

## INDEX

*Note:* Page numbers followed by “n” refer to endnotes.

### A

- Access Devices Deregulation Act, 241
- Adayroi, 279, 281, 289
- Advisory on Online Shopping Fraud, 242
- AEC Blueprints 2015 and 2025, 21–24
- AEC Blueprint 2025, 242–43
  - Consolidated Strategic Action Plan for, 24, 25
- AEC Scorecards, 21
- Agoda, 239
- Air Asia, 238
- AirBnB, 232, 239, 256
- Alfamart, 131
- Alibaba, 10, 135
  - digital free trade zone, 173, 174
  - e-Trade Global Supplier Package, 175
  - in Indonesia, 120, 135
  - investment in Lazada, 120, 200
  - in Malaysia, 173, 174, 182
  - Rocket Internet, 239
  - in Singapore, 200
  - in Vietnam, 280
- Alibaba Cloud, 174
- Alibaba Group Holding Ltd., 200
- Alipay, 17, 144, 174, 254
- Aliresearch, 53
- Amazon, 10, 188, 197
- Amazon Marketplace, 33
- Amazon Prime Now, 120
- Ant Financial (formerly Alipay), 10, 174
- anti-competitive conduct, 218–19
- APEC Blueprint for Action on Electronic Commerce (APEC-BAEC), 56
- ASEAN–Australia–New Zealand Free Trade Agreement (AANZFTA), 27, 57
- ASEAN Broadband Corridor, 24
- ASEAN Cyberkids Camp, 26
- ASEAN economic integration, 20–27
- ASEAN Financial Innovation Network, 205
- ASEAN ICT Masterplans 2015 and 2020, 24–27
- ASEAN Internet Exchange Network, 24
- ASEAN Secretariat, 21
- ASEAN Single Window, 203
- Association of Indonesia Internet Service Providers (APJII 2016), 125, 127, 164n4

- ATM terminals, 111  
Ayala Group, 239, 254
- B**  
Bank Indonesia, 144  
Belt and Road Initiative (BRI), 173  
Better Than Cash Alliance (BTCA), 232  
Beyeu.com, 283  
Big Data, 222  
brick-and-mortar retail stores, 35, 39, 78, 90, 108  
broadband  
  access, 170  
  adoption in Asia Pacific, 2017, 185  
  cost of, 185  
  mobile, 27  
Business to Business (B2B)  
  click-and-click companies and, 108  
  cost efficiency, 250  
  cross-border, 53  
  e-commerce sales percentage of, 93  
  markets, 42  
  medium-sized enterprises, 95, 111, 115n9  
  policy implications, 112–14  
  small and medium-sized enterprises, 91  
  social media, 92  
  sources of income for, 109  
  in Thailand, 65  
  in Vietnam, 280–81  
Business to Consumer (B2C)  
  click-and-click companies and, 108  
  cross-border, 53  
  domestic sales and, 95  
  E-Commerce Index, 17, 19, 266n1  
  e-commerce sales percentage of, 93  
  e-commerce value per capita, 69, 70  
  marketplaces, 38  
  medium-sized enterprises, 95, 111  
  policy implications, 112–14  
  share of sales in, 282  
  social media, 92  
  sources of income for, 109  
  in Thailand, 64, 65, 69  
  transactions, 42  
  in Vietnam, 275, 278–80  
Business to Government (B2G)  
  e-commerce sales percentage of, 93  
  medium-sized enterprises, 112  
  policy implications, 112–14  
  sources of income for, 109  
  in Thailand, 65  
buyers, 38–39  
  electronic currency systems, 79  
  electronic retail, 89  
  power, 47–48
- C**  
cashless transactions, 131  
cash on delivery (COD), 8, 15, 144, 275, 276, 289  
Census/ Annual Survey of Philippine Business and Industry (CPBI/ ASPBI), 243, 266n7, 267n10  
click-and-click companies, 108, 112  
click-and-mortar companies, 108, 112  
collusion, 215, 221, 253  
Communications and Multimedia Act 1998 (CMA), 178  
Competition Act (CA), 206, 213–14  
Competition and Consumer Commission of Singapore (CCCS), 48n2, 213–15, 219  
competition authorities, 33–34  
competition policy  
  implications for, 58–59  
  sufficiency of existing, 223  
Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), 57  
Computer Crime Act of B.E. 2550, 83  
Computer Crime Act of B.E. 2560, 83

