

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

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| 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. | |
| Faculty Panels | | |
| PANEL A - Innovation and Eco-friendly Business | | |
| 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 | AM BREAK | |
| PANEL B - Social Impact and Business Transformation | | |
| 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 | LUNCH BREAK | |
| 13:00-13:15 | Keynote 2 - Tania Travieso, Senior Consultant, environmental sustainability at SunLife | |
| Student Panels | | |
| PANEL C - Innovation and Eco-friendly Business | | |
| 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 Lisette Ponce Acosta, Theresa Ngumimi Tseayo | 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 | PM BREAK | |
| PANEL D - Social Impact and Business Transformation | | |
| 14:40-14:55 | Erica Velecia Campbell, Annalisa Tallarida, Swati Chourey, Daniella Nicole Denise Cox, Ting Yi Florence Kwan | Lamenza X Sustainability Case Study |

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| 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