
MANAGING THE DIFFICULTIES OF AI IN COMPETITION LAW: ADDRESSING THE GAPS AND FUTURE DIRECTIONS FOR REGULATION IN INDIA

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ABSTRACT

India's journey towards establishing a robust framework for market competition regulation is still in its early stages. Although the Competition Act of 2002 ("the Act") has encountered significant implementation challenges, it has nonetheless managed to address concerns reflective of India's unique market landscape. However, the growing intersection of competition law and technology has exposed critical gaps in the existing legal framework. Major technology companies like Google and Amazon have attempted to undermine fair competition, exploiting loopholes within India's regulatory system. Furthermore, technological innovations have introduced Artificial Intelligence (AI) into market operations, demonstrating its capacity not only to disrupt traditional market dynamics but also to challenge the core principles of competition law and its enforcement. While technology enhances consumer convenience, it simultaneously poses risks by manipulating market forces and impacting fair competition. This paper seeks to explore the influence of AI on market competition, analyzing current trends and identifying key vulnerabilities. Finally, it outlines the risks involved, assesses their implications, and proposes a strategic path forward to address the challenges introduced by AI in competitive markets.

Research questions

1. How does Artificial Intelligence (AI) impact market competition and the enforcement of competition laws in India?
2. What are the challenges posed by AI algorithms in the prevention of collusion and anti-competitive practices under India's current competition law framework?
3. How can the Competition Act, 2002 be amended to address AI-driven market behaviors and ensure consumer protection in the digital age?

Research Objectives

1. To explore the impact of AI on market dynamics and its influence on the enforcement of competition laws in India.
2. To identify the challenges and gaps in India's competition law in regulating AI-driven anti-competitive practices such as algorithmic collusion.
3. To propose potential regulatory frameworks and amendments to the Competition Act, 2002 that can effectively address the threats posed by AI in market competition.

Hypothesis

The existing Competition Act, 2002 does not adequately address the challenges posed by AI algorithms, leading to potential market distortions, unfair competition, and consumer harm in India. A reformed competition law framework is necessary to regulate AI-driven market behaviors and ensure fair competition.

Literature Reviews

1. AI and Market Dynamics:
 - Literature suggests that AI has fundamentally altered the dynamics of market competition, particularly in digital and technology-driven industries. AI systems, such as pricing algorithms, can act autonomously, leading to tacit collusion without human intervention, posing challenges for traditional

competition law enforcement (Binns, 2020).

2. AI and Algorithmic Collusion:

- Several studies have identified AI as a potential facilitator of algorithmic collusion, where autonomous systems used by firms learn to adjust their prices in response to competitors, effectively mimicking human collusion without direct interaction (Heilbron et al., 2019). This undermines traditional notions of anti-competitive practices, where human conduct was central to the determination of illegal coordination.

3. Regulatory Gaps in India's Competition Law:

- According to the Competition Commission of India's (CCI) rulings and related academic reviews, India's current competition law framework, primarily the Competition Act, 2002, is not equipped to handle the nuances of AI-driven anti-competitive practices, such as algorithmic pricing or data monopolies. This necessitates an overhaul or amendment of the law to address the emerging challenges posed by AI (Chatterjee, 2021).

4. AI and Consumer Protection in Digital Markets:

- In the digital age, consumer protection has become more complex due to the rapid growth of AI-powered platforms. The use of big data and AI systems can lead to discriminatory pricing, market monopolies, and barriers to entry for smaller players, which adversely affect consumer welfare. Literature stresses the importance of regulatory intervention to safeguard consumer interests in the AI-driven market (Tambe, 2020).

Introduction

In today's rapidly evolving business landscape, the integration of Artificial Intelligence (AI) has become a cornerstone for enhancing operational efficiency and decision-making processes. Traditional business activities, which once demanded extensive human effort and expertise, are now being transformed by AI's capabilities to process vast datasets with remarkable accuracy and speed. This technological advancement not only streamlines routine tasks but also

empowers professionals to make informed decisions based on comprehensive data analysis.

AI's role in business extends beyond mere automation; it serves as a strategic partner in navigating complex market dynamics.¹ By analyzing patterns and predicting outcomes, AI systems assist in crafting strategies that align with organizational goals and market demands. This shift towards AI-driven decision-making signifies a paradigm change in how businesses operate, emphasizing the importance of data-centric approaches over intuition-based judgments.

