
REVOLUTIONIZING DISPUTE RESOLUTION: EXPLORING THE FRONTIERS OF ONLINE DISPUTE RESOLUTION

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ABSTRACT

Dispute without borders demand solutions without boundaries, prompting the need for innovative alternatives. In the digital age, disputes are no longer confined to courtrooms. The proliferation of the internet and e-commerce has revolutionized the way we conduct business, communicate, and resolve disputes. ODR has emerged as a viable solution, leveraging technology to facilitate efficient, effective and accessible dispute resolution. This research paper begins with a prologue to ODR and its importance in India. As an IT hub, India clearly has the necessary components for implementing a comprehensive framework for technology in conflict resolution procedures, including institutional desire, and the requisite knowledge.

Traditional dispute resolution methods, such as Litigation and Arbitration, have been criticized for being time-consuming, costly, and inaccessible to many. The digital revolution has created new opportunities for dispute resolution, and ODR offers a promising approach in this respect. In an ODR setting, arbitration can be conducted online, where parties submit their arguments, evidence, and supporting documents to an arbitrator, who then renders a decision. The decision may or may not be legally binding, depending on the specific circumstances and the agreement between the parties. Some ODR platforms even allow for the use of automated decision-making systems to assist in arbitration, improving efficiency and consistency. The uncharted territory of ODR, has to be further explored, investigating its role in democratizing access to justice, and redefining the future of conflict resolution procedures.

Through a critical examination of the existing literature and case studies, this research paper provides an in-depth examination of ODR's current state in India. The paper analyses the benefits of ODR, compares it to traditional dispute resolution methods, and assesses the challenges associated. Also, the immense prospective of ODR to transform the dispute resolution landscape, reducing costs and prompting peaceful resolution of the conflicts has been analysed. The paper offers a comprehensive analysis of ODR's applications,

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challenges, opportunities, and prospects, with suggestions for further research and limitations of the study.

The research methodology adopted for the purpose of this study, is the doctrinal method of research and for major part, the secondary resources have been analysed.

Keywords: Online Dispute Resolution (ODR), Alternate Dispute Resolution (ADR), Legal framework, Technology.

I. INTRODUCTION:

As the world becomes increasingly interconnected, ODR is poised to play a critical role in resolving disputes that transcend geographical and jurisdictional boundaries. Dispute resolution is the *sin qua non*, of the social life and social order, without which it becomes difficult for the individuals to carry on the life together.² The Indian Constitution's Preamble itself, enjoins the state: "To secure to all the citizens of India: Justice, Liberty, Equality and Fraternity", thus enshrining the goal of Alternate Dispute Resolutions.

The pendency of cases reflects the difficulty in Governance and administrative control over judicial institutions through manual processes. The Supreme Court addressed it as: 'An independent and efficient judicial system is one of the basic structures of our constitution... It is our Constitutional obligation to ensure that the backlog of cases is declared and efforts are made to increase the disposal of cases.'³ Thus ADR is additionally significant in India because the conventional legal system is overburdened and slow.

In the field of law and commercial sectors, Alternative Dispute Resolution methods are being increasingly acknowledged. The diverse methods help the parties to resolve their disputes expeditiously, compared to the traditional litigation methods. Alternative dispute resolution process may be defined as, dispute resolution process that are alternative to the adjudication through Court proceedings. Usually, a third party referred to as neutral is involved, who either assists the parties in the conflict to reach at a decision by agreement or a solution to the problem between the parties. The term "Alternative Disputes Resolution" takes in its fold, various modes of settlement including, Arbitration, Conciliation and Mediation.