- Computer Misuse Act (CMA), 209–10
- consumer
- behaviour, 34–35
  - preferences, 188
  - protection, 155–57
  - protection laws, 83
  - shopping habits of, 217
- Consumer Protection Act, 83, 178
- Consumer Protection (Fair Trading) Act (CPFTA), 206, 211
- Consumer Protection Regulations, 179, 183
- credit cards, 78, 89, 131, 132
- Credit Data Business Operation Act B.E. 2545, 85
- Critical Information Infrastructure (CII), 210
- Cross Border Cognitive Supply Chain Solution, 203
- cross-border online transactions, 217
- customer relationship management (CRM), 291
- Cyber Body and National Encryption Agency (BSSN), 148
- cybercrime law, 83, 241
- cybersecurity, 147–48, 241
- Cybersecurity Act 2018 (CSA 2018), 210–11
- D**
- data privacy, 241
- Data Privacy Act, 241
- data processor, 88
- data sharing economy, 88
- debit cards, 78, 132
- Deliveroo, 200
- delivery systems, 81–82
- Department of Statistics (DOS), Malaysia, 179
- Department of Trade and Industry (DTI), Philippines, 240
- digital banking, 197
- Digital Free Trade Zone (DFTZ), 173–74, 182, 189
- Digital Signature Act 1997, 178
- Digital Silk Road, 173
- Direct Selling and Direct Market Act, 83
- DotEcon Ltd., 35, 214–15
- DotEcon Study, 216
- drop-shipping, 36
- E**
- e-ASEAN Framework Agreement, 20–21
- Article 5, 24
- Easy Taxi, 238
- e-auction, 65
- e-commerce
- activity chain in, 9
  - age profile, 11–14
  - in ASEAN countries, 11–19
  - and ASEAN economic integration, 20–27
  - changes business models, 35–36
    - barriers in changing, 217–18
  - cost efficiency, 233
  - cost of entry, 46–47
  - cost savings for businesses, 36–37
  - cost structure, resultant changes in, 42
  - cross-border, 7
  - definition, 8, 64, 194
  - ecosystem, 8–10
  - enterprises, 74
  - financial systems, 15–17
  - geographic limitations of physical stores, 37
  - GNI per capita, 14
  - growing market in, 7
  - ICT infrastructure and usage, 14–15
  - implementation of AEC Scorecard Measures, 23
  - logistics performance index, 18

- measures under AEC Scorecard I and II, 24
  - measuring, 10
  - network effects, 38–39, 47, 215–16
  - online shoppers using online payments, 16
  - overall assessment, 17
  - payment system, 10, 15–17
  - percentage of individuals with account at financial institutions, 16
  - population size, 11–14
  - price discrimination, 37
  - quality of infrastructure, 18
  - transaction, processes in, 9
  - transport and logistics, 17
  - types, 10
  - E-Commerce Act, 241
  - E-commerce Business Index (EBI), 294
  - E-commerce Development Master Plan, 271
  - e-commerce fraud, 178
  - e-commerce landscape, 133–39
  - e-commerce markets
    - anti-competitive behaviour, 2
    - benefits of, 2
    - competition in, 223
    - cross-border, 3
    - entry/expansion barriers, 46–47
    - growth potential in, 1–2
    - regulatory and legal environment in, 2
  - e-commerce players
    - foreign, 212
    - incumbent, 218–19
    - Indonesia, 136–37
    - Philippines, 239–40
    - Singapore, 199–201
    - Vietnam, 281–84
  - e-commerce retailers, 89–90
  - economic barriers, 63
  - economic integration, 20–27
  - economic policy package, 120
  - E-Consumer Protection Guidelines in 2008, 242
  - e-Government, 205–6
  - Electronic Business Index (EBI), 294n4
  - Electronic Commerce Act 2006 (ECA), 178
  - electronic currency systems, 79
  - electronic data interchange (EDI), 90, 243
  - Electronic Government Activities Act 2007 (EGAA), 178
  - electronic marketplace, 41, 91, 109, 112
  - electronic money transfer, 78
  - electronic payment, 89
  - electronic retail (e-retail), 89
  - electronic signature, 85, 224n14
  - electronic transaction, 131, 132, 139
  - Electronic Transactions Act (ETA), 206, 207–8
  - Electronic Transactions Act of B.E. 2544, 85
    - data messages, 85
  - Electronic Transactions Development Agency (ETDA), 64, 65, 71, 81
  - electronic World Trade Platform (e-WTP), 173
  - Enterprise Resource Planning (ERP), 280, 291
  - enterprises information systems, 280
  - e-Trade Programme, 174, 176
  - e-transaction laws, 83
  - Europages.com, 280
  - European Union DG Competition (EU DG COMP), 33
  - Expedia, 120
  - ezyCommerce, 203
- F**
- Facebook, 47
    - Indonesia, 121, 127, 138, 145, 164n1