However, the proliferation of AI in business also raises critical considerations regarding its impact on market competition and regulatory frameworks.² As AI systems become more autonomous, questions emerge about their influence on fair competition, potential biases in decision-making, and the adequacy of existing laws to address these challenges. This paper aims to explore the intersection of AI and competition law, examining the implications of AI-driven business practices on market fairness and proposing pathways to ensure that technological advancements align with equitable and competitive market principles.

The potential of artificial intelligence in shaping future markets

The concept of Artificial Intelligence (AI) was first introduced in a seminal paper in 1950, with its official name coined during the Dartmouth Conference in 1956. Despite its long-standing presence, AI still lacks a universally accepted definition. Some define it as a computerized system capable of demonstrating behaviors typically associated with human intelligence,³ while others describe it as a technology that can effectively solve complex problems and make rational decisions in real-world environments.

AI's influence has gained substantial recognition from the global community, including organizations like the World Intellectual Property Organization (WIPO). Countries such as Australia and Canada have already integrated AI into their patent offices, leveraging its capabilities to conduct advanced semantic searches, process large datasets, and enhance data analysis. This integration underscores the transformative impact of AI on technological

¹ World Intellectual Property Organization, *Artificial Intelligence and Intellectual Property* (2024).

² Google LLC, *Responsible AI: Our 2024 Report and Ongoing Work* (2024).

³ Fahad Masood, The Role of AI in Shaping the Future of Labor Markets: A Comparative Analysis of Developed vs. Emerging Economies, 6 Int'l J. Econ. Mgmt. & Dev. 45 (2024).

infrastructures, paving the way for innovations that were once deemed unimaginable.

One of the notable contributors to AI research, DeepMind, has filed multiple international patent applications focused on various fundamental aspects of contemporary machine learning. These patents highlight AI's growing commercial relevance, with far-reaching implications for stakeholders in the technology sector⁴ The increasing adoption of AI technologies within the competitive market landscape further demonstrates its capacity to disrupt traditional market dynamics, challenging the balance of independent market forces.

The safeguarding market fairness

A close examination of the Preamble and the statement of objects and reasons of the Competition Act, 2002 ("the Act")⁵ reveals its core objectives: eliminating practices that harm market competition, fostering healthy competition, protecting consumer interests, and ensuring the freedom of trade for market participants in line with India's economic progress. Fundamentally, the Act not only champions free trade but also places the protection of consumer interests at its forefront.

India's push towards economic liberalization to match global standards could be severely hindered if the Competition Commission of India (CCI) does not adhere to strict timelines for investigation and resolution of cases. Furthermore, the absence of clear guidelines for emerging concepts not explicitly covered under the Act could lead to procedural delays and undesirable legal complexities. The current structure of the Act does not account for the market disruptions driven by Artificial Intelligence (AI), which could slow down the resolution of cases influenced by technology-driven practices.⁶

The Act's purpose extends beyond curbing anti-competitive behaviors; it seeks to promote and sustain market competition. For this vision to be effective, enforcement must not only penalize anti-competitive conduct but also act as a deterrent against future violations. It is crucial for the CCI to curtail market practices that threaten fair competition, ensuring that consumers benefit from a competitive market environment. As AI technologies gain prominence, they

⁴Ameya Prabhatkar et al., Study on Artificial Intelligence Innovation Shaping the Future of Share Trading, 12 Educ. Admin.: Theory & Prac. 112 (2024).

⁵ The Competition Act, No. 12 of 2003, § 18, Acts of Parliament, 2003 (India).

⁶ Umar Javeed, Sukarma Thapar & Aaqib Javeed, *Competition Commission of India and Consumers: A Study of the Competition Act, 2002* (2013), <https://ssrn.com/abstract=2277043>.

increasingly influence demand and supply predictions, sometimes prompting behaviors that may undermine market competitiveness.

To address AI's growing impact, it is imperative for regulatory authorities to establish clear guidelines and time-bound mechanisms for the investigation, inquiry, and disposal of cases pending before the Commission.⁷ Until such regulations are established, judicial bodies must explore methods to regulate anti-competitive behaviors driven by AI and machine learning. With companies often incentivized to form cartels, it becomes the state's duty to prevent these formations and curb unjustified price hikes. Protecting consumers from the consequences of unfair competition is essential.

