BENNETT UNIVERSITY
THE TIMES GROUP

NAAC GRADE A+
ACCREDITED UNIVERSITY

# SCHOOL OF LAW

## *Two-Day International Conference*

*On*

# *Consumer Protection in the Sustainable Digital Economy : Navigating Emerging Challenges*

24th & 25th February 2027

Mode: Hybird

Organised By:
Centre for Consumer Rights and Advocacy
School of Law, Bennett University

In Collaboration with
Chair on Consumer Research and Policy,
National University of Study and Research in Law, Ranchi
International Assocation of Consumer Law (IACL)
& Consumer Advocacy Group

Campus: **TechZone II, Greater Noida**

THE TIMES GROUP

# THE TIMES GROUP

## A 186+ YEAR JOURNEY OF LEADERSHIP, INNOVATION & GROWTH MARCHES ON!

### 1835–95

**1838** The original precursor of The Times of India (TOI) is launched as The Bombay Times and Journal of Commerce.

THE TIMES OF INDIA

**1861** The paper acquires The Telegraph and Courier to form Bombay Times & Standard & is then renamed as The Times of India. A truly national platform is born.

**1892** TJ Bennett partners with FM Coleman to form Bennett, Coleman & Co Ltd (BCCL).

### 1940–86

**1946** Ramkrishna Dalmia buys BCCL & the paper passes from British to Indian hands.



**1947** Launch of Hindi newspaper Navbharat Times & the Delhi edition of The Times of India

NBT नवभारत टाइम्स

**1952** Movie industry magazine Filmfare is launched.

FILMFARE

**1954** First edition of the iconic Filmfare Awards, to honour artistic & technical excellence in the Hindi-language film industry. These became an institution with the upgradation and broadcast of not just the national Filmfare Awards, but also their regional variants.

**1955** Sahu Shanti Prasad Jain buys BCCL from his father-in-law Ramkrishna Dalmia.



**1959** Femina, magazine for women, is launched.

FEMINA

**1961** The Economic Times, No. 1 business newspaper in India, is launched.

**1962** Marathi newspaper Maharashtra Times is launched.

महाराष्ट्र टाइम्स

**1964** The first Miss India pageant is held. This became a pathbreaking platform for women's empowerment, especially when it was telecast across the country in later years.

FEMINA MISS INDIA

### 1987



In 1987, a brand new era began with **Vineet Jain** joining the BCCL Group, transforming it from a newspaper and magazine company into one of the largest media and education conglomerates, with leadership across **Print, Radio, Digital, TV,** and **Out of Home Media.**

## 1988–2004

**1990** Times School of Marketing is launched. It, along with Times' Media School (which was set up earlier), emerges as a major source of talent for the media industry.

**1991** BBC features The Times of India among the world's six great newspapers.

BCCL ventures into TV programme production for Doordarshan under the brand Times TV.

THE TIMES GROUP

**1993** Vineet Jain launches India's first private FM radio entity under the brand name Times FM for FM radio programming on a single channel shared by many media companies.

**1994** Vineet Jain conceives of and launches TOI's trailblazing entertainment and lifestyle supplements namely Bombay Times, Delhi Times, etc. They were the first of their kind by any newspaper in the world and became a template for others.

**1996** Launch of economictimes.com - ET's news website and timesofindia.com - TOI's news website- the Group's first foray into the Internet, as conceived of by Vineet Jain, followed by Indiatimes.com a year later.

**1998** In a major initiative for a media company, the group launched Times Music which currently owns ~45,000 musical tracks across genres.

TIMES. music

**1999** Vineet Jain incorporated Times Internet Limited - India's biggest digital media entity.

**2001** Radio Mirchi - Nationwide private FM broadcasting company is launched by Vineet Jain.

MIRCHI

**2004** Group enters TV broadcasting with the launch of Zoom, a Bollywood & Lifestyle channel.

ZOOM

**2004** JV with BBC to form magazine publishing company Worldwide Media. Subsequently, the Times Group bought BBC's share to make WWM a wholly-owned company.

## 2005–15

**2005** Times OOH, the No.1 Out of Home advertising company in India, is established by Vineet Jain.

The Times of India is acclaimed as world's No. 1 selling English daily broadsheet newspaper.

TIMES OOH

**2006** Vineet Jain conceives of and launches leading property services entity Magicbricks.com

Launch of leading TV news channel Times Now.

magicbricks.com TIMES NOW ACTION BEGINS HERE

**2007** Launch of Junglee Music, a brand of Times Music dedicated to film music, with acquisition of music rights of Akshay Kumar starrer 'Welcome'.

