The purposes of this research are mainly to study the growth of electronic commerce; the market changes; the parties involved (seller and buyer or tender and bidder); the scope of application of the law (regarding territoriality) and the massive development of international commerce or globalization. It is also to look into all these rapid changes, while the law develops at slower pace, usually behind the social phenomena, in order to control and protect the citizen. It goes further showing how consumers are protected in Venezuela throughout the avalanche of offers and consumption and how technology have modified principles held for centuries such as the traditional Theory of Obligations of Roman Law. All these realizations have led to the conclusion that technology is vital for human behavior in respect to the creation and enforcement of the law. Technicians would find that all their studies directed to facilitate, improve and to perfect human activity are of the interest of the law, and therefore, law and technology go hand in hand.

Keywords
consumer, seller, buyer, globalization, electronic commerce.