While the Act embodies the essence of fair competition, it is evident that the evolving technological landscape—particularly AI's influence—has exposed gaps in the current legal framework. These developments call for a reassessment of competition laws to address the antitrust challenges posed by AI-driven business practices.⁸

The Competitive Risks of Artificial Intelligence in Market Dynamics

The integration of Artificial Intelligence (AI) into modern business operations has revolutionized industries, offering unprecedented efficiencies and innovations. However, this technological advancement also introduces complex challenges to maintaining fair competition in markets.⁹ AI's capacity to process vast datasets and make autonomous decisions can inadvertently or deliberately disrupt competitive equilibria, necessitating a closer examination of its implications on market dynamics.

Algorithmic Collusion and Market Manipulation

A significant concern arises from AI's potential to facilitate collusion among competitors. Unlike traditional collusion, which requires explicit agreements, AI systems can engage in tacit collusion through algorithmic interactions. For instance, pricing algorithms can monitor competitors' prices and adjust their own accordingly, leading to synchronized pricing strategies without direct communication between firms. This phenomenon, known as "algorithmic

⁷ Sanchari Sen, *Fair Play in Business: How the Competition Act, 2002 Shapes India's Markets*, Medium (Dec. 2024), <https://medium.com/@sancharisen/competitionact2002>.

⁸ Competition Act, 2002, ClearTax, <https://cleartax.in/s/competition-act-2002> (last visited July 14, 2025).

⁹ Jan Wallanders et al., *Artificial Intelligence and the Changing Sources of Competitive Advantage* (2024), https://www.researchgate.net/publication/AI_and_Competitive_Advantage.

collusion," challenges existing antitrust frameworks, as it blurs the lines between independent decision-making and coordinated behavior.

Moreover, advanced AI algorithms, particularly those employing machine learning, can independently learn to collude by recognizing patterns that maximize profits. These self-learning systems can adapt to market conditions in real-time, potentially leading to anti-competitive outcomes without human intervention.¹⁰ The complexity and opacity of such algorithms make it difficult for regulators to detect and prove collusive behavior, posing significant enforcement challenges.

Data Dominance and Market Power

AI's reliance on large datasets for training and decision-making amplifies concerns about data dominance. Companies with access to extensive data repositories can develop more sophisticated AI models, gaining competitive advantages that may be insurmountable for smaller rivals. This concentration of data and AI capabilities can lead to market consolidation, reducing competition and consumer choice.

Furthermore, dominant firms may leverage AI to engage in exclusionary practices, such as preferential treatment of their own products or services, thereby entrenching their market positions. Such behaviors can stifle innovation and create barriers to entry, undermining the competitive process that antitrust laws aim to protect.

Regulatory Responses and Challenges

Regulators worldwide are grappling with the complexities introduced by AI in enforcing competition laws. Traditional antitrust tools may be inadequate to address the nuanced and dynamic nature of AI-driven markets. For example, the European Commission's investigation

Into the Google/DoubleClick merger highlighted concerns about the potential for data consolidation to harm competition, even though the merger was ultimately approved.

To address these challenges, regulatory bodies are exploring new frameworks and tools. This includes developing guidelines for algorithmic transparency, promoting data portability to

¹⁰ James Black et al., *Strategic Competition in the Age of AI: Emerging Risks and Opportunities from Military Use of Artificial Intelligence*, RAND Corp. (2024).

prevent data monopolies, and fostering collaboration between competition authorities and technical experts to better understand AI's impact on markets.

While AI offers transformative benefits to businesses and consumers, it also poses significant risks to competitive markets.¹¹ The potential for algorithmic collusion, data-driven market dominance, and the limitations of current regulatory frameworks necessitate a proactive and adaptive approach to competition law enforcement. Ensuring that AI advancements do not compromise market fairness requires continuous monitoring, updated legal tools, and international cooperation among regulators.

CCI's Landmark Ruling Against Google: Addressing Market Dominance and Search Bias

In the case of *Matrimony.com Limited v. Google LLC*¹² the Competition Commission of India (CCI) imposed a substantial penalty on Google for abusing its dominant market position in the online search and advertising sectors. The informant alleged that Google operated its core business—comprising search and advertising—in a manner that unfairly discriminated against competitors, harming both advertisers and end consumers. It was further contended that Google manipulated its search algorithms to favor its own services and partnered platforms, creating an uneven competitive landscape.