Junglee MUSIC powered by TIMES MUSIC

**2009** Launch of ET Now business news channel.

ET NOW

**2010** Launch of English movie channels Movies Now & Romedy Now 3 years later.

MOVIES NOW

**2013** Vineet Jain conceives of and launches Times Pro, an award-winning EdTech initiative, for Indians who want to advance their careers; tie-ups with IITs/ IIMs for executive education courses.

TIMESPRO

**2014** Vineet Jain expands Times Group into film production and distribution with the launch of Junglee Pictures, whose first movie (Dil Dhadakne Do) was released in 2015. It has released 10 award-winning movies till 2024 including Talvar, Bareilly ki Barfi, Raazi, Badhaai Ho, Badhaai Do, Doctor G, etc.

**2014** ET Panache, the lifestyle supplement of The Economic Times conceived of and launched by Vineet Jain.

The Economic Times ET Panache

**2015** Inaugural edition of India's leading business summit -ET Now Global Business Summit (GBS); graced by Prime Minister Narendra Modi as Chief Guest & in subsequent years.

ET NOW GBS Global Business Summit

## 2016

# BENNETT UNIVERSITY
## THE TIMES GROUP

**A PEERLESS LEGACY OF LEADERSHIP & INNOVATION IS LAUNCHED** - With the vision to nurture and empower the youth, **Vineet Jain** launches Bennett University - in the multi-disciplines of **Engineering, Applied Sciences, Management, Law, Media** and **Liberal Arts.**

## 2017–24

**2017** Radio Mirchi expands to a total 74 stations in 64 cities and becomes the No. 1 radio company in India by revenue and number of stations. Extension of English news channel space through the launch of Mirror Now & Times Now World.

MIRCHI

**2021** Launch of Hindi general news channel (Times Now Navbharat) and Hindi business news channel (ET Now Swades).

TIMES NOW नवभारत

**2023** Times Music forges long term equity partnership with Primary Wave, USA-based music publishing company & home to legends like Bob Marley, James Brown, Whitney Houston, etc.

TIMES. music

**2023** Launch of Maverik Movies, a film production house focussing on South Indian languages. Mirchi expands its digital offering by acquiring Gaana.

gaana

**2024** Entry into sports on global scale: Major presence in new age & fastest growing sport -Pickleball- with the launch of Pickleball World Rankings (PWR), the PWR World Series, PWR World Tour, PWR India Tour & League in partnership with Pickleball Asia.

Pickleball

# ABOUT BENNETT UNIVERSITY

With a peerless legacy of over 187 years, the Times Group has been a pillar of trust, knowledge, and public service. Founded in 2016, Bennett University continues this proud tradition, shaping future leaders committed to excellence, integrity, and global impact.

Accredited with an A+ grade by NAAC and recognized by the University Grants Commission (UGC), Association of Indian Universities (AIU), and the Bar Council of India (BCI), Bennett University upholds the highest educational standards. Its interdisciplinary curriculum fosters critical thinking, adaptability, and lifelong learning, empowering students to address global challenges.

A true beacon of academic excellence, Bennett University stands dedicated to creating responsible global citizens and thought leaders.

| | | | | | |
|---|---|---|---|---|---|
| **14,500+** STUDENTS | **70+** STARTUPS LAUNCHED | **20+** CORPORATE COLLABORATIONS | **₹125 Cr+** FUNDS RAISED BY STARTUPS | **16+** SPORTS FACILITIES | **68** ACRES FUTURISTIC CAMPUS |
| **120+** INTERNATIONAL COLLABORATIONS | **40+** STUDENT LED CLUBS & SOCIETIES | **50+** UNDERGRADUATE, POSTGRADUATE & DOCTORAL PROGRAMS | **10,000** HOSTEL CAPACITY | **90%+** PH.D. FACULTY | **1200+** COMPANIES FOR PLACEMENTS |





## About the School of Law

Bennett University established the School of Law with a vision to strive for excellence in teaching, research, and advocacy towards Justice for all by shaping thought leaders in public policy of National and International dimensions. The school at present is offering B.A.LL.B. (Hons.), B.B.A.LL.B. (Hons.), LL.M. and Ph.D. program and imbibes the best practices in terms of curriculum, pedagogy, innovation in teaching methods. Invested and promoted by the largest media enterprise, the School of Law is committed to educating the pioneers of the future through leaders in the field of law, the ones who can think out loud and clearly on the matters of justice and progress.

