

Regulating Digital Markets: Challenges and Policy Responses

[Working Title]

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Motivation:

Large digital companies are playing an increasingly important role in the global economy. They leverage vast amounts of data, artificial intelligence, and other new technologies to obtain a unique position in the markets. The rapid rise of tech giants such as Amazon and Google has sparked growing concern among regulators, who warn of the risks these platforms pose to market contestability and consumer privacy. In response, several regulations have been enacted on the European level, in order to protect consumers and competition. These include, among other: the General Data Protection Regulation (GDPR), the Digital Markets Act, the Data Act, and the AI Act. Each aiming to establish clearer rules for the digital economy and protect the rights and interests of users and smaller market players

Goal:

The main aim of this thesis is to discuss the new competition problems that arise in the digital economy, the potential remedies, and how regulation may answer those problems. **The exact scope of the thesis is flexible and will be discussed between the student and the assigned supervisor.** The thesis can either focus more in depth on a single problem, for example abuse of personal data, or recommender steering. It can also take a more general approach, discussing multiple issues together, highlighting what are the general problems related to digital regulation. The thesis can take the form of a literature review of relevant economic and legal studies. The student could supplement the literature review with further own work, depending on the level and interests of the student.

References and Further Readings:

Peitz, M. (2022). The Prohibition of Self-Preferencing in the DMA. *Issue Paper*, Centre on Regulation in Europe

Sun, T., Yuan, Z., Li, C., Zhang, K., & Xu, J. (2024). The Value of Personal Data in Internet Commerce: A High-Stakes Field Experiment on Data Regulation Policy, *Management Science*, 170(4), 2645–2660

Fletcher, A., Crémer, J., Heidhues, P., Kimmelman, G., Monti, G., Podszun, R., Schnitzer, M., Scott Morton, F., & de Streel, A. (2024). The Effective Use of Economics in the EU Digital Markets Acts. *Journal of Competition Law & Economics*, 20(1-2), 1–19

Goldberg, S. G., Johnson, G. A., & Shriver, S. K. (2024). Regulating Privacy Online: An Economic Evaluation of the GDPR. *American Economic Journal: Economic Policy*, 16(1), 325–58