



Loyola Institute of Business Administration

in Collaboration with

FICCI

Organises

BEACON-2014

Ethical Challenges in Marketing: The Power-Responsibility Equilibrium

Date: August 2, 2014

Venue: The Accord Metropolitan, T. Nagar, Chennai-600017

Program Schedule

INAUGURAL SESSION		
Prayer Song	9:30 am	LIBA Choir
Lighting of Kuthuvilakku	9:35 am – 9:45 am	Dignitaries
Welcome Address	9:45 am – 9:50 am	Prof. R. Maria Saleth Director, LIBA
Setting Context and Theme	9:50 am – 10:00 am	Rev. Fr. A. M. Francis Jayapathy SJ Rector, Loyola College
Inaugural address by Chief Guest	10:00 am – 10:30 am	Mr. T. Chitty Babu Chairman & CEO, Akshaya Pvt. Ltd., Chennai

TEA BREAK - 10:30 am – 11:00 am

TECHNICAL SESSION: I		
PANELISTS	TIME	TOPIC
Prof. Suresh Paul Antony Chairperson, PGPM, IIM-Trichy	11:00 am – 11:30 am	Consumer Vulnerability: The Case for Marketing Correctness!
Mr. Balaji Prakash Business Head, Beverage and Dairy Division, CavinKare Pvt. Ltd.	11:30 am – 12:00 pm	Ethics in Marketing: Consumer vs. Seller
Mr. Ameeth Raja Director and Head, Office Services (Chennai and Kerala), CBRE Inc.	12:00 pm – 12:30 pm	Ethical Challenges in Real Estate Marketing
<i>Interaction with Audience - 12:30 pm – 01:00 pm</i>		

LUNCH BREAK - 1:00 pm – 2:00 pm

TECHNICAL SESSION: II

PANELISTS	TIME	TOPIC
Ms. Vidya Pradeep Vice President, Head - Credit Cards - Portfolio Management, HDFC Bank	2:00 pm – 2: 30 pm	Ethics in Marketing of Financial Products: Credit Card Perspective
Mr. Pradeep Rajadas Founder, Sociall.in	2:30 pm – 3:00 pm	Native Advertising 101: The Ethics Question
Mr. R. Mohan, Assistant Vice President - Business Development, Mediassist India TPA Pvt. Ltd	3:00 pm – 3:30 pm	Ethical Marketing of Insurance Products: An Overview
Mr. Mahimm Gupta Managing Director PP Merchandising Services Pvt. Ltd	3:30 pm – 4:00 pm	Ethics around Men’s Deodorant Marketing
<i>Interaction with Audience - 4:00 pm – 4:30 pm</i>		

Vote of Thanks	4:30 pm – 4:40 pm	Prof. Victor Louis Anthuvan, Professor of Finance and Dean (Research) LIBA
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HIGH TEA - 4:40 pm