

# Business Challenges and Trusted Structures in the Age of New Technology

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The International eCommerce Business Environment Construction Summit  
& 2nd International Internet Integrity Conference

15 Oct 2019, Shenzhen

# AGENDA

- **Why Trust is Needed**
- **The Challenges Posed by Artificial Intelligence**
- **Building Trust in E-commerce**

# TRUST IS NEEDED

In a world of scammers and  
scary strangers

Scheming to take us for a  
killing

Certainty and security is  
critical

Who can we trust?

### **1. Trusted Third parties:**

- **Government institutions – Police and the Courts?**
- **Banks and security service providers?**

### **2. Trusted second Parties:**

- **Family and friends?**

### **3. Trusted First Party:**

- **Ourselves!**

Who can we  
trust?

## **In commerce, we need –**

- **To get what we ordered**
- **To return what we did not order and be refunded**
- **To get good aftersales service**
- **Without fuss and delay and**
- **With clear, effective recourse**

This is the Age of  
“Industry 4.0” – AI, AR,  
IoT, Bitcoin etc

Artificial Intelligence,  
Augmented Reality,  
Internet of Things,  
blockchain/ crypto-  
assets and crypto-  
currency

Challenges Posed By New Tech

# Challenges Posed By New Tech

- We are served by machines – who do we complain to?
- We have goods ordered by our machines – how do we say no to unsolicited goods and services?
- We may have goods sent to us before we even know we need them – how do we prove we did not order them?
- Machines spy on us – do we have a right to know?

## Challenges Posed By New Tech

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We have deep fakes- how do we know what is real?

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We have augmented reality – how do we make sure we get what we see?

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We have malware and phishing scams- how can we shop securely and safely?

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What recourse do we have when we are scammed, even if we know the seller who is somewhere on the Net – but more so if we don't?



## Building Trust

### We need a TTP that ensures

- Sellers are real and have integrity
- Highly ethical marketing and privacy standards are maintained
- Disputes can be resolved quickly and easily
- Recourse is certain and cheap
- Globally present yet locally available

## Building Trust

### Such TTPs exist already

- They are the members of the World Trustmark & Trade Alliance (WTTA)
- We accredit sellers that are real and subscribe to our high standards (and remove them when they fail)
- We have quick online and offline dispute resolution mechanisms that are easy to use and cheap
- We have a network of members who help local consumers pursue rights against distant members of our alliance

# Building Trust

Come join us  
as we  
change the  
world!



**World Trustmark Alliance**  
Global Trust Innovation



THE END

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