there are differences in dispute handling: some payment gateways have better functions and are a platform that can provide account functions to users, who can make inquiries and handle dispute cases on their platform for all transactions, while the trading platform also invests in human resources and has dedicated customer service staff to participate in dispute case handling. Some gateways do not have an account function, or merchants do not use their account function, so merchants can only contact the buyer for processing based on the dispute notifications they receive [18]. In addition, each payment gateway will identify cases with fraud risk based on its risk control capabilities, actively reject their payments for higher-risk transactions, and investigate and freeze the corresponding funds for lower-risk transactions. The gateways will also notify merchants when an investigation occurs.

Functional requirements address the specific needs of the user community for which the online platform is intended. Functional requirements analysis is done to ensure that the product developed after investing a lot of human, material, and financial resources is one that meets the needs of the users. This part of the development process of an Internet product is much more important than the programming. For service providers that have not been audited, you can check the details of the service provider, view the basic information and skills information submitted by the service provider, and determine whether to let the service provider pass the audit after careful evaluation. The operator can also add the audited service providers as there is no need for the service providers to register and submit audit information in advance, but the operator can add them directly in the background system so that the added service providers do not need to be specifically audited again. For those service providers that have been audited or not, operators can add and modify their skills information.

Response time is divided into two pieces, the first is the network transmission time and the second is the application response time. The application response time of the platform is further divided into server-side response time and mobile-side processing time. The network processing time is affected by the network environment that the user is in at the time. We cannot control this piece during the development of the
The server response time and mobile (including front-end) processing time are the pieces that can be controlled during the development process. The server response time mainly depends on the development framework chosen for the server-side, the speed and number of database accesses, and the related programming. The processing time on the mobile side in turn depends on the programming on the mobile side. The need for a short response time can only be met if the implementation solution on the server-side and the mobile side is reasonable.

The technical feasibility analysis is aimed at assessing whether the current technical conditions can meet the project development work, whether the hardware and software can meet the system requirements, and so on. The architecture used in the online platform is divided into client-server, WeChat public platform-server, and B/S architecture, all three of which are relatively mature by now, and the database system chosen for the online platform is MySQL, which is sufficient to support the online platform data storage. MySQL’s database technology is also very simple and easy to use while maintaining data consistency and integrity, as well as some other advanced database management features. The server framework used in the platform is the most popular SSM framework, which is very convenient and easy to configure and use, and compared with the traditional Servlet, the integration framework greatly improves the development efficiency of developers [19]. For the use of caching technology, nowadays the client, browser, and server-side have their mature caching technology. In the use of caching technology, client, browser, and server-side have mature caching technology. When using caching technology, it just needs to check the use of development documents which is able to achieve caching proficiency, so as to achieve the purpose of improving efficiency. In terms of unit testing, it is to improve the accuracy of the backend interface, and the IDE development tools such as Eclipse or Idea used in the development process have the function of unit testing, so it is much easier to implement unit testing. So all things considered, the development of the platform is technically feasible, as shown in Figure 2.

In the user port, the employer uses WeChat Public, the service provider uses Android App, and the application staff uses the operation backend system. The WeChat server is required as a bridge for communication between the WeChat port and the backend server. A Web cache server is set up in the Web server layer to store relevant request result data, thus improving the access efficiency of users. A database caching server is set up in the data layer to store the result data returned from data query operations, thus improving the efficiency of data query operations [20]. To enable customers to get timely solutions when they have problems, an unobstructed communication channel between buyers and sellers can be set up on the platform, and if the buyer raises relevant problems, the buyer and seller can finally reach an agreement to solve the problem on the platform. The system automatically follows the content of the agreement, which does not require the dispute commissioner to intervene. This method not only makes the order process take the shortest time but also saves the company’s workforce costs.

