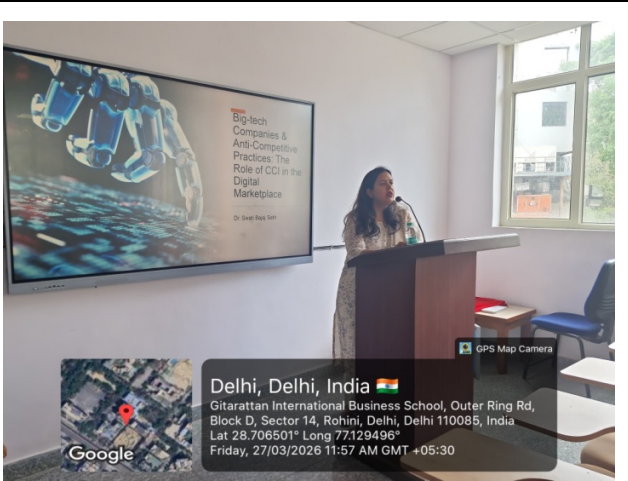


**“BIG TECH & ANTI COMPETITIVE PRACTICES: THE
 ROLE OF CCI IN THE DIGITAL MARKET PLACE”**
27TH MARCH 2026 (FRIDAY)



Gitarattan International Business School successfully organized the Jurist Day-08 titled “**Big Tech & Anti Competitive Practices: The Role of CCI in the Digital Market Place**”, Dr.Swati Bajaj Seth, Associate Professor, IILM, as the distinguished resource person for the students of Integrated B.A. LL.B (H) & BBA.LL.B (H) (8thSemester) on 27th March 2026.

Dr. Seth began the session by explaining the concept of Big Tech companies, highlighting that these are large technology corporations operating in sectors such as search engines, social media, e-commerce, and digital advertising. She emphasized that these companies become “Big Tech” when they achieve a dominant market position, possess a massive user base, and control vast amounts of consumer data.

A key highlight of her lecture was the explanation of how data transforms into market power in digital economies. She elaborated that data acts as a crucial competitive asset, giving firms a significant advantage. She further explained the concept of data network effects, where an increase in users leads to more data, which improves services and attracts even more users, thereby strengthening market dominance. Additionally, she discussed how control over data creates high entry barriers, making it difficult for new competitors to enter the market.

Dr. Seth then discussed various anti-competitive practices commonly adopted by Big Tech companies, particularly focusing on how dominance can be misused to restrict fair competition in digital markets.

The session also provided a comprehensive understanding of the role of the Competition Commission of India (CCI) as a regulatory watchdog. She explained that the CCI aims to prevent practices that cause an Appreciable Adverse Effect on Competition (AAEC) in India. She elaborated on its core functions, including:

- Adjudication: Penalizing abuse of dominant position
- Advocacy: Promoting awareness and conducting market studies (such as the AI Market Study 2025)

- Merger Control: Scrutinizing “killer acquisitions,” where large firms acquire startups to eliminate competition

Dr. Seth further shed light on recent landmark cases (2024–2026), illustrating how competition law is being actively enforced in the digital space. She also discussed the significant policy shift towards considering global turnover for penalty calculations, marking a stronger regulatory approach.

Towards the end, she introduced the concept of ex-ante regulation, highlighting the need for proactive legal frameworks to regulate digital markets before anti-competitive harm occurs, rather than addressing issues after they arise.

The session concluded with a forward-looking perspective on the future of competition law in the digital economy, emphasizing the need for continuous evolution of legal frameworks to keep pace with technological advancements.

Overall, the session was extremely informative and enriched students’ understanding of the intersection between technology, data, and competition law, while also highlighting the growing importance of regulatory mechanisms in ensuring fair digital markets.

FLYER OF THE EVENT



TYPE OF EVENT	Co-curricular
VENUE	Seminar Hall, 1 st Floor
TIME & DURATION	11:30 AM – 12:30 PM
CONDUCTED BY	CLS-GIBS
ORGANISED FOR	Integrated BBA LLB & BALLB (8 th Semester)
NAME OF THE COORDINATOR	Dr. Arpita Sehgal
ATTENDANCE	BALLB-8A:18/57 BALLB-8B:20/53 BBALLB-8A:17/58 BBALLB-8B:04/58 Total=59

RESOURCEPERSON	Name: Dr. Swati Bajaj Seth Associate Professor, IILM
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To develop an understanding of competition law in the context of digital markets. 2. To analyze the role, powers, and functions of the CCI. 3. To examine anti-competitive practices adopted by Big Tech companies. 4. To study landmark cases and ongoing investigations in India.
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Enhanced awareness of anti-competitive practices in digital markets. 2. Better understanding of CCI's enforcement role and legal framework. 3. Development of analytical and research skills among students. 4. Exposure to real-world case studies and regulatory challenges. 5. Encouragement of policy-oriented discussions and reforms.
SHORTFALL DURING EVENT	N/A
LINK OF ONLINE VIDEO	https://youtu.be/oKWkDCs2A2c

**PREPARED & SUBMITTED BY: DR. ARPITA SEHGAL, ASSISTANT PROFESSOR,
CLS, GIBS**