The CCI observed that apart from its primary search engine function, Google also operates a multitude of vertical search services, such as YouTube for video content, Google News for news aggregation, and Google Maps for navigation. It was asserted that Google deliberately integrated its vertical search results into its main organic search outcomes, thereby prioritizing its own services. For instance, a search for a song title would predominantly display links to YouTube or Google Video—both owned by Google—at the top of the search results, effectively sidelining rival platforms.¹³

In its ruling, the Commission recognized the expansive reach of the internet and its growing influence over commercial activities. Online platforms have emerged as powerful market

¹¹ James Black et al., *Strategic Competition in the Age of AI: Emerging Risks and Opportunities from Military Use of Artificial Intelligence*, RAND CORP. (2024)

¹² Competition Comm'n of India, Case No. 07 of 2012, *In Re: Matrimony.com Ltd. and Google LLC* (Feb. 8, 2018).

¹³ India Imposes \$21 Million Fine on Google for Search Bias, JURIST (Feb. 9, 2018), <https://www.jurist.org/news/2018/02/india-google-search-bias-fine>.

players with access to vast amounts of personal data, enabling them to shape market dynamics and stifle competition.¹⁴ The CCI noted that these platforms, empowered by their massive data reserves, could potentially deter innovation and negatively impact consumer welfare by restricting fair market access for competitors.

The CCI's decision highlighted Google's breach of Section 4(2)(a)(i)¹⁵ of the Competition Act, 2002, which prohibits practices that abuse a dominant market position. It found that Google's search engine design not only favored its own entities in search rankings but also restricted the visibility of competing services. Furthermore, Google's strategy of directing users to its specialized search results—such as Google Flights—was deemed an unfair practice that imposed restrictions on users of its general search services.

This case underscores the significant threat that digital platforms, bolstered by advanced technologies like Artificial Intelligence (AI), pose to competitive markets. AI-driven search engines, powered by massive datasets, have the potential to manipulate market access through algorithmic biases. The interplay of AI and big data can intensify market control, raising serious concerns for competition regulators. The CCI's intervention in this case serves as a critical step toward addressing these emerging challenges, calling for vigilant oversight and adaptive legislative measures to prevent the erosion of fair competition in the digital age.¹⁶

Navigating the Challenges of AI within India's Competition Framework

The integration of artificial intelligence (AI) into market dynamics introduces multifaceted challenges for India's competition policy. AI's capabilities extend beyond traditional regulatory concerns, encompassing issues like market exclusion, innovative collusion methods, and discriminatory pricing strategies. Additionally, AI raises broader concerns related to technological sovereignty and economic disparities.

The automation of business processes and rapid technological advancements have transformed consumer interactions, notably in purchasing behaviors, leading to a diminished reliance on traditional retail avenues. This shift underscores the need for competition laws to evolve in

¹⁴ *NCLAT Upholds CCI Ruling Against Google in Play Store Case, Reduces Penalty to ₹216 Cr*, Econ. Times (Mar. 28, 2025), <https://economictimes.indiatimes.com>.

¹⁵ The Competition Act, No. 12 of 2003, § 4(2), Acts of Parliament, 2003 (India).

¹⁶ *NCLAT Upholds CCI Ruling Against Google in Play Store Case, Reduces Penalty to ₹216 Cr*, Econ. Times (Mar. 28, 2025), <https://economictimes.indiatimes.com>.

tandem with technological progress.¹⁷

Historically, competition enforcement has centered on human behaviors, addressing issues such as bid rigging and explicit collusion. However, the advent of AI-driven algorithms has shifted this paradigm. These algorithms can autonomously adjust prices based on real-time market data, potentially leading to synchronized pricing strategies without explicit human coordination. Such scenarios challenge the foundational principles of intent and agreement in antitrust regulations.

One notable concern is the phenomenon termed "Digital Eye," where AI systems independently determine optimal pricing strategies through self-learning mechanisms. These algorithms, devoid of emotional biases, can process vast datasets swiftly, potentially leading to uniform pricing without direct communication between competitors.