As an e-commerce trading platform, there are several dry orders generated every day, among which there may be dozens or hundreds of orders with disputes, and each dispute has a relatively long processing cycle. It is very tedious
to check the information in the mailbox manually and record the dispute processing status offline one by one, and it is not easy to manage and follow up and deal with the dispute issues in time. Therefore, there is a need to build a set of processing tools with a complete process and easy-to-use to assist humans. When a dispute arises over goods or services on the Internet, it is the right choice if the disputants choose to resolve their online disputes and safeguard their legal rights through online courts, which have their inherent advantages, but a large proportion of people, who know little about the Internet and are not familiar with the operation of computers, are unable to be able to resolve their online disputes through online courts. In fact, with the rapid development of electronic information, the current scope of application of online courts is not limited to computers but includes tablets, smartphones, and other electronic information technology gadgets with web access, which to a certain extent has expanded the scope of the parties to choose litigation disputes, and the application of online courts will slowly be universal. This is because, according to a practical survey, it is known that in daily life, citizens focus more on the use of mobile phones and have a better understanding of the various functions of mobile phones, then the use of tablet computers, and finally the use of computers, and the first two are more convenient and closer to people’s lives than computers and are more easily accepted.

3.2. Analysis of International Commercial Dispute Resolution Applications. In practice, there are cases where parties to disputes that fall within the scope of the International Commercial Court do not go to the International Commercial Court but go directly to a conciliation body selected by the International Commercial Court and reach a settlement agreement. Can such a settlement agreement be enforced by applying to the International Commercial Court for conversion into a judgment? To discuss this question, the author has sorted out the possible mediation-related situations that may occur in the International Commercial Court, as shown in Figure 3.

As can be seen from Figure 3, according to the existing ICC regulations, only if one first goes to the ICC and agrees to pretrial mediation under the guidance of the case management office, then the settlement agreement reached thereafter can be applied to the ICC for enforcement. If the parties go directly to the mediation body selected by the International Commercial Court for mediation, the settlement agreement reached has only the effect of a civil contract and cannot be applied to the International Commercial Court for conciliation or a judgment, and does not have judicial enforcement power [21]. However, to encourage parties to international commercial disputes to choose mediation to settle their disputes and to reduce the time and material costs of settling disputes, the author believes that
parties who go directly to the mediation body selected by the International Commercial Court for mediation and parties who decide to go to mediation after consultation after first preparing for litigation in the International Commercial Court should be treated theoretically in the same way.

Under the premise of ensuring enterprise ownership, the government should provide appropriate regulation and support. Any freedom is relative, and the promotion of autonomous regulation of e-commerce enterprises in the online environment does not mean a complete lack of restraint. The government should intervene in the field of online dispute resolution under appropriate circumstances, and supervise and guide it through national policies and laws, which is conducive for the healthy and sustainable development of the entire e-commerce environment [22]. The overall credit situation of our society has been greatly improved, but dishonest behavior is still common. The credibility of the government is much higher than that of ordinary enterprises. The recognition of the ODR platform by the state and the support of the ODR platform dispute resolution by the state public power will largely make the public have more trust in the ODR platform. First, the ODR model should be recognized and regulated through legislation. For example, the ODR system has been formally recognized and advocated in China’s laws, and the autonomy of enterprises to develop ODR is fully guaranteed by the brief provisions, but the provisions are too brief and need to be further regulated through judicial interpretation or refinement of the provisions.

The conciliator may, with the consent of the parties, mediate as conciliation in all matters at the conciliation stage, whether the matter is outside the scope of the arbitration. While the basis of conciliation and arbitration are not the same, the arbitral tribunal derives its authority from the arbitration agreement made by the parties, and thereafter the arbitration can only be conducted within the scope and limits of the arbitration agreement. As for conciliation, it is to some extent a disposition by a third party of its civil rights, and in essence, the parties resolve the conflict through a neutral third party. Therefore, the will of both parties must be respected as long as they agree and must be resolved by mediation, even if the matter to be mediated is not within the scope of the arbitration agreement. On such a basis, the conciliation agreement reached must also be enforceable when applying for conversion of the arbitral award. Even if the matter to be mediated in commercial arbitration is outside the scope of the arbitration agreement, the parties must sign a settlement agreement after the successful mediation, which will have the legal effect of modifying the original arbitration agreement. Therefore, the greatest advantage of the arbitration-mediation dovetailing procedure is the efficient and proper settlement of disputes. Based on the principle of autonomy, the arbitral tribunal should respect the parties’ disposition of their legitimate rights and interests and give them enforceability, as shown in Figure 4.