## COLLABORATOR

## About the NUSRL, Ranchi

NUSRL has been established by an Act of the State Legislature prompted by the vision of the constitutional forefathers that the law, legal system and legal institutions have an overarching role for human, social, political and economic development of the nation. Law is one of the social processes having the maximum filtering capacity of societal processes is sinew for healthier growth of democracy and constitutional rule of law. The NUSRL is established to develop a holistic perspective of legal education in all its ramifications particularly advocacy, judicial and legal institutional services, legislation, law reforms and all the research in these areas .The social and political milieu at present requires an interdisciplinary approach for law and its knowledge and obviously in globalized world comparative analysis of the law and legal institutions cannot be avoided.

# About the Conference

The rapid expansion of e- commerce, platform-based markets, financial technologies, artificial intelligence and cross-border transactions has significantly transformed the relationship between consumers, businesses and regulators. While these developments have expanded consumer choice, convenience and access to markets, they have also created new forms of vulnerability, information asymmetry and unfair commercial practices.

The contemporary consumer is no longer confined to traditional marketplaces. Consumers increasingly interact with digital platforms, social commerce, quick-commerce services, digital payment systems, algorithmic decision-making and AI-driven marketing. At the same time, concerns relating to data protection, privacy, dark patterns, misleading advertisements, product safety, financial fraud, algorithmic discrimination and digital deception have introduced new dimensions to consumer protection. The uploaded conference framework identifies these developments across digital commerce, consumer data protection, ethical marketing, sustainable consumption, financial consumer protection and emerging technologies.

Against this background, the International Conference seeks to provide a multidisciplinary and international forum for examining how consumer law can respond to these evolving challenges. The conference will bring together academicians, legal practitioners, researchers, policymakers, regulators, industry professionals, students and representatives of civil society to critically examine the adequacy of existing consumer protection frameworks and explore emerging approaches to consumer justice. The conference will particularly focus on the need to balance technological and economic innovation with fairness, transparency, accountability and effective consumer remedies. It will also consider how consumer protection can contribute to sustainable and inclusive markets while ensuring that technological advancement does not compromise consumer autonomy, dignity and welfare. The conference therefore seeks to move beyond a conventional understanding of consumer protection and examine how law and policy can remain responsive to changing markets, emerging technologies and evolving consumer expectations.



## About the Centre for Consumer Rights and Advocacy (CCRA)

The Centre is dedicated to carry out learning and experiential activities in pursuit of the objectives of the Consumer Protection Act, 2019 and the rules and regulations related to this Act. The objective of the Centre is to raise awareness among the members of society about their consumer rights and to educate them to get redressal for the same through alternative dispute resolution (ADR) including online mechanism. For the above purposes we train students to organize workshop for hands on experience in drafting complaints, affidavits and necessary documents for filing consumer complaints before the forum. Certificate courses, guest lecture and competitions shall be conducted with the aim of enhancing student learning. The Centre aims to promote a critical understanding of the dynamics of consumer rights among legal professionals, the broader legal community and the wider population. By serving as a connecting point between the educational and professional fields of consumer litigation, we strive to enhance collaboration and knowledge sharing. Additionally, this centre promotes cutting-edge research in the field of consumer protection and welfare.

# COLLABORATORS

## About the Chair on Consumer Research and Policy (CCRP) NUSRL, Ranchi

In view of the emerging markets globally and high expectations of the consumers for better services, standards, variety of choices available, etc., the Chair on Consumer Research & Policy (CCRP), NUSRL, Ranchi aims to promote research, teaching, and training in Consumer Laws and consumer protection in various sectors such as e-commerce, health, financial, transport, insurance, airlines, etc. The Chair is established to undertake the activities in furtherance of the objectives of the Consumer Protection Act, 2019, rules and regulations related to this Act as well as the roles and regulations of consumer dispute redressal commission in the interest of protection of the rights of consumers, etc.

## About the Consumer Advocacy Group

Consumer Advocacy Group is a WhatsApp Group founded by Dr. PVVS Murthy on 24th November 2017 with a few likeminded Consumer Activists, with the main objective of creating Consumer Awareness. Several consumers from across the Nation joined the group making it a powerful movement. Today we have more than 2500 members from 28 States, 4 Union Territories of India and a few NRIs from 15 different countries spread in four WhatsApp Groups. With the support of our members we are confident to lift the membership to highest level and spread our wings to rural areas. Eminent personalities from various walks of life including Teachers, Lawyers, Doctors, Engineers, Entrepreneurs, Businessmen, Industrialists, etc. are in our Group. We have a large number of Academicians including currently serving and retired Vice Chancellors, Presidents and Members of various Consumer Commissions in our groups. We have been organizing atleast one Webinar / Online Meet every month in coordination with an educational institution in each state thus involving and engaging the younger participants too.

