

## BEACON 2014

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### **Ethical Challenges in Marketing: The Power - Responsibility Equilibrium**

The ninth edition of LIBA's Business Ethics Conference BEACON was held on August 2nd, 2014. Eminent speakers from the field were invited to address on the theme '**Ethical Challenges in Marketing: The Power - Responsibility Equilibrium**'.

The conference started off on an auspicious note with a prayer song, followed by Prof.R.Maria.Saleth, Director, LIBA, welcoming the dignitaries. Rev.Fr.A.M.Francis Jayapathy SJ, Rector, Loyola College, set the context and the theme for the rest of the event.

The Chief Guest for the event, Mr. Chitty Babu, Chairman and CEO, Akshaya Pvt.Ltd., Chennai highlighted the unique feature of LIBA where the students take an Oath of Ethics on the convocation day. He said that earlier in the business world, the ends would justify the means but these days there is a Kurukshetra test for the managers everyday as questions of what is right and what is wrong crop up every day. Thus, there is increased relevance of power play and responsibilities in the context where Indian and Global environments meet. Mr.Chitty Babu stated that the three important features to focus on are 1) Moral Character 2) Behaving in accordance to principles and 3) Society

He mentioned that liaising with business lobbies was becoming difficult as there aren't concrete rules for such dealings in India, in such a context personal ethics play an increasingly important role in the business world. In today's world, no one has the liberty to bend the rules and is accountable for their actions.He went on to share his experiences in the corporate world and spoke about the four ethics in business– compliance, enforcement of rules, navigating through policies and following the regulations. Rector then, expressed his gratitude to the chief guest and our industrial partner FICCI by honouring them with mementoes.

There were seven speakers from the corporate world to share their perspectives about the evolution of the industry.

The first speaker of the day, Prof.Suresh Paul Antony, Chairperson, PGPM, IIM-Trichy spoke on the topic **Consumer Vulnerability: The Case for Marketing Correctness!** Having 14 years of experience in Customer interface across business and consumer markets, he gave us an insight into the business world. He spoke about power responsibility equilibrium, survival of the fittest, warfare concept, deception, puffery and shades of vulnerability.

The next, Mr. Balaji Prakash, Business Head, Beverage and Dairy Division, CavinKare Pvt. Ltd. spoke about **Ethics in Marketing: 'Consumer Vs Seller'**, where he highlighted the ethics in marketing and the marketing scenario from the FMCG perspective. The third speaker,

Mr.Ameeth Raja, an alumnus of LIBA and currently the Director and Head, Office Services, CBRE Inc, spoke on **Ethical Challenges in Real Estate Marketing**.

In the second session, post lunch, the first speaker Ms.Vidya Pradeep, also an alumnus of LIBA and presently Vice President, Head - Credit Cards - Portfolio Management at HDFC Bank, enlightened us about the **Ethics in Marketing of Financial Products: Credit Card Perspective**. Mr. Pradeep Rajadas, Founder, Sociall.in, a social media management company, spoke about **Native Advertising 101: The Ethics Question**, a very interesting and an informative topic. Our sixth speaker, Mr. R. Mohan, Assistant Vice President - Business Development, Mediassist India TPA Pvt. Ltd, briefed us about '**Ethical Marketing of Insurance Products**'. The final speaker for the day, Mr. Mahimm Gupta, Managing Director, PP Merchandising Services Pvt. Ltd , took us through a very inquisitive topic '**Ethics around Men's Deodorant Marketing**'. He shared few ads with us and highlighted the competition in the market and the identity of the new products that had emerged in the recent past.

Prof. Victor Louis Anthuvan, Professor of Finance and Dean (Research) LIBA thanked all the guests, faculties, staffs, organizers and students for making the event a grand success.



**BEACON 2014 - Inaugural Session**



**Inaugural Session**



**BEACON – Session - I**



**BEACON – Session - II**



**LIBA BEACON - TEAM**