That is, this stage starts with the submission of a dispute application by the buyer and the submission of evidence. If, after receiving the consumer’s application, an agreement is reached with the consumer and the consumer’s dispute application is agreed, the price of the goods can be refunded directly to the consumer and the whole online dispute resolution process is said to be over. However, if the application is rejected, evidence will need to be submitted to justify the rejection, and both parties can take turns to adduce evidence and communicate at any time during the process. Both the seller and the buyer can leave messages and upload pictures at any time, and the evidence uploaded form both sides will be presented in Taobao according to the time. In this scenario, no third party intervenes because it is arguably an open and free space for both sides to argue, and
they can play the game repeatedly on the disputed issues and finally bring forth the truth. Then they cooperate, develop, and progress together, until now we are familiar with the flagship store and other third-party e-commerce with legal qualifications. In essence, this self-managed model of Jingdong Mall is quite strict on the quality of enterprises and goods, not only the need e-commerce merchants to know all the information about the goods, but also need a strict review of the quality of goods. In addition, the mall has its exclusive logistics and distribution system, which can guarantee speed and temperature, having specific delivery outlets throughout the country in various regions. So it is easy to purchase and deliver this kind of goods in Jingdong Mall. A series of continuous services associated with the purchase and delivery of goods in Jingdong Mall is so popular that a portion of online consumers is convinced, as shown in Table 1.

The balance between confidentiality and transparency has always been a difficult one. The lack of confidentiality of discussions, identifying information of the parties to a dispute and private data, and the lack of a certain level of disclosure of case outcomes or relevant statistics is also detrimental to cross-referencing of cases, and thus to the development of online third-party mediation as a whole. The most serious consequence is that wrongful cases will not be corrected, creating a vicious circle [22]. There is currently no fair review body to ensure that online third-party mediation platforms should be available for complaints about the rules, practices, or decisions of online mediation providers during dispute resolution. As online dispute resolution develops, such bodies should be established, or existing bodies should develop such services.

3.3. Association Rule Learning Algorithm. Association rules are based on the support-confidence measurement framework. Support reflects the usefulness of the relationship, and confidence reflects the certainty of the relationship. Facts have proved that the association rules obtained based on the support-confidence framework are not completely correct, and this method may also lead to the appearance of a large number of useless association rules or misleading association rules. Useless association rules or misleading association rules form an illusion of association relationship to decision-makers, which interferes with the discovery and application of real association rules. Based on this defect, the researchers studied other measurement methods in association rule learning, such as correlation and cosine measurement, which significantly reduced the possibility of misleading association rules and improved the quality of association rule learning.

\[ \text{Support} (X \rightarrow Y) = P(X) \cup P(Y), \]
\[ \text{Sup}_\text{Count} (X \rightarrow Y) = \prod_{i=0}^{m-1} Ti(X \cap Y). \]
The rule \( X \rightarrow Y \) holds in transaction database \( D \), where the frequency ratio of \( X \cup Y \) and \( X \) in transaction database \( D \) is called confidence.

\[
\text{Confidence}(X \rightarrow Y) = \frac{P(XY) \cup P(Y)}{P(Y|X)}
\]  

The vector angle cosine formula is used to calculate the correlation degree of item sets \( X \) and \( Y \), which reduces the impact of the total amount of transaction data in the correlation measurement on the correlation between item sets. The cosine angle of item set \( X \) and \( Y \) can be calculated by the following formula:

\[
\text{Cosine}(X, Y) = \frac{P(X \cap Y)}{\sqrt{P(X)P(Y)}}
\]  

The cosine angle is an improvement of the correlation measurement method, and the content and meaning of the two formulas are similar. But the difference is that the angle of cosine takes the square root of the product of the two probabilities of item sets \( X \) and \( Y \). Therefore, the angles of item sets \( X \) and \( Y \) only depend on the support counts of item sets \( X \), \( Y \), and \( (X \cup Y) \).

\[
\text{Cosine}(X, Y) = \frac{P(X \cap Y)}{\sqrt{P(X)P(Y)}}
\]  

4. Analysis of Results

4.1. Performance Analysis of the International Commercial Dispute Resolution Mechanism Platform. Text is an essential visual element in the visual system, and it conveys messages in the interface design, so the design of text must be carefully thought out and handled in the learning platform interface design. In graphic design, many fonts are based on bold or Song font with slight variations, because some slight variations do not cause visual discomfort to the reader when reading, but rather enhance the advanced sense of the font itself, but if exaggerated fonts or fonts that are not easy to read are used, it will affect the user’s reading habits and cause disgust to the reader. The font design in this online learning platform interface design is mainly elaborated from two aspects, as shown in Figure 5.