² Park and Burger, Introduction to the Science of Sociology p. 735

³ Brij Mohan Lal vs. Union of India & Other (2002-4-scale-433), May 6, 2002

The explosive expansion of use of Internet, and its proliferation offers various unknown openings. Online Dispute Resolution is one such extension of ADR, working outside conventional courtrooms, utilizing Internet and Information and Communication Technology (ICT)⁴ to facilitate dispute resolution. It involves Mediation, Arbitration, and Negotiation directed through digital platforms and use of ICT tools such as email, VoIP, smart-messengers, videoconferencing and so on. Particularly, ODR is beneficial in commercial disputes, and cross-border transactions. ODR can help in not just dispute resolution but also in its containment, avoidance and promotion of general legal health of the country⁵.

The concept of ODR has been defined by American Bar Association (ABA) Task Force on E-commerce and ADR as “Online Dispute Resolution is a broad term that encompasses many forms of Alternative Dispute Resolution (ADR) that incorporate the use of the Internet, websites, email communications, streaming media and other information technology as part of the dispute resolution process. Parties may never meet face-to-face when participating in ODR. Rather, they might communicate solely online.”⁶

ODR is interpreted in a wider sense, as an online environment to help communication and dispute resolution, and as a supplementary tool to help court proceedings and the court system⁷. ODR mainly involves the use of technology tools that are powered by Artificial Intelligence (AI), Machine Learning (ML), Blockchain, in the legal processes. Such technology can take the form of innovations like automated dispute resolution, intelligent decision support systems, and smart negotiation tools.

II. BACKGROUND OF ODR:

With the rise of e-commerce, and the use of internet in various domains, the history of online dispute resolution (ODR) can be traced. As, with the advent of globalisation, more and more people began to interact and disputes inevitably arose from the business being conducted online. Courts and their traditional dispute resolution mechanisms, were often categorised as slow, expensive, and complex. Conventional methods were not well-suited to resolve low-

⁴ Online Dispute Resolution: Effortless Justice Accessible to All available at <https://resolvedisputes.com/>

⁵ NITI Aayog, Designing the Future of Dispute Resolution: The ODR Policy Plan for India (2021)

⁶ American Bar Association, Definition of ODR by Task Force on E-commerce and ADR <https://www.americanbar.org> accessed 21 April 2025.

⁷ Nicolas W. Vermeys and Karim Benyekhlief, “ODR and the Courts” in Mohamad S. Abdul Wahab, Ethan Katsh, et.al., (eds.), Online Dispute Resolution: Theory and Practice- A Treatise on Technology and Dispute Resolution, 308 (Eleven International Publishing, The Hague, The Netherlands, 2012).

value and cross border disputes. The eBay's dispute resolution system, launched in 1990's is among most successful ODR platforms⁸. Buyers and sellers were allowed to resolve their disputes through their platforms, without having to go to court.

Another instance is, Internet Corporation for Assigned Names and Numbers (ICANN), an organization responsible for managing the global domain name system, had launched the Uniform Domain-Name Dispute-Resolution Policy (UDRP). It is a process for resolving disputes over domain names and has been very effective in resolving domain name disputes. In recent years, ODR has been used to resolve a wide range of disputes, and also being used by courts and other government agencies to resolve disputes.

With the significant advancements in technology, ODR platforms can now analyze vast amounts of data, spot trends in conflicts, and provide predictive solutions⁹. Hence, a transformative role has been played in the processes aiding inclusive justice for all. AI-driven Chatbots, for instance, can help disputing parties by assisting them with the resolution process and making recommendations for possible solutions based on past data. In the context of ODR, blockchain technology has also been investigated, especially because of its ability to produce transparent and impenetrable records of dispute resolution decisions. Blockchain-based ODR solutions offer an unchangeable record of the proceedings and can guarantee the integrity of agreements and rulings.

In the early 2000s, several new ODR platforms were introduced, while existing ones broadened their offerings. Additionally, a diverse array of organizations, such as businesses, government bodies, and non-profits organisations, began employing ODR.

A significant development in the expansion of ODR occurred in 2002, with the establishment of the Online Mediation and Arbitration Network (OMAC)¹⁰. OMAC was a non-profit entity that created a network of mediators and arbitrators specifically trained to handle disputes in an online environment. Additionally, OMAC provided various resources and training materials related to ODR.

