

REGISTRATION FEE

For Indian Authors & For Foreign Authors

Corporate/ Industry	Rs.500/- \$ 10
Academicians	Rs.400/- \$ 6
Research Scholars	Rs.300/- \$ 5
Students- UG/PG	Rs.200/- \$ 3
In absentia	Rs.600/- \$ 11

Mode of Payment

Name : OYLARASI RAMALINGAM

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- No TA/DA will be given to the delegates.
- Authors and Co-authors of Accepted Papers should register and pay the Registration fee for the Seminar separately.

IMPORTANT DATES

Last date for submission of abstract and full paper along with registration fee 10th August 2026

PUBLICATION

Selected Papers will be published in ISBN Book on separate payment. Each author has to pay separately.

All rights of publication of papers shall rest with the conference organizers.

Selected Papers will be published in Peer Reviewed Journals

Note: Best Paper award will be provided

INTERNATIONAL CONFERENCE

REGISTRATION FORM

Category:

Industrialists

☐

Faculty

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Scholar

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Student

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For Further Details Contact

Mrs. R. Oylarasi

Head/School of Commerce- 90427 47195

Mr.S. Tamilselvan

Assistant Professor - 9965081287

Mr.S.Devendraprabu

Assistant Professor - 86680 70670

**Note
Spot Registration is also
Accepted**



KSR

College of Arts
and Science
for Women



13th

INTERNATIONAL CONFERENCE ON

OMNICHANNEL MARKETING : ENVIRONMENT, SOCIAL,GOVERNANCE BASED INVESTMENT OPPORTUNITIES (OMESG)

Organized by

School of Commerce & Business Administration

K.S.R COLLEGE OF ARTS AND SCIENCE FOR WOMEN

IN COLLABORATION WITH

EMPEROR RESEARCH FOUNDATION,KANCHIPURAM

K.S.R COLLEGE OF ARTS AND SCIENCE FOR WOMEN

(AN ISO CERTIFIED INSTITUTION AFFILIATED TO PERIYAR UNIVERSITY)

RECOGNIZED UNDER 2(F) AND 12(B) OF THE UGC ACT 1956

KSR KALVI NAGAR,TIRUCHENGODE - 637215, NAMAKKAL (DT.)

TAMILNADU, INDIA



20th August 2026
Thursday



Venue:
**VIKRAM
SARABAI HALL**



ENGINEERING | ARTS AND SCIENCE | DENTISTRY | PHARMACY | NURSING
ALLIED HEALTH SCIENCE | DIPLOMA | ITI | TEACHER EDUCATION | SCHOOLS

KSR Kalvi Nagar, Tiruchengode - 637215, Namakkal, Tamil Nadu



E- Mail: office@ksrwomenarts.edu.in
Website : www.ksrwomenarts.edu.in

Facebook:KSR College of Arts and Science for Women

ABOUT THE COLLEGE

K.S.R College of Arts and Science for Women established in the year 2009 by Late. Ln. Dr. K.S. RANGASAMY, MJF Founder is yet another milestone of our KSR educational institutions. The college is affiliated to Periyar University, Salem. It moulds women with potential to meet the challenging society. This college is an ISO Certified institution and Recognized under 2(f) & 12(B) of the UGC Act 1956.

The Moto of the college is to Learn, Empower and Serve. Our college is auspiciously running with 8 UG programmes and 1 PG programme.

ABOUT THE DEPARTMENT

The School of Commerce at K.S.R. College of Arts and Science for Women is committed to academic excellence, innovation, and industry-oriented education. The School offers undergraduate, postgraduate, and research programmes in Commerce, with a strong focus on developing professional competence and employability.

The department promotes experiential learning through value-added courses, coaching for professional examinations (CA, CMA, and CS), skill-development programmes in collaboration with MSME, internships, seminars, workshops, industrial interactions, and research activities. With experienced faculty, modern infrastructure, and an emphasis on entrepreneurship, digital transformation, and sustainable business practices, the School prepares students to become competent professionals and ethical leaders in the global business environment.

THEME OF THE CONFERENCE

The conference focuses on the role of omnichannel marketing in driving sustainable investment through the integration of Environmental, Social, and Governance (ESG) principles into modern business practices. It explores how organizations can leverage digital and physical customer touchpoints to promote responsible consumption, enhance customer engagement, strengthen corporate governance, and create long-term value.

The conference provides a platform for academicians, researchers, industry experts, policymakers, entrepreneurs, and investors to exchange ideas, present research, and discuss innovative strategies that support sustainable business, ethical governance, and inclusive economic growth.

CALL FOR PAPERS - SUB THEMES

- Global ESG trends and market growth
- ESG as a driver of sustainable business value
- Building brand trust through transparent ESG messaging
- Customer engagement and sustainability storytelling
- Impact of ESG on purchase decision
- Gen Z and Millennial preferences for sustainable brands
- Green finance and sustainable investment products
- ESG - focused startups and digital business
- ESG ratings and investor decision - making
- Successful ESG-driven omnichannel marketing strategies
- Measuring ESG marketing effectiveness
- Circular economy and omnichannel retail
- Climate-conscious consumer engagement
- IoT and digital sustainability initiatives
- ESG reporting and digital transparency & Any other related topics

ORGANISING COMMITTEE

With the Divine Blessings of ...
Late. Ln. Dr. K.S. RANGASAMY, MJF
Founder

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Assistant Professor and Research
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PG & Research Department of
Commerce and Management
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College, Thrissur,Kerala

GUIDELINES FOR PAPER SUBMISSION

- Prospective authors are invited to submit abstracts and full manuscripts in MS-Word format, using 1.5 line spacing, Times New Roman font size 12, on A4 sheets. Please ensure submissions are accompanied by a proof of payment screenshot. Submissions should be emailed to ksrcasw2026omesg@gmail.com
- The cover page should contain title of the paper, name of the author(s), name of the college, complete postal address with Email-Id and mobile Number.
- The abstract and full papers are limited to six pages.
- The paper should be presented either by author or co-authors.
- The participants who need accommodation should intimate earlier. Food alone will be charged.
- Registration fee includes (Kit, Working Lunch and certificate)

Soft copy of the Paper shall be Sent to

Email - ksrcasw2026omesg@gmail.com

Registration link:

<https://forms.gle/ewc7XbPJko5iC31j6>

All the registered participants are hereby asked to join the whatsapp group using the following link after the payment after registration fee

https://chat.whatsapp.com/HEz7DQcIkEilc9ddWXGdS3?mode=r_t

SCAN ME

