



LOYOLA COLLEGE (AUTONOMOUS)

College of Excellence

CHENNAI-600034

DEPARTMENT OF B.COM. (HONOURS)

*Cordially Invites you to
A Guest Lecture On*

**"ETHICAL MARKETING :
BALANCING PROFIT WITH PURPOSE IN A
COMPETITIVE WORLD "**



MR. ARUN SAMUEL

Executive Director - Commercial, Helar Marketing & Consultants Pvt. Ltd.



CEL 02

04



11:30 A.M to
12:30 P.M

OCTOBER

Organising Committee



Dr. Reena F
Co-ordinator

Dr. R. Leema Rose
Asst. Professor

Dr. Jerusha Irene D
Asst. Professor

Dr. Minothi J
Asst. Professor

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI -34
DEPARTMENT OF B.COM (HONOURS)**

GUEST LECTURE REPORT ON ETHICAL MARKETING

On 4th October 2024, the second- and third-year B.Com (Honours) students attended an insightful guest lecture on "Ethical Marketing – Balancing Profits with a Purpose," conducted by Mr. Arun Samuel, Director-Commercial of Helar Marketing & Consultants Pvt. Ltd. With 30 years of rich industry experience, Mr. Samuel's session at the LIAC Conference Hall left a lasting impact on the attendees, blending his personal journey with practical advice on ethical business practices.



Mr. Samuel's inspiring journey from a peon to a director in the raw materials sector for the tyre industry highlighted the importance of perseverance, hard work, and determination. He also discussed his transition into the solar energy sector, driven by ethical concerns surrounding the health hazards of rubber materials and the environmental pollution caused by tyre disposal. His emphasis on corporate social responsibility and the need for businesses to prioritize long-term sustainability over short-term gains provided valuable insights for the students.

In addition to ethical concerns, Mr. Samuel discussed important topics such as integrity and transparency in decision-making and the importance of tax provisions and government support for ethical businesses. He also highlighted Singapore as a model for effective governance and a non-corrupt system. Lastly, he remarked on the increasing global respect for Indians over the past two decades, reflecting India's growing influence on the international stage. The lecture was highly informative and relevant, motivating students to consider ethical practices in their future careers.

Key Takeaways of the lecture :

- Ethics ensures long-term business success and credibility.
- Integrity and transparency drive growth, trust, and loyalty.
- Non-corrupt systems lead to national prosperity and development.
- India's global reputation has improved significantly.
- Environmental and social responsibility are essential in business.
- Ethical leadership inspires positive change.