Legal precedents further highlight these challenges. In *Meyer v. Kalanick*, Uber's pricing algorithm was scrutinized for allegedly facilitating price coordination, with the defense

Attributing price changes to natural market fluctuations. Similarly, the *Eturas* case emphasized that entities cannot absolve themselves of liability by attributing anti-competitive behaviors solely to automated systems.¹⁸

These instances underscore the pressing need to reassess and adapt India's competition laws. The current regulatory framework may not sufficiently address the complexities introduced by AI-driven market behaviors. As AI continues to permeate various sectors, establishing clear guidelines and accountability measures becomes imperative to ensure fair competition and protect consumer interests.

Future Directions for AI Regulation in Competition Law: Bridging the Gaps

As Artificial Intelligence (AI) continues to reshape the global market landscape, it presents unique challenges for competition law, particularly in jurisdictions like India, where the legal framework is still evolving. The current regulatory regime is not adequately equipped to

¹⁷ *AI Governance in India: Navigating Ethical and Regulatory Challenges*, Asia Pacific Found. of Can. (2025), <https://afpr.in/ai-governance-in-india-navigating-ethical>.

¹⁸ *Intersection Between Artificial Intelligence and Competition Law*, The Arb. Dig. (2024), <https://thearbitrationdigest.com/intersection-between-artificial-intelligence-and-competition-law/>.

address the complex and often invisible impacts of AI on market dynamics. The future of competition law must adapt to these challenges by incorporating new regulatory approaches that address AI-driven market behavior, promote transparency, and ensure fair competition. This section explores eight key future directions to bridge the gaps in India's competition law, ensuring that it evolves alongside technological advancements and continues to protect consumers and foster a competitive marketplace.

1. **Incorporation of AI-Specific Regulations in Competition Law-** Future regulations must address AI-driven market behaviors, including algorithmic pricing and self-learning systems, which currently fall outside the scope of existing competition laws.
2. **Mandatory Transparency in Algorithmic Design and Data Usage-** Companies could be required to disclose the datasets used to train AI systems and the algorithms' decision-making processes to promote transparency and prevent anti-competitive practices like price-fixing or market manipulation.
3. **Creation of New Liability Frameworks for Algorithmic Collusion** As AI- algorithms can engage in tacit collusion without human intervention, future legal frameworks should establish clear liability provisions for companies using AI systems that lead to anti-competitive behavior.
4. **Timely Disposal of AI-Related Competition Cases-**Given the rapid development of AI technologies, the Competition Commission of India (CCI) should implement a streamlined process for handling AI-related competition cases to avoid delays and effectively regulate emerging challenges.
5. **AI-Driven Market Analysis Tools for Regulatory Bodies-**The CCI could develop AI-based tools to detect and monitor anti-competitive behavior, using big data and machine learning to proactively identify suspicious activities such as price manipulation or anti-competitive pricing algorithms.
6. **Addressing the Economic and Social Impacts of AI in Market Competition-**Future regulatory frameworks should consider the broader socio-economic impacts of AI, including wealth inequality and the concentration of market power in a few tech giants, ensuring that AI doesn't exacerbate existing inequalities.

7. International Collaboration on AI and Competition Law-Given the global nature of tech companies, there is a need for international collaboration in regulating AI within competition law to avoid jurisdictional gaps and inconsistent enforcement that could undermine global market fairness.
8. Development of Ethical AI Guidelines to Prevent Exploitative Practices-The introduction of ethical AI guidelines could prevent firms from exploiting AI systems to harm consumers or stifle competition, ensuring that AI systems are programmed to prioritize fair market practices while maintaining innovation.

Conclusion

The present antitrust framework is grappling with the challenges posed by algorithm-driven artificial intelligence. Major tech companies, leveraging vast amounts of sensitive information, can deploy complex algorithms to engage in subtle anti-competitive practices without direct human intervention. These AI-driven strategies, powered by automated calculations, can manipulate market dynamics to enhance profitability, often escaping the scrutiny of existing competition laws. This gap in regulatory oversight highlights the urgent need for legislative reform to address the unique threats posed by AI. Unlike traditional market manipulation, algorithmic decisions are self-generated through machine learning, making it increasingly difficult to attribute liability when anti-competitive outcomes emerge.