## Concept Note

Consumer protection has become increasingly complex in a rapidly evolving global marketplace. The growth of digital commerce, platform-based businesses, artificial intelligence, digital payments and cross-border transactions has transformed the traditional consumer–business relationship. While these developments have enhanced consumer choice, convenience and access, they have also created new concerns relating to privacy, data protection, misleading practices, digital fraud, product safety, financial risks and access to effective remedies. Against this changing pradigm, the conference seeks to examine whether existing consumer protection frameworks are adequately equipped to address emerging forms of consumer vulnerability. The discussions will explore contemporary issues in digital commerce, consumer data and privacy, ethical advertising, sustainable consumption, financial consumer protection, artificial intelligence and consumer justice. The conference will provide an international and interdisciplinary platform for academicians, legal practitioners, researchers, policymakers, regulators and other stakeholders to critically examine emerging challenges and evolving legal responses in consumer protection. It aims to move the discussion beyond identifying emerging challenges towards examining effective legal and regulatory responses that strengthen consumer confidence, access to justice and meaningful protection in an increasingly digital and interconnected economy.

## Call for Papers

The International Conference invites well-researched original papers amongst professionals, academicians, practitioners, research scholars, administrators, students, social activists, and the representatives of governmental and non-governmental organizations for presentation on the following themes and sub-themes:

## Theme I: E- Commerce, Platform Regulation and Consumer protection

### *Sub-Themes*

E-Commerce and Consumer Protection
Platform Accountability and Marketplace Liability
Quick Commerce and Hyperlocal Delivery Services
Cross-Border E-Commerce
Online Fraud, Cyber Scams and Consumer Awareness
Smart Contracts and Standard Form Agreements
Consumer Protection in Social Commerce

## Theme II: Consumer Data Protection, Privacy and Digital Rights

### *Sub-Themes*

Consumer Data Protection
Behavioural Advertising and Consumer Profiling
Dark Patterns and Manipulative Digital Design
Informed Consent in Digital Transactions
Children's Privacy and Online Safety
Data Monetisation and Consumer Rights
Digital Identity and Consumer Trust

## Theme III: Ethical Marketing, Advertising and Fair-Trade Practices

### *Sub-Themes*

Misleading Advertisements
Influencer Marketing and Consumer Protection
Greenwashing and Sustainability Claims
Comparative Advertising
Hidden Endorsements and Sponsored Content
Unfair Trade Practices in Digital Markets
Consumer Protection against AI-Generated Promotional Content

## Theme IV: Sustainable Consumption, Product Safety and Consumer Welfare

### *Sub-Themes*

Right to Repair
Circular Economy and Consumer Protection
Sustainable Consumption
Product Safety and Product Liability
Smart Devices and Internet of Things (IoT)
Food Safety and Consumer Health
Pharmaceutical Transparency and Consumer Rights

## Theme V: Financial Consumer Protection and Digital Economy

### *Sub-Themes*

Digital Payments and Consumer Protection
FinTech Regulation
Digital Lending and Consumer Rights
Buy Now, Pay Later (BNPL) Services
Cryptocurrency and Virtual Digital Assets
Financial Fraud and Consumer Remedies
Financial Literacy and Consumer Awareness

## Theme VI: Artificial Intelligence, Emerging Technologies and Consumer Protection

### *Sub-Themes*

AI and Algorithmic Decision-Making in Consumer Markets
Generative AI, Deepfakes and Consumer Deception
Automated Pricing and Algorithmic Discrimination
AI Liability and Accountability
AI Governance and Consumer Welfare

## Theme VII: Online Dispute Resolution and Regulatory Enforcement

### *Sub-Themes*

Consumer Dispute Resolution Mechanisms and ODR
AI-Assisted Consumer Redressal
Consumer Commissions and Access to Justice
Regulatory Enforcement and Compliance
Class Actions and Collective Consumer Interests

## Theme VIII: Contemporary Issues and Global Perspectives in Consumer Law

### *Sub-Themes*

Consumer Rights in Public Utilities and Government Services
Consumer Rights in the Sharing and Gig Economy
Digital Public Infrastructure and Consumer Rights
Climate Change and Consumer Protection
Emerging Trends in Consumer Law and Policy
Future Directions in Global Consumer Governance

## Guidelines For Abstract Submission

• We welcome submissions of abstracts of not more 500 words. Abstract must contain details about the Names of the Author(s), Designation, Affiliation, Email Id, Contact details.

