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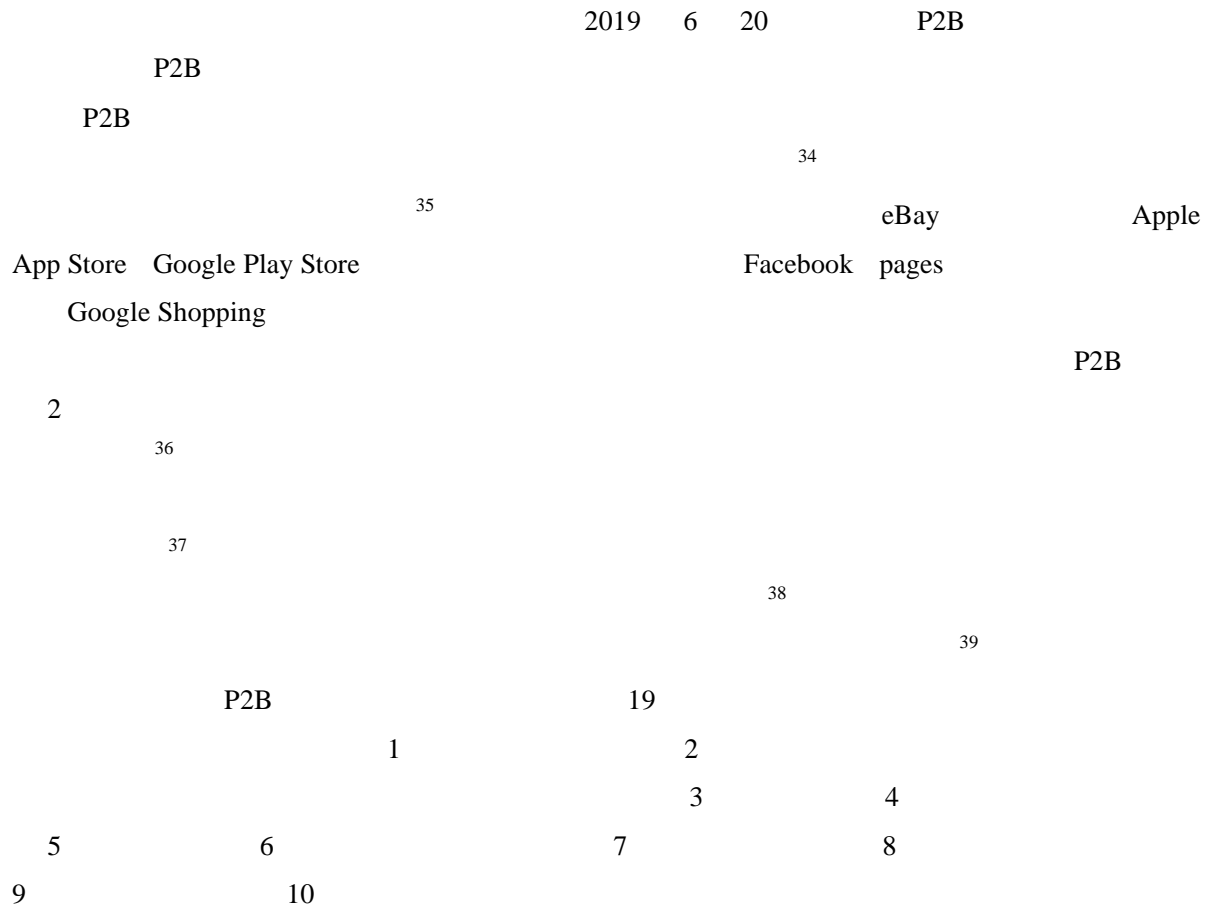
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55 Commission Decision of 26.4.2018 on setting up the group of experts for the Observatory on the online platform economy Article 2.

56 See Commission Decision of 26.4.2018 on setting up the group of experts for the Observatory on the online platform economy.



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WANG Jian JI Haozheng

Abstract: China's e-commerce platform in intermediary services exist practical problems of frequent unfair trading behavior and lack of transparency. Although the current law has the consideration of regulating unfair trading in some aspects, it still can not effectively govern unfair trading, nor can it substantially improve the transparency of e-commerce platform. The first P2B Regulation in the world issued by the European Union aims to improve the fairness and transparency of platform transactions, which can provide useful reference for China. We can adopt the legislative mode of enacting special laws to improve the fairness and transparency of e-commerce platform in China by strengthening the restrictions on unfair trading behavior of platform operators, requiring the main reference factors of platform operators to publicize the ranking, disclosing data access rules, establishing internal mediation and special mediation channels, allowing public interest litigation, and establishing a wide range of information exchange networks.

Keywords: E-commerce Platform; Unfair Trading Behavior; Transparency; P2B Regulation