For item set \( X \) and item set \( Y \), if \( P(X \cup Y) = P(X)P(Y) \) exists, then \( X \) and \( Y \) are independent and not related to each other; otherwise, \( X \) and \( Y \) are dependent or related. The correlation degree of item sets \( X \) and \( Y \) can be calculated by the following formula:

\[
\text{Correlation}(X, Y) = \frac{P(X \cap Y)P(Y)}{P(X)}
\]  

The relevance measurement method can filter out uninteresting association rules in the process of association rule mining and learning, and improve the reliability of association rules; the disadvantage is that the total size of the transaction data set has a great influence on the relevance of item sets \( X \) and \( Y \). The inference formula of the correlation degree is:

\[
\text{Correlation}(X, Y) = \frac{P(X \cap Y)P(Y)}{P(X)P(Y)}
\]
qualification assessment program for mediators who already have done more than 20 mediations and for younger mediators with less experience. Mediators who pass the training are certified as mediators by the International Institute of Commercial Mediation. This means that they have completed a training course that meets global standards and will meet international mediator standards in terms of knowledge, skills, and practice of mediation.

For server-side benchmarking, the average time to respond to each request and the number of requests the server can respond to per second are counted by simulating any number of requests to access the resources on the server. The backend server interface is used as the entry point for testing to obtain the number of requests per second and the average time per request-response for a fixed total number of requests with different concurrency on the server-side. The following are the test results, where C denotes the number of concurrency and N denotes the total number of requests, as shown in Figure 6.

Through the above two sets of experiments, the results show that the server-side of the online platform can still handle the requests normally when the concurrency reaches 6000. In Figure 6, we can see that when the concurrency is within 5000, the response time of the server-side can be less than 50 ms, which also meets the requirement of the requirement analysis that the response time of the server-side interface is less than 50 ms. This test focuses on the number of requests per second and the response time of each request in the case of continuous concurrency, i.e., at the same time and with different concurrency. The continuous concurrency test shows that the server-side starts to reject the response only when the concurrency reaches 5000. The results show that the continuous concurrency case can meet the pre-defined requirement of 5000 concurrencies on the server-side of the online platform. After the access capability test and the continuous concurrency test, we can see that the service provider can support 5000 concurrencies and the response time of the server-side is within 50 ms, which can meet the demand. In this section, the testing is done manually.

| After signing the order | Item problem type | Original product shipping | Charge shipping fee for renewal products |
|------------------------|-------------------|---------------------------|----------------------------------------|
| Within 15 days (inclusive) | Product quality problems, coordination damage, missing parts or product description, and website Inconsistent Other All | Compensation No compensation No compensation Original product shipping | No compensation No compensation Compensation Charge shipping fee for renewal products |

Table 1: Specific criteria for implementation.

| Query | Order details | Assign | Customer evaluation statistics I responsible person management | Song |
|-------|---------------|--------|---------------------------------------------------------------|------|
| Text  |               |        |                                                              |      |
| Essential visual element |               |        |                                                              |      |
| Visual system |               |        |                                                              |      |
| Conveys messages |               |        |                                                              |      |
| Interface design |               |        |                                                              |      |
| Design of text |               |        |                                                              |      |
| Carefully thought out |               |        |                                                              |      |
| Handled in the learning platform |               |        |                                                              |      |
| Interface design |               |        |                                                              |      |

Figure 5: Fill in the real category page.
The operation backend system contains order management, service provider management, employer management, and service category management. Each management module contains the corresponding list page and detail page, where order management and service provider management also have an audit page. Service provider management and service category management also contain pages for adding, modifying, etc.