Given that algorithms are specifically designed to optimize particular objectives, factors such as the number of competitors in the market, the nature of competition, and the algorithm's architecture significantly influence consumer decision-making. To foster transparency and fair competition, one proposed solution is mandatory public disclosure of the datasets used in algorithmic computations. This could enable better monitoring and promote accountability. Additionally, structuring algorithms to disregard commercially sensitive information could help maintain competitive pricing without crossing antitrust boundaries. However, despite these potential measures, the unpredictable and aggressive nature of competition in non-fluid markets remains a concern, underscoring the necessity for a more robust and adaptable antitrust policy framework.

Key Findings

How does Artificial Intelligence (AI) impact market competition and the enforcement of

competition laws in India?

AI significantly influences market competition by enabling companies to deploy autonomous pricing algorithms that can lead to anti-competitive behaviors such as tacit collusion. These AI systems are able to adjust to competitors' prices and market data, which can result in inflated prices without any explicit collusion between competitors. The current competition law in India, particularly the Competition Act, 2002, is ill-equipped to address the intricacies of AI-driven market behaviors, such as the lack of human conduct in algorithmic collusion and the challenges in regulating AI systems' impact on market dynamics. The growth of AI in digital markets has outpaced the legal frameworks designed to ensure fair competition and consumer protection.

What are the challenges posed by AI algorithms in the prevention of collusion and anti-competitive practices under India's current competition law framework?

AI algorithms, through their self-learning capabilities and real-time adjustments to pricing and market data, create challenges in detecting and preventing collusion. Unlike traditional collusion, where human actors engage in secret agreements, AI systems can autonomously engage in behavior that mimics collusion, such as price-fixing or market manipulation, without direct human intervention. This phenomenon, termed "algorithmic collusion," can be difficult to regulate under India's existing Competition Act, as the act does not currently account for the role of AI in subverting competitive dynamics. Additionally, the lack of clarity around AI's role in the market and the absence of specific regulations dealing with AI have resulted in enforcement challenges.

How can the Competition Act, 2002 be amended to address AI-driven market behaviors and ensure consumer protection in the digital age?

To address the challenges posed by AI in market competition, the Competition Act, 2002 should be amended to explicitly include provisions that govern AI-driven market behaviors. This includes recognizing AI-induced collusion as a specific form of anti-competitive practice, creating clearer guidelines for dealing with algorithmic pricing and self-learning AI systems. Moreover, the act should incorporate provisions to regulate the collection and use of big data, which often underpins AI systems, and the potential for AI to distort market competition. A framework for rapid investigations and decisions on AI-related competition cases should be

established, ensuring swift resolution of potential market distortions and protecting consumers from unfair market practices driven by AI.

To explore the impact of AI on market dynamics and its influence on the enforcement of competition laws in India.

AI has reshaped market dynamics, particularly in digital and technology-driven industries. Its ability to autonomously adjust to market conditions and competitor actions, often without human intervention, has led to potential anti-competitive practices such as tacit collusion. The influence of AI on market behavior challenges the existing regulatory framework, as the Competition Act, 2002 does not sufficiently address AI's role in subverting fair competition. The enforcement of competition law in India is increasingly strained due to the speed of which AI-driven market behaviors emerge and the complexity of algorithmic actions.

To identify the challenges and gaps in India's competition law in regulating AI- driven anti-competitive practices such as algorithmic collusion.

India's current competition law framework is insufficient in regulating AI- driven anti-competitive practices. The existing law does not specifically account for the impact of AI algorithms, particularly in areas like pricing manipulation and tacit collusion. AI systems can learn and adapt independently, making it difficult for regulatory bodies to detect anti-competitive behavior that occurs without human involvement. Furthermore, there is a lack of clarity regarding the role of AI in market dynamics, which results in delayed responses to emerging issues. This gap in legislation and enforcement mechanisms poses a significant challenge in maintaining fair competition in the digital age.

To propose potential regulatory frameworks and amendments to the Competition Act, 2002 that can effectively address the threats posed by AI in market competition.

A potential solution would be to amend the Competition Act, 2002 to address AI-specific challenges. This could include introducing regulations that recognize algorithmic collusion as a distinct form of anti-competitive practice, incorporating guidelines for regulating AI's impact on pricing and competition. Additionally, provisions should be introduced to ensure that big data collection and processing are transparent and do not result in market distortions. The establishment of a dedicated regulatory body or task force to investigate and adjudicate AI-

related competition issues would also be essential in maintaining fair market practices and protecting consumers from AI-driven monopolistic behavior.