

## **Future of Online Markets**

### ***Market Dynamics and Regulatory Challenges in India***

Seminar Hall No 2 & 3 ■ India International Centre, Max Mueller Marg, New Delhi  
Wednesday, 18<sup>th</sup> January 2012 ■ 4 – 6 PM

Presenter: **Professor Benjamin Edelman, Harvard Business School**

Online markets have brought opportunities for innovation and efficiency that serve billions of users every day. With online information and commerce, users enjoy services that would have been unimaginable just a decade ago. Yet rapid change also brings challenges. What intermediaries will limit online activities? What systems will assure that users and companies are treated fairly? The rapid evolution of online markets poses unforeseen challenges both in terms of market dynamics and in the associated regulatory framework.

The Government of India has unveiled a set of draft policy statements, namely, National Telecom Policy 2012, National Information Technology, 2011 and National Electronics Policy, 2011 for public consultation.

In this context, the Academic Lecture on Future of Online Markets - *Market Dynamics and Regulatory Challenges in India* will discuss some of the issues relating to market dynamics and regulatory challenges. Prof. Benjamin Edelman, a professor at the Harvard Business School, will provide his perspective on the relevant issues, drawing on his research in multiple countries.

The issues for discussion will main surround:

- The evolving online market landscape in India
- Competition issues emanating the market, particularly those affecting micro, small and medium enterprises (MSMEs)
- Entrepreneurship and innovation in online markets
- The Online search market and associated competition issues
- Consumer data and privacy
- Regulatory response to competition and consumer issues

These topics will be further considered by distinguished discussants, as below (alphabetically):

- Dr Geeta Gauri, Member, Competition Commission of India (CCI)
- Dr J S Sarma, Chairman, Telecom Regulatory Authority of India (TRAI)
- Mr. Mahendra Swarup, President, Indian Venture Capital Association (IVCA)
- Mr. Mahesh Murthy, Managing Partner, Seedfund and Co-founder, Pinstorm
- Mr. Vijay Singh, Managing Director and CEO, Aaram Shop

Dr Navneet Sharma, Director, CIRC will moderate the discussion.

## About Prof. Benjamin Edelman

Benjamin Edelman teaches at the Harvard Business School in the Negotiation, Organizations & Markets unit.

Ben's current research explores the public and private forces shaping Internet architecture and business opportunities.

Ben's dissertation evaluated the auctions used to sell advertising at leading search engines. More recently, Ben has written about the implications of growing market concentration in Internet search and resulting risks for advertisers.

Ben's recent online privacy investigations uncovered a series of privacy violations including Google Toolbar continuing to track user browsing even after users "disable" the toolbar, as well as Facebook revealing users' names and details to advertisers (even after specifically promising the contrary). Ben's work on Internet infrastructure includes devising policies and institutions to mitigate the worst effects of scarcity of IPv4 addresses, the numeric identifiers most computers currently use to connect to the Internet. Previously, Ben flagged systemic flaws in Internet filtering systems used in US libraries and schools, and his software performed the first large-scale testing of international Internet filtering (in China and Saudi Arabia). Ben led the fight against deceptive advertising software, "spyware" and "adware," including assembling proof that such programs can become installed on users' computers without users' consent as well as tracking the revenue sources that fund these programs.

Ben's consumer protection writings include critiquing online "safety" certifications that fail to adequately protect users as well as flagging numerous deceptive advertising practices.

Ben teaches an MBA elective course entitled The Online Economy, a survey of all manner of online business. Ben, Peter Coles, and Al Roth jointly convene a periodic Market Design Workshop. Ben teaches in HBS executive education programs Delivering Information Systems and Taking Marketing Digital.

Ben holds a Ph.D. from the Department of Economics at Harvard University, a J.D. from the Harvard Law School, an A.M. in Statistics from the Harvard Graduate School of Arts and Sciences, and an A.B. in Economics from Harvard College (summa cum laude). He is a member of the Massachusetts Bar.

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