• Maximum of 5 keywords are to be provided along with the abstract.

• Abstract must be submitted in word (.doc or .docx) format only.

• Co-authorship is permissible, Maximum one.

• Acceptance of the abstracts shall be communicated via email.

• On selection of the abstract, the author(s) must pay the required registration fees for conference presentation, no later than 20th December, 2026.

• Click: https://forms.cloud.microsoft/r/HzuVdSLBC3 for abstract submission for submitting the abstract

## Registration Charges

| |
|---|
| • 2500 INR for faculty/ Academicians/ Professionals |
| • 1500 INR for Research Scholars |
| • 1000 INR for students (UG&PG) |
| • Free of Charge for ***BU*** faculty, Scholars, & Students |
| • Free of Charge for ***NUSRL***, faculty, Scholars, & Students |

## Important Dates

| SUBJECT | DEADLINE |
|---|---|
| Abstract Submission | 10th December, 2026 |
| Intimation of Selected Abstracts | 15th December, 2026 |
| Registration | 20th December, 2026 |
| Final Paper Submission | 10th January, 2027 |
| Conference | 24th and 25th February, 2027 |

## Guidelines For Paper Submission

Each applicant must submit their full papers in 5000-6000 words in OSCOLA Citation.

• Last date for submission of the paper is Janurary 10th, 2027

• All papers must be submitted to ccra@bennett.edu.in

• The full-length paper must have the abstract and details of the authors.

• In case of co-authorship at least one author must attend the conference to present the paper.

• The main text should be in Times New Roman with font size 12 and spacing of 1.5. The footnotes should be in Times New Roman, font size 10 with single spacing. Referencing style: OSCOLA citation system

• Plagiarism: All submissions must be the author's original and unpublished work. Maximum of 10% plagiarism permitted.

• The paper must be submitted in word document (.doc or .docx) format only.t

## Paper Presentation

• Presentations will be conducted on 24th and 25th February, 2027

• Each author will be allotted 8 minutes for their presentation, followed by a Q&A session.

• A Certificate of Presentation will be issued to all the presenters.

• Certificate of merit will be awarded to best three presenters in the Conference

## Publication Process

• Conference processding will be published in a book bearing an ISBN

• Papers will undergo a double-blind peer review process by experts in the field to ensure academic rigor.

• Selected papers shall be published in book format by a reputed publisher with ISBN number.

To make the payment
Kindly scan the QR Code
Conference on Consumer
Protection – SOL

## BENNETT UNIVERSITY LEADERSHIP



### Mr. Vineet Jain

Chancellor, Bennett University,
Managing Director, BCCL

Awarded Entrepreneur of the Year Award in 2013 for transforming BCCL into India's Most Respected and Largest Media Group



### Ms. Revati Jain

Pro Vice Chancellor
Bennett University



### Dr. Raj Singh

Vice Chancellor
Bennett University



### Mr. Senthil Kumar

Chief Operating Officer
Bennett University

## CONFERENCE PATRONS



### *Prof. (Dr.) Pradeep Kulshrestha*

Dean, School of Law, Bennett University
Honorary Doctorate, National American University
South Dakota, M.A, LL.M., Ph.D., P.G.P.M



### *Prof. Dr. Ashok R. Patil*

Hon'ble Vice-Chancellor
NUSRL, Ranchi

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### *Dr. Mukul Saxena*

Joint Dean, School of Law
Bennett University



### *Dr. P.V.V.S. Murthy*

Former Member, District Consumer Forum
Founder, Consumer Advocacy Group



## CONFERENCE CHAIR

### *Prof. (Dr.) Versha Vahini*

Professor,
School of Law, Bennett University

## FACULTY CONVENOR



***Dr. Parul Sinha***
Assistant Professor
School of Law, Bennett University

## JOINT CONVENOR



***Mr. Abhinav Gupta***
Assistant Professor (Law)
NUSRL, Ranchi

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Assistant Professor
School of Law



***Dr. Dinesh Singh***
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School of Law

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Assistant Professor
School of Law



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Kasak Kashwal

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Yuvraj Singh

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Shashank



Yash Todi

## SOCIAL MEDIA HEAD



Divyansh Singh



Aditi Singh



Harshit


CONSUMER CLINIC


BENNETT UNIVERSITY


Jayashree gupta (Unverified)




CONSUMER CLINIC







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