⁸ Katsh, E., and Rifkin, J. (2001). *Online Dispute Resolution: Resolving Conflicts in Cyberspace*. Jossey-Bass.

⁹ Rule, C., & Friedberg, L. (2017). The Role of Artificial Intelligence in Online Dispute Resolution. *Negotiation Journal*, 33(1), 79-94

¹⁰ Katsh, E., and Rifkin, J. (2001). *Online Dispute Resolution: Resolving Conflicts in Cyberspace*. Jossey-Bass.

Also, The release of the United Nations Commission on International Trade Law (UNCITRAL)¹¹ Model Law on Online Dispute Resolution in 2010 established a thorough legal framework for ODR. It offered guidance on several subjects, such as the jurisdiction of ODR providers, the implementation of ODR awards, and the safeguarding of consumer privacy. The project was born out of the shared concern that traditional judicial venues such as courts do not offer adequate redress for international disputes arising out of cross-border e-commerce transactions.

III. MECHANISMS OF ODR:

• NEGOTIATION:

Online negotiation is a process where parties exchange views and proposals to settle disputes outside of court, without any third-party intervention. Online negotiation can be conducted at any time and from any location with internet access. This voluntary process allows parties to withdraw at any time as the Parties engage willingly and can exit negotiations at any stage. Online negotiation is particularly popular in e-commerce sector due to its efficiency and convenience in resolving disputes related to online transactions. Parties directly communicate to reach a mutually agreeable solution. ODR platforms can provide templates or guides to streamline this process. E-negotiation is the advanced stage of the decision-making process with the help of artificial intelligence.

• MEDIATION:

Mediation presents an effective way of dispute resolution, since it helps operatively solve the problems and alleviate the pressure on courts.¹² A neutral third-party known as Mediator, facilitates communication and guides the parties towards a settlement. “To put it simply, mediation is like assisted negotiation but with a difference that there is the involvement of a third party and the active involvement of neutrals.”¹³ This can be done through text-based chat, video conferencing, or a combination of both. Online mediation shares similarities with traditional mediation, where a neutral mediator facilitates

¹¹ United Nations Commission on International Trade Law (UNCITRAL) (2010). Model Law on Online Dispute Resolution. United Nations Publication.

¹² A V Feoktistov, ‘Mediation as a Means of Conflict Regulation’ (2014) 27 Concept 1.

¹³ Victor Terekhov, Online Mediation: A Game Changer Or Much Ado About Nothing? https://ajeejournal.com/upload/attaches/att_1569575810.pdf

communication and explores potential solutions. The mediator makes suggestions and guides the discussion toward an agreement without imposing decisions.

- **ARBITRATION:**

Arbitration is a binding dispute resolution process where an impartial third party renders a binding decision after considering the case. A neutral third-party, acting as an arbitrator, makes a binding and enforceable decision for the dispute based on the evidence presented. Yet there is one more form of online arbitration which is called non-binding arbitration. This unique feature of online arbitration makes it more useful. It has emerged as a flexible and efficient alternative to traditional litigation, offering privacy and confidentiality. Online arbitration further enhances this process, allowing remote participation and timely resolutions, making it more accessible and convenient. Traditional arbitration creates the impression that it replaces court proceedings.

IV. APPLICATIONS OF ODR:

Dispute resolution techniques are a necessary component of this web-based community. With the growth of the internet and expanded use of computers, other types of distance electronic communications such as email, video chat, audio communications, and video conferencing have been adopted for use with three principal forms (mediation, conciliation, and arbitration) of alternative dispute resolution.¹⁴

ODR has been successfully applied in various domains, including e-commerce, consumer disputes, family disputes, employment disputes, and international commercial disputes. Even ODR platforms have been developed to resolve disputes related to online transactions, intellectual property, and domain name disputes. The use of ODR has also been explored particularly for marginalized and disadvantaged communities. Online mediation may take several forms, ranging from the use of completely automated Internet platform related to electronic conversation or teleconferencing through the sole use of asynchronous communication techniques like e-mail.¹⁵

