



**SRM**  
 INSTITUTE OF SCIENCE & TECHNOLOGY  
 Deemed to be University u/s 3 of UGC Act, 1956

THE CENTRE FOR CRIMINAL LAW AND PUBLIC POLICY,  
 SCHOOL OF LAW, SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
 IS ORGANISING A  
**NATIONAL SEMINAR**



**“GUARDING CONSUMER TRUST: LEGAL  
 RESPONSES TO DECEPTIVE ADVERTISING IN  
 THE DIGITAL AGE”**

**28TH SEPTEMBER 2024**



**A++**



**Category 1  
 with 12B Status**



**(2024)  
 12<sup>th</sup> Ranked University**



**(2025) World Ranking  
 one among 46 Indian Universities**



**(2024) World Ranking  
 one among 91 Indian Universities**



**VERY GOOD  
 QS 4 Star Rated Globally**



**(2024) World Ranking  
 Ranked 5-7 in Indian Universities**

**NH45 | SRM Nagar | Kattankulathur | Kancheepuram District | Guduvancheri | Tamil Nadu - 603203**

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# ABOUT

## SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

SRM Institute of Science and Technology is one of the top ranking universities in India with over 52,000 full time students and more than 3200 faculty members across all campuses – Kattankulathur, Ramapuram, Vadapalani campuses in and around Chennai, Tiruchirappalli (Tamil Nadu); and two campuses in Modi nagar (Uttar Pradesh) & Sonapat (Haryana) – both of which are located near Delhi NCR, Amaravati (in AP), Gangtok (in Sikkim) – offering a wide range of Undergraduate, Postgraduate and Doctoral programs in six Faculties – Engineering & Technology, Management, Medicine & Health sciences, Science & Humanities, Law and Agricultural Sciences. The history & growth of SRM Group of Institutions reflects the inspiring and visionary Founder-Chancellor and Key Office-Bearers including the Pro-Chancellors of Administration and Academics, Vice President, Vice Chancellor, Pro-VCs, Registrars, the 3000+ Faculty and Staff Members and our vibrant large community of SRM Students & Alumni. The Institute is accredited by NAAC with A++ Grade, with overall 12th rank in NIRF in 2024 (up from 18th in 2023).

# ABOUT

## SRM SCHOOL OF LAW

School of Law, SRMIST is one of the best Law Schools in India. Being a top-ranking multi-stream university it has a vision to impart quality education which makes the products of the law school stand par excellence. The School offers UG, PG and PhD programs along with Certificate Courses in unique emerging areas. Our institution offers programs in a multi-disciplinary approach to students who aim to pursue careers beyond law. SRM is proud to have alumni who have created a mark in their careers by occupying coveted positions in different fields. The School was Inaugurated in 2014 by the Chief Judge of the Supreme Court of Maryland, Mary Ellen Barbara along with the judicial delegates from the State of Maryland, USA which was led by the First Lady of the State, Katie O'Malley.

SRM School of Law has a rich heritage, having tie ups with many foreign universities and institutions. The multicultural atmosphere of the campus provides a great opportunity for students and faculty members to coalesce with different cultures as students from different parts of India and the world choose to pursue their education here at SRM. An environment-friendly green campus adds to holistic learning and positive energy which enriches the students further. As an institution. SRM equips, exposes, empowers and enlightens the students to take up any challenge in their future with confidence and commitment.

# ABOUT

## THE CENTRE FOR CRIMINAL LAW AND PUBLIC POLICY

The Centre of Excellence on Criminal Law and Public Policy is a specialized Centre of School of Law, SRMIST dedicated to advancing research, education, and policy analysis in the fields of criminal law and public policy. It serves as a hub for research scholars, academicians, legal practitioners, policymakers, and students who are engaged in the study and application of criminal justice principles and public policy measures.

This centre focuses on a wide range of issues within the criminal justice system, including crime prevention, law enforcement strategies, the rights of the accused, sentencing practices, and the rehabilitation of offenders. It also examines the broader social, economic, and political factors that influence crime and criminal behaviour, as well as the effectiveness of various public policies in addressing these issues.

One of the primary objectives of the Centre of Excellence on Criminal Law and Public Policy is to bridge the gap between academic research and practical policy implementation. By conducting interdisciplinary research and fostering collaboration among experts from different fields, the centre aims to develop evidence-based solutions to contemporary challenges in the criminal justice system. This can include exploring new approaches to reducing recidivism, improving the fairness and efficiency of legal processes, and enhancing the protection of human rights within the context of criminal law.

Moreover, the centre often engages in public outreach and education, offering training programs, workshops, and conferences to disseminate knowledge and best practices. Through these activities, it seeks to influence public discourse and contribute to the development of more just and effective criminal justice policies at local, national, and international levels.