Singapore, 200  
Thailand, 74, 78, 91, 92, 111  
Vietnam, 278, 279, 291  
Facebook Messenger, 280, 284  
2-Factor Authentication (2FA), 206  
financial systems, 15–17  
financial technology (Fintech), 197–98  
financing schemes, 145  
Fintech Regulatory Support, 204–5  
Foodpanda Singapore, 200  
foreign markets, 95–96

## G

Gcash, 241, 254  
GD Express Carrier Berhad, 187  
GeBIZ platform, 205  
General Agreement on Tariffs and Trade (GATT), 54  
General Agreement on Trade in Services (GATS), 54–55  
General Data Protection Regulation (GDPR), 85–88  
geo-blocking, 41, 49n5  
geographic market, 42–43  
Global Company Partnership (GCP) programme, 204  
Global Trade Connectivity Network, 205  
global value chains (GVCs), 170  
Globe Telecommunications Inc., 241  
Go eCommerce Programme, 176–77  
Go-Jek, 120, 135  
Goods and services tax (GST), 212–13  
goods, import and export of, 212  
Google, 138, 145, 266n3  
Google+, 74, 76, 78, 111  
Google-Temasek (2016), 119, 135  
GovTech, 219  
Grab, 17, 201, 214, 219, 255, 256  
GrabFood, 200  
GrabPay, 197

GrabTaxi, 232, 238–40, 256  
grocery retailers, 237  
HappyFresh, 237  
MetroMart, 237  
Robinsons Supermarket, 237  
SM Supermarket, 237  
gross domestic product (GDP), 171  
Singapore, 193  
Vietnam, 272  
Gross Merchandise Value (GMV), 173  
Gross National Income (GNI), 240

## H

Handbook on E-commerce and Competition in ASEAN, 221  
Herfindahl-Hirschman Index (HHI), 252, 259  
Honestbee, 201  
hypothetical monopolist test (HMT), 39–40, 44

## I

ICT Satellite Account (ICTSA), 179  
Indomaret, 131  
Indonesia's e-commerce archipelagic-topographical structure, 120  
commercial regulators, 138  
cyber security, 147–48  
e-commerce landscape, 133–39  
e-commerce market, 138  
e-commerce players, 136–37  
e-commerce roadmap, 2017–19, 150–63  
e-commerce transactions in, 135  
economic policy package, 120  
education and human resources, 145–47  
financing schemes, 145  
general policy framework of digital platforms, 139–41

- Law No. 11/2008 on Information and Electronic Transactions, 139
  - global e-commerce companies, 120
  - ICT infrastructure, 141–43
  - ICT readiness index in selected countries, 2012–16, 124
  - ICTs, access to, 121–27
  - information and communication technologies, 120
  - internet penetration and cellular coverage, 129
  - internet speed, 127
  - internet users in, 127–30
  - IT readiness indicators rank, 122
  - logistics, 143–44
  - mobile and internet teledensity, 125, 126
  - mobile cellular subscription in, 125
  - online trading in, 135
  - Palapa ring project, 141–43
  - payment system, 130–33, 144–45
  - regional differences in, 123
  - Industry Digital Plan (IDP), 202
  - Infocomm Media Development Authority of Singapore (IMDA), 195, 202
  - information and communication technology (ICT), 63–64, 69
    - access to, 121–27
    - Indonesia, 120
    - infrastructure, 14–15, 141–43
    - readiness index in selected countries, 2012–16, 124
    - trade in, 28n3
    - usage, 14–15
  - infrastructure
    - quality of, 18
    - services, 273–78
    - support, 184–86
  - iN2015 Infocomm Masterplan, 195
  - Inland Revenue Board of Malaysia, 179
  - Instagram, 74, 78, 111, 121, 164n1, 279
  - International Enterprise (IE) Singapore, 203, 204
  - Internet, 114n1, 130
  - internet access, 71–78
  - Internet application, 114n1
  - internet-based media, 140
  - internet penetration rate, 120
  - internet quality and cost, 195
  - internet service providers (ISPs), 49n5, 83
  - internet speed, 127
  - internet transactions, 64
  - internet users
    - Indonesia, 127–30
    - Singapore, 195
    - Thailand, 71–78
- J**
- JobStreet Singapore, 213
- K**
- KLIA Air-Cargo Terminal 1 (KACT1), 174
  - Kuala Lumpur International Airport (KLIA) Aeropolis DFTZ Park, 174
- L**
- labour productivity, 259, 261–62, 267n9
  - Land Transport Authority, 201
  - Land Transport Franchising Regulatory Board (LTFRB), 256
  - large enterprises, e-commerce value of, 68–69, 110, 112
  - laws and regulations, 206–13
  - Lazada, 17
    - Indonesia, 120, 134, 135
    - Malaysia, 187
    - Philippines, 232, 237, 239, 254, 256