¹⁴ Ethan M. Katsh and Janet Rifkin, *Online Dispute Resolution: Resolving Conflicts in Cyberspace 3* (JosseyBass, A Wiley Company, San Francisco, 2001)

¹⁵ Risolvionline, available at: <https://www.risolvionline.com/index.html> (last visited on 10th February 2025)

- E-commerce disputes: Product returns, order cancellations, or refund issues are common in online transactions. ODR provides a streamlined process for resolving such conflicts.
- Consumer complaints: Customer dissatisfaction with services or products can be addressed efficiently through ODR platforms.
- Contractual disagreements: Breaches of contract or disputes over terms can be mediated or arbitrated online.
- Debt collection: ODR can be used to facilitate communication and negotiation between debtors and creditors.

ODR has already been integrated in several jurisdictions such as US, Canada, Brazil and UAE wherein the government, the judiciary and private institution are working together to exploit the benefits of ODR towards embalming greater access to justice.

V. EXAMPLES OF ODR INITIATIVES AND PLATFORMS:

- The Department of Consumer Affairs has launched several initiatives to strengthen consumer protection and efficient dispute resolution. The initiatives demonstrate the department's commitment to protect consumer rights and promoting efficient dispute resolution. Key initiatives include:
 - INGRAM: A centralized platform for lodging consumer complaints. And also dedicated consumer app, simplifying the complaint-filing process¹⁶.
 - Consumer Protection (E-commerce) Rules, 2020: In view of enhancing consumer rights in the digital marketplace, National Consumer Helpline (NCH) has been introduced providing support for consumers.
 - Consumer Protection Act, 2019: The Act aims at establishing a robust legal framework for consumer protection. The revamped E-Daakhil portal is also

¹⁶ Department of Consumer Affairs (India), E-Daakhil Portal and INGRAM Platform <https://consumeraffairs.nic.in> accessed 21 April 2025.

promoting consumer friendly ecosystem.

- The National Payments Corporation of India (NPCI) has taken a significant step towards enhancing consumer protection in digital payments. NPCI has directed payment system operators (PSOs) to implement Online Dispute Resolution (ODR) systems, enabling efficient resolution of disputes and grievances related to failed transactions within their payment systems¹⁷. This initiative aims to improve the digital payment experience and provide consumers with a more streamlined and effective way to address issues.
- CADRE (Centre for Alternate Dispute Resolution Excellence): India's Simplest Online Arbitration platform with a core mission to increase access to justice by creating well thought and jargon-free dispute resolutions¹⁸. A digital platform offering transparent, reasonable, and effective online arbitration for personal and business disputes.
- SAMA: A comprehensive platform providing a one-stop solution for dispute resolution, offering mediation, arbitration, and Lok Adalat services in a user-friendly environment. This platform aims to streamline dispute resolution, making it more accessible and efficient for individuals and businesses¹⁹.
- CORD (Centre for Online Dispute Resolution): A technology-driven platform providing secure online arbitration and mediation services.
- Jupitice: An ODR Platform that facilitates resolving disputes end-to-end under ADR mechanisms from drafting to decision, all on a single platform²⁰. It is an AI-powered digital ADR platform offering comprehensive online dispute resolution services for commercial conflicts, including e-commerce, B2B, B2C, and cross-border disputes, with a focus on efficiency and cost-effectiveness.

VI. LEGAL FRAMEWORK:

ODR is described as a process that may comprise of three stages; If the negotiation stage does

¹⁷ National Payments Corporation of India (NPCI), ODR Guidelines for PSOs <https://www.npci.org.in> accessed 21 April 2025.

¹⁸ CADRE, India's Simplest Online Arbitration Platform <https://www.cadreodr.in> accessed 21 April 2025.

