

Abstract

The purpose of this thesis is to give an overview of the definitions of competition in literature and an assessment of competition in the Internet market in the Czech Republic. The theoretical part is based on literature of domestic and global origins. This part is specializing not only in the understanding of competition in individual scholarly works but also in its influence on the market mechanism, and its typology. An important constituent of this work is the analysis of unfair commercial practice as defined in terms of the Consumer Protection Act. The practical part deals with the specific manifestation of price and non-price competition within the Czech Internet market. Research was performed on six selected web portals selling electronics. Quantitative data obtained within this research are shown in tables forming part of the text.