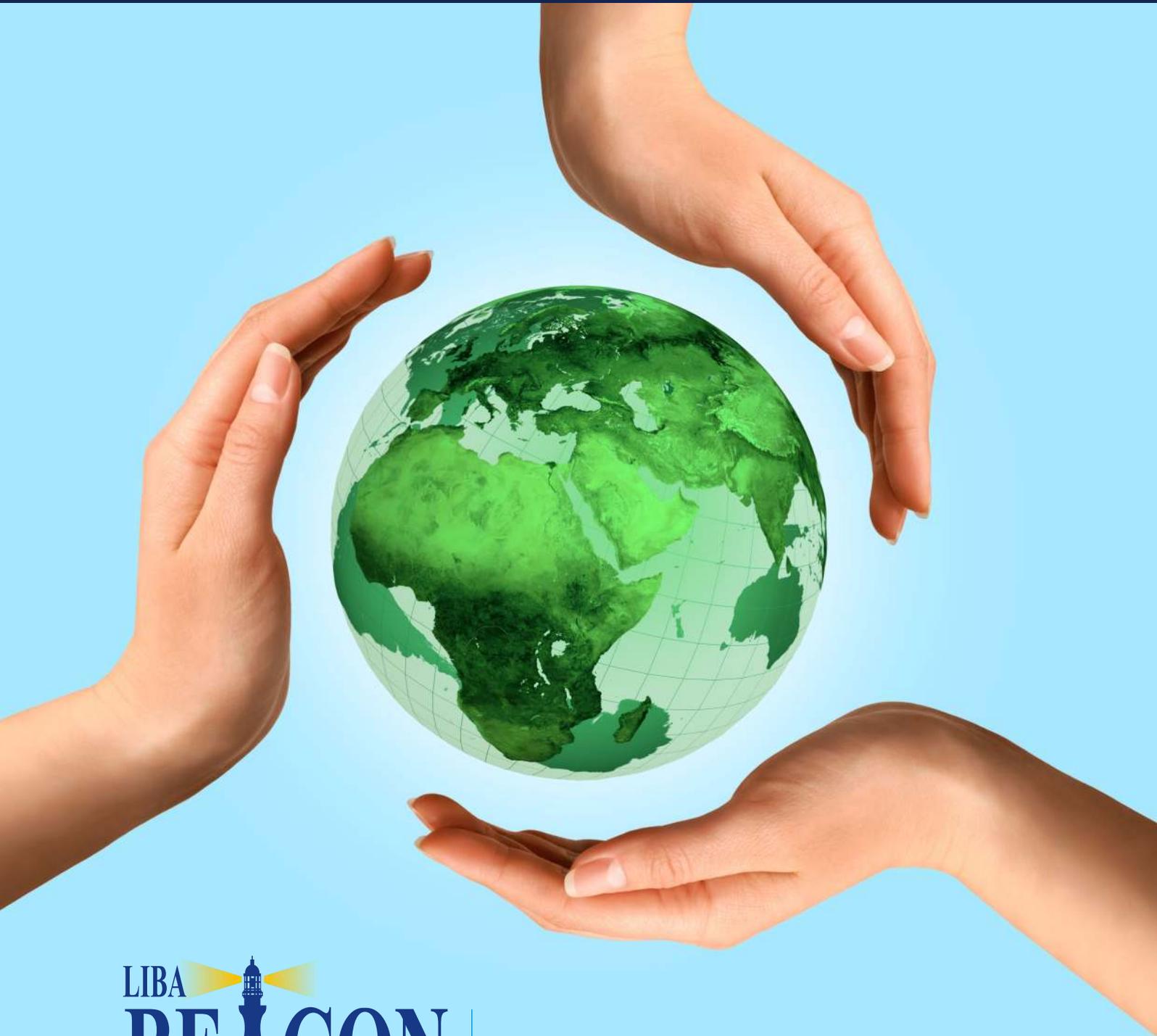




Loyola Institute of Business Administration

In pursuit of Excellence & Ethics



LIBA
BEACON
BUSINESS ETHICS CONFERENCE
2018-19

*Sustainable Business Practices
for a Better Tomorrow*

8th February 2019 | Hotel The Residency Towers, T.Nagar, Chennai.