¹⁹ Sama, Online Dispute Resolution Platform <https://www.sama.live> accessed 21 April 2025

²⁰ Jupitice, Digital Justice Tech Platform <https://jupitice.com> accessed 21 April 2025.

not result in a settlement of the claim, the process may move to the second stage, facilitated settlement, in which the ODR administrator appoints a neutral party who communicates with the parties in an effort to bring about a resolution. If that stage also fails, a third phase may be commenced in which the ODR administrator or neutral party may inform the parties of the nature and the form of that phase. ODR process employ a system for processing communications (i.e., generating, sending, receiving, storing and exchanging information) operated in a manner that ensures data security. The ODR administrators who wish to publish data or statistics regarding their decisions should comply with applicable principles of confidentiality.

The Indian legislative framework for Alternative Dispute Resolution (ADR) and Online Dispute Resolution (ODR) mechanisms is primarily governed by several key statutes. One of the main statutes is, The Arbitration and Conciliation Act, 1996 providing a comprehensive framework, outlining procedures for domestic and international arbitration, as well as conciliation. It plays a crucial role in promoting ADR mechanisms in the country. In addition to the Arbitration and Conciliation Act, 1996, other statutes that contribute to the ADR and ODR framework in India include: -

- The Code of Civil Procedure, 1908 (CPC): This Code contains provisions related to arbitration and other ADR mechanisms. Section 89 provides for court to refer disputes to ADR mechanisms like Arbitration, Conciliation, Mediation, and through Lok Adalat. Order X, Rules 1A, 1B, and 1C also directs the court to encourage parties to opt for ADR.²¹
- The Information Technology Act, 2000: The Information Technology Act, 2000, is considered as a landmark legislation that transformed Alternative Dispute Resolution (ADR) through Online Dispute Resolution (ODR) mechanisms. This Act provides legal recognition for electronic transactions and facilitates online dispute resolution, by recognizing electronic records and digital signatures. The Electronic Contracts, including arbitration agreements, could be digitally entered into. Also, Section 5 and 6 of the Act provided legal recognition for electronic records and digital signatures²². The Act paves the way for the use of ODR mechanisms, facilitating dispute resolution

²¹ C. K. Takwani, Civil Procedure 7th Edn. (2014)

²² D N Panda, Practical Handbook On The Information Technology Act 29-34 (2000).

through electronic means. The Act promoted the use of ADR mechanisms, including arbitration, mediation, and conciliation, through online platforms

- The Consumer Protection Act, 2019: The Consumer Protection Act, 2019, in India, incorporates Alternative Dispute Resolution (ADR) mechanisms to efficiently resolve consumer disputes. By promoting mediation and empowering Consumer Dispute Redress Commissions to refer disputes to mediation, the Act aims to simplify the dispute resolution process, making it more accessible and efficient for consumers. This integration of ADR enables faster, cost-effective, and more satisfactory resolutions, ultimately enhancing consumer protection.
- Bharatiya Sakshya Adhiniyam, 2023: The Introduction of BSA, gave a much-needed impulse to ODR through ADR in our country. Sections 62 and 63, of BSA 2023, deal with the admissibility of electronic records and special procedures. Through these sections audio CDs and videos of video conferencing proceedings are admissible evidence²³. BSA is expected to modernise India's evidence framework, impacting Alternative Dispute Resolution (ADR) by clarifying the admissibility of digital evidence and electronic records. This can facilitate online dispute resolution, promote the use of technology in ADR proceedings.

These statutes collectively contribute to India's ADR and ODR landscape, providing a framework for resolving disputes through various mechanisms.