## CONCEPT NOTE



In the digital age, guarding consumer trust has become increasingly critical as deceptive advertising practices evolve with technology. The rapid growth of online platforms has given rise to sophisticated and often misleading marketing tactics that can exploit vulnerable consumers. Legal responses to these practices include stricter regulations and enforcement actions aimed at curbing false advertising, enhancing transparency, and ensuring that digital advertisements are truthful and not misleading. Regulatory bodies across the jurisdiction have adapted their frameworks to address new challenges posed by digital media, emphasizing the importance of clear disclosures and ethical advertising practices. By strengthening legal standards and promoting vigilance, these measures aim to protect consumers from deceptive practices and maintain the integrity of digital marketplaces.



# SUB-THEMES

1

## Regulatory Frameworks for Digital Advertising

- Current legal frameworks addressing deceptive advertising online.
- The role of regulatory bodies (e.g., FTC, FCC) in monitoring digital ads.
- Comparative analysis of international regulations on digital advertising.

## Consumer Protection in the Age of Social Media

- The impact of influencer marketing on consumer trust.
- Legal responsibilities of influencers and brands.
- Addressing deceptive practices in user-generated content.

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## Technological Challenges and Legal Responses

- The use of AI and machine learning in targeted advertising.
- Combatting deep fakes and manipulated media in ads.
- Legal implications of data-driven personalization in advertising.

## E-Commerce and Misleading Advertising

- False claims in product descriptions and reviews.
- The role of online platforms in regulating deceptive ads.
- Legal recourse for consumers misled by online ads.

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# SUB-THEMES

## Ethics and Corporate Responsibility in Advertising

- Ethical considerations in digital marketing strategies.
- Corporate social responsibility and transparency in advertising.
- The balance between commercial interests and consumer protection.

5

## Consumer Awareness and Education

6

- Strategies to enhance consumer literacy regarding digital ads.
- The role of public awareness campaigns in guarding against deceptive advertising.
- Collaborations between governments, NGOs, and the private sector to educate.

## Cross-Border Issues in Digital Advertising

- Challenges in regulating cross-border digital advertising.
- International cooperation in combating deceptive advertising.
- Jurisdictional issues in enforcing legal actions against deceptive ads.

7

## Future Trends and Legal Adaptation

8

- Emerging trends in digital advertising that may impact consumer trust.
- Anticipating future legal challenges in the evolving digital landscape.
- Preparing legal systems for advancements in digital marketing technologies.



## OBJECTIVES OF THE SEMINAR

- **Explore the Current Legal Framework:** Examine existing laws and regulations that address deceptive advertising in the digital age, identifying their strengths and weaknesses.
- **Analyze Emerging Trends:** Discuss the evolving nature of deceptive advertising, including the role of social media influencers, targeted advertising, and data-driven marketing.
- **Propose Legal Reforms:** Develop actionable recommendations for strengthening legal responses to deceptive advertising to enhance consumer protection.
- **Enhance Consumer Awareness:** Discuss strategies for educating consumers about their rights and how to identify and report deceptive advertising.
- **Foster Collaboration:** Encourage dialogue between policymakers, legal experts, industry stakeholders, and consumer advocates to create a collaborative approach to addressing deceptive advertising.

## EXPECTED PARTICIPANTS

- **Legal Professionals:** Attorneys, judges, and legal scholars interested in consumer protection laws and regulations.
- **Regulators and Government Officials:** Representatives from consumer protection agencies, such as the Federal Trade Commission (FTC) in the U.S., or equivalent bodies in other countries, who are responsible for enforcing advertising regulations.
- **Business and Marketing Professionals:** Executives, marketers, and advertisers who want to understand legal boundaries and best practices for advertising in the digital age.
- **Consumer Advocacy Groups:** Organizations and individuals dedicated to protecting consumer rights and ensuring truthful advertising.
- **Academics and Researchers:** Scholars in law, marketing, and digital media studying the impact of deceptive advertising and legal responses to it.
- **Technology and Digital Media Experts:** Professionals from the tech industry, particularly those involved in digital marketing, advertising technology, and social media platforms.
- **Journalists and Media Representatives:** Reporters and editors covering legal, business, and technology beats, especially those focused on consumer issues.
- **Students:** Law students, business students, and others studying related fields who wish to gain insight into the intersection of law, business, and digital media.
- **Policy Makers:** Individuals involved in crafting and implementing legislation related to consumer protection and advertising practices.

