



Business, Nothing Personal

Behavioral antitrust

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Possible approaches

- **As an alternative theory for antimonopoly law enforcement**
- An explanation for antimonopoly policy



Agenda

- Role of behavioral economics in the hard core of antitrust policy
 1. Abuse of dominant position
 2. Agreements and concerted actions restricting competition
 3. Merger control
- Main perspectives for behavioral antitrust
 1. New types of markets
 2. New types of infringements
 3. New borders of competition policy
 4. Collaboration with different policies (bonus)
- Limitations of behavioral antitrust



Abuse of dominant position

- Inconsistency between legal and economic concepts of market power
- Qualification of position as a motive



Agreements and concerted actions restricting competition



- Concept of collective dominance
- Question about the relationship between market structure and conduct

Merger control

- Assumption about profitability of merger
- Conditions for approved mergers



New types of markets

- Significant effect of cognitive biases
- New concept of returns to scale



New types of infringements

- Exploitation of cognitive biases
- The area of responsibility of antitrust authorities



New borders of competition po

- New types of infringements
- Competition as a remedy for cognitive biases



Limitations

- Ambiguity of effect of cognitive biases
- Theory of behavioral economics is undeveloped





Thank you!