VII. ADVANTAGES OF ODR:

This novel integration of ICT into the contemporary dispute resolution processes offers enormous potential to overcome conventional challenges that have come to plague the ADR systems as well. ODR presents a number of advantages over traditional dispute resolution methods. As technology and legal frameworks continue to develop, ODR is poised to play an increasingly significant role in shaping the future of conflict resolution in the digital age. These benefits contribute to its growing popularity and widespread adoption, to be enumerated as:

1. **INCREASED ACCESSIBILITY:** One of the most significant benefits of ODR is its accessibility. Traditional methods of dispute resolution often require physical presence

²³ V. R. Manohar (Ed.), Ratanlal & Dhirajlal On The Law Of Evidence 468-471 24 D (2011)

in a specific location, which can be costly and time-consuming, especially for parties in different geographic regions. ODR eliminates these barriers by enabling individuals to resolve disputes from the comfort of their homes or offices. This is particularly valuable in the context of cross-border disputes, where parties are located in different countries and may face significant logistical hurdles in attending in-person hearings.

2. **COST-EFFECTIVENESS:** Traditional legal proceedings, such as litigation, can be prohibitively expensive due to attorney fees, court costs, and other related expenses. ODR significantly reduces these costs by eliminating the need for physical infrastructure and the expenses associated with travel. Additionally, the use of technology in ODR often leads to faster resolutions, reducing the overall time and financial investment required to resolve disputes.
3. **SPEED AND EFFICIENCY:** ODR processes are generally quicker than traditional methods of dispute resolution. Online platforms allow for faster communication and the sharing of documents, which can expedite the resolution process. This is especially important in disputes involving small claims or ongoing commercial transactions, where delays can have a significant financial impact. ODR platforms can also automate certain tasks, such as document review or evidence submission, further improving efficiency.
4. **CONFIDENTIALITY AND PRIVACY:** In many cases, ODR offers greater confidentiality than traditional dispute resolution methods. Since the process is conducted online, parties can engage in discussions and share sensitive information without the fear of public exposure, which is often the case in court proceedings. Additionally, online platforms may offer secure channels for communication, protecting the privacy of all involved parties.
5. **GLOBAL REACH:** ODR platforms have the potential to connect disputing parties across the globe. This is particularly important for businesses operating internationally or individuals involved in cross-border transactions. With the ability to conduct proceedings online, ODR offers a practical solution for resolving international disputes without the need for expensive travel or the complexities of dealing with multiple legal systems.

VIII. CHALLENGES AND ETHICAL CONCERNS:

Despite its benefits, ODR also faces several challenges and limitations. These include:

1. **Digital Divide:** ODR requires parties to have access to technology, such as computers and internet connectivity, which can be a barrier for some individuals and communities.
2. **Security concerns:** ODR platforms must ensure the security and confidentiality of online communications and transactions, as the information should not be re-shared or easily accessed by any other individual.
3. **Regulatory frameworks:** ODR operates in a regulatory vacuum, with few laws and regulations governing its use, which can create uncertainty and risks for parties.
4. **Public awareness:** Digital Literacy is a major issue in India. ODR is still a relatively new and unknown concept for many people, which can make it difficult to promote its use and acceptance.

The Impending solutions to these challenges are proposed to facilitate ODR's growth in India such as, Large-scale investments in rural internet infrastructure and extensive digital literacy initiatives are necessary for bridging the digital divide. To overcome the lack of knowledge regarding ODR, social media efforts and partnerships with educational institutions can be appreciated. To guarantee objectivity and neutrality in online environments, online dispute resolution (ODR) platforms with reduced algorithmic biases must be established. By collaborating with International Organizations, a framework for the recognition and enforcement of ODR rulings, can be enforced. And, also by working together worldwide and standardizing ODR procedures complex enforcement issues can be addressed.

IX. WAY FORWARD:

With the increasing number of cross- border transactions taking place through the platform of internet, means the numeral increase in the disputes arising out of such instances of electronic commerce and the same will increase even more in the future, which makes it clear that Online Dispute Resolution (ODR) has a growing role to play²⁴.

²⁴ Cortés, P. (Ed.). (2016) the New Regulatory Framework for Consumer Dispute Resolution. Oxford University Press.