4.2. Results of Application Effects. The mediation session is an important part of the mediation and should be reasonably guided by the mediator. It first requires an introduction by the conciliator, which mainly includes the parties and the case, and a reiteration of confidentiality. Then, it goes to the public presentation of the parties separately, usually starting with the applicant, which includes the facts of the dispute in the case, the matters requested, and the reasons. The mediator can better grasp the relevant information in this process, and the parties can clearly understand the other party’s claims. Next, it is the two sides into the debate link. This process is led by the parties to carry out the mediator according to the previous stage of the two sides, and the information obtained will be summarized, from simple to difficult, to list the two sides which is needed to resolve the specific dispute, and it is used for the parties in this link to discuss communication. The purpose of this session is mainly to refine the dispute so that the parties are clearer about the focus of the dispute, thus strengthening the message to solve the problem. Again, the confidential session stage is entered. This is also the most characteristic procedure of the mediation session. That is, the mediator may communicate with the parties separately in one or more separate sessions, with no specific number of sessions. In confidential meetings, the parties tend to be more forthright about their intentions for dispute resolution, so the mediator can give conciliation advice on this. It allows de-escalating an already deadlocked mediation session. However, information that the parties request the mediator to keep confidential during this session may not be disclosed by the mediator to the other party. Finally, the parties enter into a joint negotiation phase where, after they have no objections to the dispute, they must seek a suitable solution to reach a settlement agreement. The mediator may again organize negotiations and consultations between the parties to find a specific solution to the dispute and assess the feasibility of achieving it together with the parties, and finally draw up a settlement agreement, as shown in Figure 7.

After receiving an application for mediation from one party, the mediator actively contacted both parties to make them accept the mediation process and sign a mediation agreement; in the process of mediation, the mediator analyzed the focus of the conflict and sorted out where the main dispute between the two parties lay. Neutrally, the mediator informs both parties of the pros and cons of choosing litigation and mediation at that time and guides the parties to propose a reasonable solution, and finally, the mediation process is successfully concluded. In international commercial activities, hostility often arises because both parties are sticking to their arguments and refusing to give in. A successful commercial mediation, on the other hand, not only allows the parties’ dispute to be resolved quickly but also relieves a significant burden on the judicial process. It is therefore the mediator’s role in a mediation session to use their mediation skills to quickly assess and establish rapport with the parties, identify exactly which issues are in dispute, assist the parties in assessing the risks, seek a solution that is consistent with the facts of the case, and overcome the impasse. From start to finish, the mediator is committed to preserving the common interests of the parties and the business relationship, ensuring that all parties trust the mediation process, and guiding the parties to a resolution after considering all reasonable options for resolution. After concluding the mediation session, if the issue is not resolved, the mediator should follow-up relentlessly until the case is resolved or all possible options have been exhausted. In this way, the mediation process will usually result in greater clarity about the scope and nature of the dispute, even if mediation cannot be reached. It will also help to simplify the subsequent litigation or arbitration process undertaken by the parties, as shown in Figure 8.

Ancillary systems are primarily used to reduce the obstacles that parties may encounter in using online dispute resolution mechanisms. To facilitate the use by parties, the online dispute resolution platform should develop an online dispute resolution process guide, clearly informing parties of the specific meaning, requirements, and expected time of each dispute resolution stage and other important elements to assist parties in following the process guide for the online dispute resolution process. In addition, the online dispute resolution platform may also provide demonstration videos or animations to show the online dispute resolution process to the parties more vividly and flexibly.

The legal improvement of the online dispute resolution mechanism should focus mainly on the relevant legal issues
covered in the preceding paragraphs. About the confirmation of online mediation agreements, the legal effect of online mediation confirmation should be recognized, provided that the voluntary nature of the mediation agreement is ensured and that both parties apply for confirmation of the online mediation agreement with electronic signatures. On the issue of electronic service, if the parties agree on an electronic service address or agree on an electronic service address, or both parties agree on a court-designated electronic service address and electronic service, the relevant documents will be permitted.

5. Conclusion

This paper designs a complete business process for gateway disputes and platform disputes through an in-depth study of the order dispute business of transactional e-commerce platforms, and gives a logical relationship diagram of the dispute page interaction design and key data flows, as well as the functional module design of the dispute management tool used by the internal staff of the website. The system is for internal use, and the author’s role is that of a product manager during the whole project implementation. The work was mainly to analyze and design the requirements and submitted the functional requirements document and product specification for the dispute system. At the same time, we followed up and coordinated the resources and implementation process of USD, development, and testing departments to ensure that the system was delivered and put online on time. The efficiency of dispute processing on the platform was greatly improved, and the ratio of manual follow-up processing was reduced from 80% to 20%. Customers’ trust in the platform dispute handling increased, and the ratio of gateway disputes to platform disputes dropped from 5:5 to 3:7, meeting the expected requirements.

Data Availability

The data used to support the findings of this study are available from the corresponding author upon request.

Conflicts of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper. The authors declare that they have no conflicts of interest.

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