



Research Article

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Anti-competitive behavior in digital markets

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Abstract

The regulations stated in Article 101 of the Treaty on the Functioning of the European Union (TFEU) define that it is prohibited for companies to engage in agreements that are anti-competitive in nature with one another. E-commerce platforms have emerged as significant commercial channels in the virtual realm. The antitrust scrutiny has been drawn towards the limitations imposed by both suppliers and marketplaces on selling through such platforms. There exists a perception among certain individuals that there is a degree of conflict between the two approaches, wherein competition authorities are accused of endorsing marketplace platforms by prohibiting platform bans in distribution contracts, while simultaneously scrutinizing the business practices of these platforms (Colomo, 2018). Notwithstanding, it is imperative to note that this does not inherently denote an inconsistency. Although it is crucial for retailers to retain their autonomy in terms of vending their products through diverse sales channels, it is incumbent upon marketplace platforms to adhere to the regulations governing antitrust. In this sense main purpose of this manuscript is the analysis of anti-competitive behavior in digital markets.

Keywords: EU, Competition law, Anti-competitive behavior, Digital markets, Article 101 TFEU, Article 102 TFEU.

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