A. Integrating ODR with existing Legal System: There is a strong likelihood that Online Dispute Resolution (ODR) will be more closely linked with conventional legal systems to streamline procedures. Courts and legal organizations are increasingly acknowledging the advantages of ODR and are seeking methods to integrate it into their operations. This might involve utilizing ODR as an initial option before moving to litigation or even embedding ODR platforms directly within court systems.

B. AI for Dispute Resolution: The future of ODR is expected to see a heightened application of Artificial Intelligence (AI). This may involve employing AI to assist in case analysis, support negotiations, and potentially to automate other routine tasks. Nonetheless, the integration of AI in ODR brings forth significant ethical and legal dilemmas, such as concerns regarding bias, transparency, and responsibility which need to be addressed.

C. Global expansion: With the advent of Globalisation, the businesses and individuals are more connected, leading to more cross border disputes. ODR provides an efficient way to resolve the disputes, without the need to navigate across different legal systems²⁵.

D. Improved User Experience: As technology progresses, we can anticipate enhancements in the user experience of ODR platforms. More user-friendly interfaces, improved support and guidance for users, and more interactive and engaging methods for participating in the dispute resolution process.

E. Emphasis on Privacy and Security: Given that ODR platforms manage sensitive and personal information, privacy and confidentiality of data is a concern. This could involve implementing encryption, secure data storage solutions, and strong authentication methods to safeguard user data.

In the near future, ODR can be predicted to have the potential for increased integration, improved capabilities, and greater accessibility for everyone.

CONCLUSION:

Access to justice for all is an important component for inclusive and sustainable development growth in a democracy. And, ODR is a useful instrument for encouraging such significant

²⁵ Schultz, T., & Pinna, A. (2016). Global Development of Online Dispute Resolution. In P. Cortés (Ed.), *The New Regulatory Framework for Consumer Dispute Resolution*. Oxford University Press.

progress in the legal system. It could be proved crucial to improve accessibility, efficiency, and customization of justice to the specifics of every case. ODR has the potential to decentralize, diversify, democratize, and disentangle the justice delivery mechanism.

ODR was born from the synergy between ADR and Information & Communication Technology (ICT) as a method for resolving dispute that arises online and for which traditional means of dispute resolution were inefficient or unavailable. Using computer-networking technology, ODR brings disputing parties together “online” to participate in a dialogue about resolving their dispute. The role of ODR in mitigating the risks of digital disputes, and promoting peaceful resolution of conflicts in the online sphere has been impressive.

The intersection of ODR and Artificial Intelligence, is revealing the immense potential for the new technologies to optimize dispute resolution processes. Additionally, AI powered predictive analytics can help identify potential areas of disagreements enabling more effective dispute resolution strategies. The AI powered tools provide assistance to mediators and arbitrators aiding them in identifying potential solutions.

Online Dispute Resolution (ODR) is not only a technological advancement but also a driving force, leading to a significant change in the way we resolve disputes. With its inevitable capacity to stimulate a more inclusive legal justice, democratize the process and cut back on backlogs. Practically, ODR primarily involves negotiation, mediation or arbitration, or a combination of all three. In this respect it is often seen as being the online equivalent of alternative dispute resolution. ODR providers include private sector companies, public sector agencies and academic institutions. Currently, the majority of ODR providers are private sector companies.

Furthermore, it will be essential to establish a balanced regulatory framework that promotes development while defending the rights of users. The convergence of technological amalgamation, judicial recognition, and various government initiatives places ODR as a cornerstone for accessible, efficient, and modern dispute resolution system in the country. As technology goes forward, ODR is likely to become a more suitable means by which an increasingly broader spectrum of disputes can be resolved.

However, the research also highlights the need for standardised regulations, improved cybersecurity measures and enhanced public awareness to ensure the widespread adoption of

ODR. As, by addressing the challenges and limitations of ODR, and promoting its use and acceptance, we can unlock its full potential to revolutionize the way we resolve disputes. Nevertheless, it is crucial for the ODR community to continuously tackle the challenges and ethical considerations that emerge within this evolving field.