

# PARCon Jun 20, 2022 - Detailed Agenda

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The PRME Working Group is pleased to release the detailed agenda for the PRME Applied Research Conference (PARCon).

## Seneca Business PRME Applied Research (PARCon) – June 20, 2022

09:00-09:00	Welcome - Shahrzad Farzinpak, Head of Seneca Business PRME Working Group	
09:05-09:15	Opening Remarks - Kurt Muller, Dean of Faculty of Communication, Art & Design and co-Chair of Seneca Sustainability Committee	
09:15-09:30	Keynote 1- Andre Fernandez, Co-Founder & Co-CEO at Invert Inc.	
<b>Faculty Panels</b>		
<b>PANEL A - Innovation and Eco-friendly Business</b>		
09:30-09:45	Nishant Narechania & Lu-Yin Wang	Novel Aircraft Design Concepts for Sustainable Aviation
09:45-10:00	Anitta Toma	Life Cycle Assessment as a Tool for Sustainability Transparency: Green Story Case Study
10:00-10:15	Amit Lahiri	Supply Chain Sustainability and the Circular Economy Action Lab (CEAL)
10:15-10:30	Cam Tu Doan	LafargeHolcim (LH) Eco-friendly Approach Towards Creating Sustainable Cities and Communities
10:30-10:45	Q&A SESSION FOR PANEL A	
10:45-10:55	<b>AM BREAK</b>	
<b>PANEL B - Social Impact and Business Transformation</b>		
10:55-11:10	Varinder Gill	Potential Innovative Solutions to Tax Filing Barriers for Low Income Population
11:10-11:25	Christopher Hurezeanu	Digital Transformation of the Tourism Industry
11:25-11:55	Alfonsina Chang, Lawrence Chi & Randy Pitawanakwat	Recruitment and Retention of Indigenous Talent
11:55-12:10	Q&A SESSION FOR PANEL B	
12:10-13:00	<b>LUNCH BREAK</b>	
13:00-13:15	Keynote 2 - Tania Traverso, Senior Consultant, environmental sustainability at SunLife	
<b>Student Panels</b>		
<b>PANEL C - Innovation and Eco-friendly Business</b>		
13:15-13:30	Mikayla Hooper	Policy Exploration with SunLife
13:30-13:45	Luisa Zapata, Camila Alejandra Acevedo Forero, Diana Martinez Gomez Llanos, Erika Lissete Ponce Acosta, Theresa Ngumimi Tseyayo	Invert Tackles Climate Change through B- Corp Certification
13:45-14:00	Rajvee Patel & Karishma Patel	New Ways for a Boutique Motel to Integrate Sustainability Through a Circular Business Model
14:00-14:15	Rohit Singour	Social and Environmental Impacts of Sustainable Procurement Policy Through Life-cycle Analysis
14:15-14:30	Q&A SESSION FOR PANEL C	
14:30-14:40	<b>PM BREAK</b>	
<b>PANEL D - Social Impact and Business Transformation</b>		
14:40-14:55	Erica Velecia Campbell, Annalisa Tallarida, Swati Chourey, Daniella Nicole Denise Cox, Ting Yi Florence Kwan	Lamenza X Sustainability Case Study

14:55-15:10	Jeff Carlo Ferreras, Akshat Chawla, Mary Shirley Surio	Role of Technology in Sustainability-Toronto Marriot City Centre
15:10-15:25	Siddharth Sawe, Aditya Ashok Shetty, Sarthak Tandon, Huzefa Abbas Palitanawala, Dhvani Lalitmohan Datt, Rohit Kumar Bhartula	Development of Social Media Campaign for Courtyard by Marriot- Markham
15:25-15:40	Azusa Yamano, Katarina Ducasse, Siu Siu, Sneha Babu, Ibrahim Ayoob Ahmed Salyqni	Sustainable Procurement in Hotel Industry
15:40-15:55	Q&A SESSION FOR PANEL D	
15:55-16:00	Closing Remarks- Shahrzad Farzinpak, Head of Seneca Business PRME Working Group	

PARCon is an annual conference that unites researchers, practitioners and industry leaders towards innovative solutions that will shape our sustainable future.

Through the conference, Seneca Business showcases how it is advancing the SDGs through applied research and scaling its impact through increased collaborations with industry.

In the run-up to the PRME Applied Research Conference 2022 (PARCon), we are excited to bring you **snippets of what our Seneca Business faculty will be presenting.**

tags : prme, prme-past-event