- Singapore, 196, 199, 200
- Thailand, 68
- Vietnam, 279, 281, 288, 289
- legislations, 84, 178–79, 212
- Line app, 74, 76, 78, 111
- LinkedIn, 91, 92
- LiveUp membership programme, 200
- logistics, 17
  - Indonesia, 143–44, 160–63
  - Singapore, 196–97
  - support, 186–87
  - Vietnam, 275
- Logistics and Trade Facilitation
  - Master Plan (2015–20), 186
- logistics performance index (LPI), 17, 18, 196
- Low Cost Carrier Terminal (LCCT), 174
- M**
- Malaysia External Trade
  - Development Corporation (MATRADE), 174
- Malaysian Communications and Multimedia Commission (MCMC), 189
- Malaysian Industrial Development Finance (MIDF), 183, 185, 188
- Malaysia's e-commerce
  - challenges, 183–88
  - digital free trade zone, 173–74
  - e-trade voucher, 175
  - Go eCommerce Programme, 176–77
  - government policies and strategies, 171–72
  - incentives, 174–77
  - legislations, 178–79
  - market and performance, 179–82
  - multimedia development
    - corporation, 172–73
  - #MYCYBERSALE, 173
  - programmes, 2016, 172
- market boundaries, redefining, 215
- market definition, 34, 39–45
- Market for Alternative Investment (MAI), 113
- market power assessment, 45–48, 221
- Market Readiness Assistance (MRA) programme, 204
- market share, 45–46
  - interpreting, 46
  - traditional measures of, 45
- mass-market software, 59
- MasterCard, 130
- MATRADE, 175
- merger control, 34
- mergers, 222–23
- micro, small and medium enterprises (MSMEs), 242, 247
- Microsoft, 138
- Ministry of Commerce, Thailand
  - Department of Business Development, 69
- Ministry of Communication and Informatics (MOCI), Indonesia, 140–41
- Ministry of Digital Economy and Society, Thailand, 69, 85
- Ministry of Information and Communication Technology (MICT), Thailand, 113
- Ministry of Trade, Indonesia, 141
- Ministry of Transportation, Indonesia, 141
- Minitel, 65, 114n1
- mobile and internet teledensity, 125, 126
- mobile broadband, 14, 195
- mobile cellular subscription, 125
- Mobile Connect, 274
- Mobile First, 274
- mobile payment, 15–17, 78
- mobile penetration rate, 195
- mobile taxibooking, 201

- Mobile World, 282, 290
- Monetary Authority of Singapore (MAS), 198
- Monetary Authority of Singapore (MAS) Fintech Regulatory Support, 204–5
- Most Favoured Nation (MFN), 33, 222, 254
- multi-homing, 39, 48, 199
- Multimedia Development Corporation (MDEC), 172–73
- multi-sided markets, 43–44, 221
- multi-sided platforms, 38, 253
- MySpace, 91, 92
- N**
- National Broadband Plan, 240
- National Consumer Complaints Centre (NCCC), 183
- National Digital Identity (NDI) system, 219
- National eCommerce Strategic Roadmap, 171
- National Encryption Agency, 148
- National IT Agenda (NITA), 171
- National Payment Corporation of Vietnam (NAPAS), 277
- National Payment Gateway (NPG), 133, 144
- National Retail Payments System (NRPS), 241
- National Socio-economic Survey, 130
- Netflix, 140
- New-Age Economic Partnership, 56
- Ninja Van, 196
- Ninth Malaysia Plan (9MP), 171
- non-cash payment programme, 131, 144
- O**
- Official Information Act B.E. 2540, 85
- offline payment channels, 79–80
- omni-channel retailing, 35
- One Pay, 277
- online banking, 79
- and payment services, 197–98, 275
- online cash systems, 79
- online communication, 71
- online data collection and use, 216
- online grocery shopping, 201
- online markets, 221, 222
- online payments, 78
- channels, 79–80
- online shoppers using, 16
- service providers in Vietnam, 277
- online platforms, 38
- online purchases, 78–81
- online questionnaire, 94
- online retailers, 78
- online security, 183–84
- online shoppers, using online payments, 16
- online shopping, 122, 276
- online shops, 188
- online trading, 135
- online transaction payment mechanism, 131
- ordinary least squares (OLS), 93, 250
- P**
- Palapa ring project, 141–43
- parcel scam, 178
- payment channels, 79–80
- payment systems, 10, 15–17, 120
- Indonesia, 130–33, 144–45
- for online purchases, 78–81
- Singapore, 197–98
- PayPal, 78, 217, 277
- Personal Data Administrator, 114n5
- Personal Data Protection Act, 85, 87, 88
- Personal Data Protection Act 2010 (PDPA), 178



