

1 week to go! Join Us for the PRME Applied Research Conference 2024

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Register today!

Date: Tuesday, June 25, 2024

Time: 9 a.m. to 5 p.m.

Location: Newnham Campus, K-Building, Room K2100

We are excited to invite all faculty, staff, and students to the PRME Applied Research Conference 2024. This event will bring together thought leaders, researchers, and students to discuss and showcase innovative research and best practices focused on **Driving sustainable change through business innovation.**

Slots are limited! Please register [here](#).

Agenda

START	ACTIVITY	SPEAKER
9:00	Registration / Refreshments	
9:30	Welcome Remarks	Shahzad Farzinpak , Chair, School of Human Resources and Global Business, Seneca Polytechnic and Head, Seneca Business, PRME Team
9:40	Keynote Address: GenAI and Sustainability: A Complicated Affair	Dr. Panagiotis Panagiotakopoulos , GenAI Thought Leader and Professor, Seneca Polytechnic Kent Peel , GenAI Thought Leader and Professor, Seneca Polytechnic
10:10	Circular Economy Enterprise: Driving Sustainability through Business Innovation	Dr. Mandeep Sidhu , Professor, Seneca Polytechnic Dr. Varinder Gill , Professor, Seneca Polytechnic
10:30	Context-Based Sustainability: Enabling Organizations to Authentically Define and Navigate Toward Localized Science- and Ethics-based Thresholds	Randy Sa'd , Co-founder and Executive Director, Flourishing Enterprise Institute, Wilfrid Laurier University
10:50	Seneca's Journey with the STARS Audit	Paula Echeveste Petrone , Sustainability Manager - Engagement and Outreach, Seneca Polytechnic
11:10	Refreshment Break	
11:30	BMO Climate Institute Initiative analyzes intersection of climate hazards and community vulnerability	Michelle Marais , Senior Compliance Officer, BMO Bank
11:50	Is Student Groupwork Achieving the Goals We Intend?	Dr. Melissa Warner , ICF-certified coach; Professor, Seneca Polytechnic Nancy Rodrigues , Senior Research Assistant Hibo Ahmed , Research Assistant Nathaniel Gahov , Senior Research Assistant
12:10	Flourishing from the inside out	Halyna Zalucky , Wayfinder Life Coach; Professor, Seneca Polytechnic
12:30	Lunch	
13:30	Project Spotlight: B12Give Hybrid App Development for B2B Food Delivery Surplus Redistribution	David Chan , Professor, School of Information Technology Administration and Security, Seneca Polytechnic Sahar Hussain , Project Coordinator, Seneca Applied Research Vishnu Das Puthukudi , Research Assistant, Seneca Applied Research Lomia Wu , Research Assistant, Seneca Applied Research
13:50	Lush Cosmetics Case Study: Leading the Sustainability Movement in the Beauty Industry	Grace Ryu , Graduate Certificate Student, Seneca Polytechnic
14:10	Revolutionizing Physical Retail with AI-Powered Customer Service	Roberto Mena , Entrepreneur; Chemical Technologist, Seneca Polytechnic
14:30	A Sustainable Approach to Creative Innovation	Jae Duk Seo , Professor, Seneca Polytechnic
14:50	Refreshment Break	
15:10	Groundbreaking Integration of AI and Systems Thinking for Sustainable Business Practices	Sophia Yi , Professor and SAP Coordinator, Seneca Polytechnic
15:30	The Toronto Urban Farming Training (TUFT) program: Successes and opportunities	Dr. Andrew Paton , Research Project Manager, Seneca Applied Research Kinley Wangmo , Research Assistant, Seneca Applied Research
15:50	Advancing Sustainable Agriculture	Maudesa Clark , Primary Investigator, Seneca Applied Research

15:00	Advancing Sustainable Agriculture through Variable Rate Technology: A Nexus of Impact Investment and Performance Measurement	Navdeep Singh , Primary Investigator, Seneca Applied Research Clarisa Getigan , Co-investigator, Seneca Applied Research Bassim Faridy , Co-investigator, Seneca Applied Research Dr. Juan Marcelo Gómez , Research Supervisor and Professor, Seneca Polytechnic
16:10	Promoting Sustainability through Student Engagement: Insights from Seneca's 'Newnham Bee Day'	Ola Dutkiewicz-Duminuco , PRME Student Committee, Seneca Polytechnic Mayuri Dharmeshkumar Kapadia , PRME Student Committee, Seneca Polytechnic
16:30	Closing Remarks	Marko Jovanovic , Academic Program Manager, School of Human Resources and Global Business, Seneca Polytechnic

tags : parcon2024, prme, prme-happening, senecabusiness