Sustainable Business Practices for a Better Tomorrow

About LIBA and BEACON

Loyola Institute of Business Administration (LIBA), Chennai, established in 1979, is a premier Jesuit institution that passionately endeavours to train students to become professionally competent managers imbued with a sense of justice, integrity, honesty and ethical values.

LIBA's mission is to pursue Ethics and Excellence. In line with this ideal, LIBA established the Loyola Centre for Business Ethics and Corporate Governance to propagate business ethics and internationally accepted corporate governance practices for the benefit of students, who are the future of the business world. Objectives of the Centre are to raise awareness on ethical issues, inspire socially responsible leadership, enrich ethical knowledge and societal obligations and to promote principle based corporate governance.

The Centre has been engaged in many activities that aim at propagating business ethics and good corporate governance. One of our initiatives at encouraging and promoting this ideal among the business world across the country is BEACON - LIBA's Annual Business Ethics Conference, which is the flagship programme of the institution.

From 2007, BEACON has been deliberating on various issues. The topics focused on at BEACON include, BEACON 2013 Accountability and Responsibility; BEACON 2012 - Eco-Innovation: Time to Wake Up!; BEACON 2011 - Social Innovation: A Catalyst for Inclusive Growth; BEACON 2010 - Soaring Through Sustainability; BEACON 2009 - Surfing The Slump, BEACON 2008 - India at 60: Inclusive Growth - The Challenge of the New Era and BEACON 2007 - To Illumine, To Imbibe, To Inspire Business with Integrity.

The eighth edition of BEACON deliberated on "Social Entrepreneurship A Calling". "Ethical Challenges in Marketing - The Power and Responsibility Equilibrium" was the theme of BEACON 2014, while the focus area of BEACON 2015 was "Ethical Challenges in Financial Management". In the last two editions of BEACON, the focus was on Leadership and Ethics deliberating on the topics - BEACON 2016 - Leadership and Ethics for the Emerging Future and BEACON 2017-18 Leadership and Ethics For The New India,



About BEACON 2018-19 - Concept Note

Sustainability (Brundtland Commission, 1987) simply means, **“meeting our own needs without compromising the ability of future generations to meet their own needs”**.

Sustainability is not just environmentalism, as many commonly perceive it to be.

Embedded in most perspectives on sustainability are also concerns for social equity and economic development.

Sustainability thus is a holistic approach that considers ecological, social and economic dimensions, recognizing that all must be considered together to find lasting prosperity. While the concept of sustainability is a relatively new idea, the movement as a whole has roots in social justice, conservationism, internationalism and other past movements with rich histories.

However, the motivations behind sustainability are often complex, personal and diverse. It is unrealistic to create a list of reasons why so many individuals, groups and communities are working towards this goal. Nevertheless, for most people, sustainability comes down to the understanding that it is the holistic, societal and cumulative efforts taken towards the **“kind of future we are leaving for the next generation”**.

Since the later part of the 20th century, business community has played quite a significant role in bringing the concept of sustainability to the level of prominence and stature it currently enjoys. For over three decades the business world is witness to the fact that when organisations, whether large or small, begin to practice sustainability, it will have a significant impact not only on the environment but also on the society and the economy as a whole in the long-run. Though many still see it a “wasteful expense”, a few proactive organisations have successfully implemented several models of sustainability and many of them are already beginning to reap the benefits, which are clearly being reflected in their bottom-line in terms of cost efficiencies and brand value.

LIBA proposes to highlight this context in its **2018-19 edition of BEACON** - the Annual Ethics Conference with the theme, **Sustainable Business Practices for a Better Tomorrow**, wherein the budding managers of LIBA will get an opportunity to gain knowledge about the Sustainable Business Practices from industry leaders and also understand how it influences the bottom-line.