

Maestría en Economía FCE-UNLP  
Curso 2016  
**Mercados, Comportamiento y Defensa de la Competencia**

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Este curso aborda un conjunto seleccionado de tópicos relacionados con el funcionamiento de los mercados y la defensa de la competencia a partir de la teoría de la organización industrial. Se parte de un esquema que revisa aspectos salientes de estructura de mercados y los estándares de bienestar en la política de defensa de la competencia para luego ir a tópicos como la definición de mercado relevante, fusiones horizontales, acuerdos colusivos y relaciones verticales. El desarrollo del curso es conceptual, utilizando análisis microeconómico, pero orientado hacia aplicaciones en defensa de la competencia. El material utilizado se basa en partes de textos como Motta (2003) y Whinston (2006) y en capítulos y papers seleccionados, para los que se proveen los links para su acceso. La evaluación del curso 2016 es la siguiente: 30% en entregas de tareas (ejercicios y evaluación/referato de papers), 30% en un examen presencial corto y 40% en el “ensayo” analítico de evaluación de la (anunciada) fusión de Qilmes-Brahma y Isenbeck en el mercado de cerveza.

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**(W)** Whinston M. (2006), Lectures on Antitrust Economics, Cambridge: MIT Press

### **1. Estructura, poder de mercado y bienestar.**

Textos: **(M)**, cap.2 pp.1-24

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<http://www.aeaweb.org/aea/2012conference/program/preliminary.php>

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## 2. Fundamentos de bienestar en defensa de la competencia.

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<http://faculty.haas.berkeley.edu/shapiro/century.pdf>

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Coloma G. (2007), "The Argentine Competition Law and its Enforcement", Universidad del CEMA Working Paper No. 342  
<http://www.ucema.edu.ar/publicaciones/download/documentos/342.pdf>

### 3. Definición de mercado relevante.

Textos: **(M)**, cap.3, **(W)** cap.3

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### 4. Fusiones horizontales.

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## **5. Acuerdos horizontales: Colusión**

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## **6. Restricciones verticales**

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