## EXPECTED OUTCOME

- **Strengthening Legal Frameworks:** Participants emphasized the need for robust legal frameworks that can adapt to the rapidly changing digital landscape. This includes updating existing consumer protection laws to address new forms of digital deception, such as deep fakes and misleading influencer marketing.
- **Enhanced Regulatory Measures:** There was a call for enhanced regulatory oversight to ensure that advertisers and digital platforms are held accountable for deceptive practices. This includes stricter penalties for non-compliance and more transparent advertising practices.
- **Consumer Awareness and Education:** The seminar underscored the importance of consumer education in identifying and resisting deceptive advertisements. Empowering consumers with the knowledge to critically evaluate digital content was seen as a key strategy in protecting consumer trust.
- **Collaboration and International Cooperation:** Given the global nature of digital advertising, the need for international cooperation was stressed. Harmonizing regulations across borders and sharing best practices were seen as essential to effectively guard against deceptive advertising.
- The seminar also highlighted the role of ethical marketing, urging brands to adopt transparency and honesty as core principles to build long-term consumer trust and avoid potential legal repercussions.
- These discussions set the stage for further policy development aimed at safeguarding consumers in the digital age, ensuring that the law keeps pace with technological advancements and the evolving tactics of deceptive advertisers.

## IMPORTANT DATES

|                                    |                     |
|------------------------------------|---------------------|
| Last Date for Registration:        | 12th September 2024 |
| Last Date for Abstract Submission: | 14th September 2024 |
| Acceptance of Paper:               | 18th September 2024 |
| Submission of Full Paper:          | 24th September 2024 |
| Date of Seminar:                   | 28th September 2024 |

# SUBMISSION GUIDELINES

- Submissions are to be made only in Microsoft Word Format (.docx or .doc files) by filling the given form. Soft copies should be submitted by 24th September 2024.
- All articles must be accompanied by an abstract not exceeding 500 words along with keywords.
- Tentative word limit: Articles (3000 to 5000 words); The word limit can have a 10% deviation on the discretion of the Editorial Board. Further, it is not inclusive of the Footnotes and Abstract.
- Heading and subheadings must be formatted with case size of 12 in Times New Roman and Bold.
- Body of the paper must be formatted with case size 12 in Times New Roman.
- Footnotes shall follow the line spacing of 1, and the rest of the manuscript shall follow the line spacing of 1.5.
- All referencing and footnoting shall strictly adhere to the standards laid down in the Oxford University Standard for the Citation of Legal Authorities (4th ed.). Substantive footnoting is impermissible. All the contributions should be the original work of the contributors and should not have been submitted for consideration in any other Publication. Plagiarized papers will be rejected.
- Co-authorship is permissible up to a maximum of two authors.
- The authors shall not disclose their identity anywhere in the body of the manuscript.
- Copyright Policy- the Author(s) agree to give the Editorial Board all the necessary rights to produce, distribute, and publish the manuscript, including but not limited to online and offline media.

## REGISTRATION FEE STRUCTURE

| Participation Category        | Single Authored | Co-Authored |
|-------------------------------|-----------------|-------------|
| UG & PG Students              | ₹ 500/-         | ₹ 800/-     |
| Research scholars             | ₹ 800/-         | ₹ 1,000/-   |
| Academicians/Industry Experts | ₹ 1,000/-       | ₹ 1,500/-   |



## ORGANISING BOARD

### SEMINAR DIRECTOR

**Prof. (Dr.) P. Sree Sudha**  
Dean, School of Law

### CONVENER

**Prof. (Dr.) Ishita Chatterjee**

### CO - CONVENER

**Ms. Liji Shamilin**  
**Ms. Lakshmi M. P**

### TREASURER

**Mr. Mohammad Shahzad**

### USEFUL LINKS:

#### Registration Link:

[https://docs.google.com/forms/d/e/1FAIpQLSdTxUIxiOTYdEvSPUAJgvyGBI0vu8J6mC4F1MF7IiKhnzYYDQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdTxUIxiOTYdEvSPUAJgvyGBI0vu8J6mC4F1MF7IiKhnzYYDQ/viewform?usp=sf_link).

#### Abstract Submission Link:

[https://docs.google.com/forms/d/e/1FAIpQLSfcKds9P4EJT5albWnmR6GvMpt2rNazYhegTOYyVVKP5mchocQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfcKds9P4EJT5albWnmR6GvMpt2rNazYhegTOYyVVKP5mchocQ/viewform?usp=sf_link).

#### Full Paper Submission Link:

[https://docs.google.com/forms/d/e/1FAIpQLSeK1Odsc36hxcyTp74pEt186LPPAVdzmmFllk86AWZbMgdR2A/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSeK1Odsc36hxcyTp74pEt186LPPAVdzmmFllk86AWZbMgdR2A/viewform?usp=sf_link).

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சர்வீஸ் அமைப்பு மற்றும் கல்வி

SRM UNIVERSITY



### BANK ACCOUNT DETAILS:

All Payments must be made to:

**A/C No.: 6314094173,**

**INDIAN BANK,**

**SRM UNIVERSITY, SRM NAGAR, POTHERI,  
KATTANKOLATHUR, CHENNAI.**

**IFSC Code: IDIB000S181**