

(02841) Room 403, CJ Law Building, Korea University, Anam-dong, Seongbuk-gu, Seoul Tel 02-3290-2915 Fax 02-3290-2919

2025 ICR Center Seminar

## "The Implications of the Naver Shopping Ruling and Future Challenges"

- **Date: December 19, 2025 (Friday) 2:30 PM ~ 5:30 PM**
- **Location: Grand Conference Room, B1, Severance Building (10 Tongil-ro, Jung-gu, Seoul)**
- **Hosted by: Korea University ICR Center**

The issue of self-preferencing has become a significant topic of debate both domestically and internationally alongside the growth of digital platforms. Diverse perspectives coexist regarding how the technological and data advantages held by platform operators impact competition, and when such impacts may hinder competition or conversely lead to innovation and efficiency. The recent Supreme Court ruling on Naver Shopping also exemplifies these complex issues, underscoring the need for a more systematic and balanced analysis of its legal and economic implications.

The characteristics of the digital market differ from those of traditional markets, making simple regulations or uniform standards insufficient. Legal and economic reviews tailored to specific circumstances must be conducted concurrently. To legally evaluate self-preferencing practices, it is necessary to comprehensively examine the structural characteristics of the digital platform industry, transaction methods, the nature of competition among market participants, and how these factors impact competition restrictions and consumer welfare. To this end, active discussion among academia, practitioners, and policy institutions is more crucial than ever.

This seminar was organized to conduct a deeper analysis of the issues surrounding self-preferencing regulation in the digital economy, focusing on the Naver Shopping ruling, and to examine the direction future policy and legal standards should take. We extend our deepest gratitude to the professors, experts, and Fair Trade Commission officials who participated in the presentations and discussions. We hope this seminar serves as a meaningful platform contributing to the establishment of fair and predictable competition norms in the digital market.

Lee Hwang, Director, ICR Center

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## ● Program

**Moderator: Professor Park Jun-young (College of Law,  
Gyeongsang National University)**

<b>2:00 PM–2:30 PM</b>	<b>Registration and Check-in</b>
<b>2:30 PM–2:40 PM</b>	<b>Opening Remarks: Lee Hwang (Director, ICR Center, Korea University)</b>
<b>2:40 PM–2:45 PM</b>	<b>Commemorative Photo</b>
<b>2:45 PM–3:45 PM</b>	<b>Part 1: Keynote Presentation</b>
<b>Presentation 1</b>	<p><b>Professor Yoon Jin-ha (Korea University Law School)</b>  <b>"The Significance of the Naver Shopping Ruling and Future Regulatory Prospects for Self-Preferential Practices"</b></p>
<b>Presentation 2</b>	<p><b>Advisor Jeon Seong-hoon (Law Firm Pacific, Professor Emeritus, Department of Economics, Sogang University)</b> "The Naver Shopping Case from an Economic Perspective"</p>
<b>15:45~16:00</b>	<b>Coffee Break</b>
<b>16:00~17:30</b>	<p><b>Part 2: Comprehensive Discussion</b>  <b>Moderator: Professor Jung Jae-hoon (Ewha Womans University Law School)</b></p>
<b>All Presenters and Attendees</b>	<p><b>Professor Son Dong-hwan (Sungkyunkwan University Law School)</b> Professor Cho Hye-shin (Handong University School of Law)  <b>Professor Nam Jae-hyun (Korea University Department of Economics)</b>  <b>Director Lim Kyung-hwan (Service Industry Monitoring Division, Fair Trade Commission)</b></p>