- Personal Data Protection Act 2012 (PDPA), 208–9
- Personal Data Protection Committee, 87
- Petrolimex, 278, 280
- Philippine Airlines (PAL), 237, 245
- Philippine Competition Commission (PCC), 234, 253–56
- Philippine E-commerce Act, 240
- Philippine E-commerce Roadmap, 242
- Philippine Long Distance Telephone Company, 241
- Philippines's e-commerce
- businesses, e-commerce activity, 243–47
  - competition and productivity, 247–52
  - competition issues, 253–56
  - dependent variable, 263
  - e-commerce players in, 239–40
  - establishments with e-commerce activities by size, 248–49
  - government initiatives, 240–43
  - internet retailing sales, 235–36
  - methodology and data, 259
  - regression results dependent variable, 251
  - share of e-commerce industry, 244, 246
  - share of e-commerce industry across sectors, 2012–13, 257–58
  - state of e-commerce in, 234–38
  - statistics of regression variables, 260
  - value and share of online transactions by sector, 238
- Philippine Standard Industrial Classification (PSIC) Code, 259
- Philippine Statistics Authority (PSA), 243
- physical stores, geographic limitations of, 37
- Pos Malaysia, 187
- PreApproved Digital Solutions, 202
- price comparison websites (PCWs), 221
- price competition, impact on, 215
- price discrimination, 37, 41
- Prime Now, 197
- privacy and data protection laws, 83
- product market, 40
- Public-Private-Partnership (PPP) models, 26
- Q**
- Qoo10, 200
- R**
- Red Dot Payment, 204
- RedMart, 200, 201
- Reebonz, 217
- Regional Comprehensive Economic Partnership (RCEP), 27
- regional trade agreements (RTAs), 53–55
- Regulation of Imports and Exports Act (RIEA), 207, 212, 225n23, 225n24
- research and development (R&D), 233
- ride-sharing services, 141, 201
- Rocket Internet, 239
- S**
- Sale of Goods Act (SOGA), 178, 206, 211
- sectoral regressions, 261–62, 264–65, 267n9
- security operations centre (SOC) monitoring services, 211
- security procedure, 208, 224n14, 224n15
- seller behaviour, 34–35
- Seventh Malaysia Plan (7MP), 171

- Shopee, 239, 288
- Shopmatic, 204
- Singapore Press Holdings Ltd. (SPH), 200
- Singapore's e-commerce
- airlines market, 198
  - competition law and policy, 213–16
  - government policies, 201–6
  - impediments and opportunities, 216–19
  - internet quality and cost, 195
  - laws and regulations, 206–13
  - logistics, 196–97
  - major players, 199–201
  - mobile penetration rate, 195
  - online banking, 197–98
  - online hotels, 198
  - payment services, 197–98
  - policy issues and recommendations, 219–20
  - statistics, 198–99
- SingPass, 206
- SingPost, 196, 203
- SingPost Regional eCommerce Logistics Hub, 196
- Skype, 280
- Small and medium-sized enterprises (SMEs), 27, 69, 170, 201
- Alibaba, 182
  - Business to Business, 91
  - Digital Tech Hub, 202
  - E-commerce Reward Programme, 172–73
  - e-commerce value of, 68
  - e-Trade Programme, 176
  - financing schemes, 147
  - iSPRINT programme, 202
- Smartlink, 277, 294n3
- Smart Money, 241
- smartphone, 266n3, 274
- SMEs Go Digital Programme (SGDP), 202
- social media, 71, 74, 76–78, 92
- social media sites, 90–91, 111
- Social Networking Sites (SNS), 91
- Society and the National Electronics and Computer Technology Center, 69
- Socio-Economic Development Strategy (SEDS), 272
- sociopolitical barriers, 63–64
- SPRING Singapore, 203, 224n8
- start-ups
- e-commerce, 149
  - financing schemes, 147
- Stock Exchange of Thailand (SET), 113
- Strategic Goods Control Act, 212
- Supervisory Technology, 205
- supply chain management (SCM), 291
- T**
- Taiwantrade.com, 280
- Tampines Logistics Park, 196
- tax law, 212–13
- Telecommunications Business Act B.E.2544, 85
- telecommunications networks, 20, 48n3, 148
- telephone account systems, 79
- Telkom, 140
- Telkomsel, 125
- Temasek, 164n7
- Tencent, 120
- Tenth Malaysia Plan (10MP), 171
- Thailand E-commerce Plan 2017–2021, 113
- Thailand's e-commerce
- classification by industrial sectors, 67, 68
  - data source and data classification, 94–95

