

THE IMPLICATIONS AND IMPACT ENCOUNTERING REGULATORY POLICIES  
IN THE GLOBAL ARENA: SAME CASE, DIFFERENT OUTCOMES

GOOGLE, EUROPEAN UNION, AND THE U.S. FEDERAL TRADE COMMISSION

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**Abstract**

*In a global business environment many companies, especially the leaders of the industry, strive to establish a dominant market position and impose a formidable might against competitors in the field across the world. The prevailing economic power of these global business entities and their pervasive competitive strategies and practices have been scrutinized by the legal and regulatory bodies to ensure that the consumers are protected from their deceptive tactics and that fair and lawful competitive policies are adhered to. This paper examines two distinct, and yet, integrated issues regarding the implication of Google in an antitrust lawsuit.*

*While the case is clearly a legal instance of dealing with the enforcement of the law and regulations, it also underlines the nature and implications of operating in an international business milieu. The global environment exposes the international companies to various interpretation and implications of the similar laws and regulations. The laws of a nation and community are driven from the sociocultural norms, beliefs, and practices. Similarly, the interpretation and application of the rules are influenced by the cultural environment and norms. In the case for Google and alleged unfair and deceptive competitive practices, the U.S. regulators were more kind and charitable to Google than their European Union counterparts. In the United States the spirit of the “capitalism” is the prevailing drive for rendering an antitrust decision. However, for the European regulators the dynamics of social justice and parity are the prevalent factors.*

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