- delivery systems, 81–82
  - Department of Business
    - Development, 69
  - e-commerce engagement, 2014–16, 66
  - e-commerce laws in, 83–88
  - e-commerce value, 2014–16, 66
  - e-commerce value of each industry, 68
  - empirical results, 95–110
  - ICT infrastructure development, 69
  - internet access, 71–78
  - internet users' profile, 81
  - large enterprises, 68–69, 110, 112
  - legislation by region, 2014, 84
  - model specification, 93–94
  - payment systems for online
    - purchases, 78–81
  - policy implications, 112–14
  - review of literature, 89–93
  - significant sources affecting
    - e-commerce engagement, 98–107
  - small and medium-sized
    - enterprises, 65, 69
  - variable definitions and summary statistics, 96, 97
  - Tiki, 289
  - total factor productivity (TFP), 20, 259, 261–62, 267n9
  - trade agreements, 55–58
  - Trade Descriptions Act 2011 (TDA), 178
  - trade policy, 54–55
  - Trans-Pacific Partnership (TPP), 57
    - Article 14.13, 58
  - transport, 17
  - Transportation Network Companies (TNCs), 256
  - Traveloka, 120
  - travel sector, 237–38
  - Twitter, 74, 78, 91, 111, 121, 164n1
- U**
- Uber, 201, 214, 219, 238–40, 255, 256
  - United Nations Conference on Trade and Development (UNCTAD), 64, 71, 232
  - United States–Singapore Free Trade Agreement (USSFTA), 56–57
    - Article 14.2, 56
    - Article 14.3, 56
- V**
- value-added, 259, 267n12
  - Vatgia, 279
  - vertical agreements, 221–22, 254
  - vertical restraints, 216
  - Viber, 280, 284
  - Vietnam E-commerce and Information Technology Agency (VECITA), 285
  - Vietnam E-commerce Association (Vecom), 275, 285
  - Vietnam E-commerce Report 2015, 274
  - Vietnam Logistics Business Association (VLA), 275
  - Vietnam Online Business Forum, 274
  - Vietnam's e-commerce
    - annual e-commerce reports, 293–94
    - Business to Business, 280–81
    - Business to Consumer, 278–80
    - direct regulations and laws, 287
    - e-commerce websites by business model, 283
    - government agencies/departments, 285–86
    - infrastructure services, 273–78
    - key statistics, 278
    - major players, 281–84
    - messaging apps, 284
    - payment methods of online shopping, 276
    - per capita income, 271

- policy and law, 286–90
  - policy issues and
    - recommendations, 290–91
  - popular goods/services on
    - e-commerce websites, 279
  - reasons for not shopping online, 289
  - socio-economic structure and
    - performance, 272–73
  - Viettel, 274
  - Viettel Post, 275
  - Vinamilk JSC, 280
  - VinEcom, 281
  - Vinmart, 281, 289
  - Vinpro, 281
  - VinRetail, 289
  - VNPost, 275
  - VNPT, 274, 285
  - Voice over Internet Protocol (VOIP)
    - scams, 178
- W**
- WhatsApp, 74, 76, 111, 164n1, 280
  - Wholesale Trade Industry
    - Transformation Map (ITM), 203
  - World Bank, 188–89, 195
  - World Trade Organization (WTO),
    - 53–55, 58, 272
- Z**
- Zalo, 280, 284
  - Zalora, 217, 237, 239, 254, 256