



# PIM 49<sup>th</sup> Annual Conference

Sustainability in Higher Education



**Warwick Business School**

26 - 28 October, Warwick campus

29 October, The Shard, London



# Contents

- Welcome..... 04
- About Warwick Business School ..... 06
- Conference team ..... 07
- Day one ..... 08
- Day two..... 14
- Day three ..... 21
- Day four ..... 22
- Sustainability statements..... 24
- PIM Committee..... 26
- Participants..... 27





## Welcome

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I'm delighted to welcome you all to Warwick Business School for the 49th Annual Partnership in International Management (PIM) Conference.

WBS has a long history of being active members of the PIM community, so it is fantastic to be able to host you at our Warwick campus to explore the topic of Sustainability in Higher Education. We also look forward to spending some time with you at our London base at The Shard, for those who are able to attend.

Our vision is to be Europe's leading University-based business school and this is at the heart of everything we do. We were the first UK business school to be triple accredited by the major bodies (EQUIS, AMBA, AACSB) and in 2014 we were the first UK business school to be accredited by the Equality Challenge Unit with an Athena Swan Award, then the first to achieve the Athena Swan Silver Award for improving gender equality in 2018.

Our courses consistently rank highly, with our Distance Learning MBA being ranked first in the world for five consecutive years (Financial Times' Online MBA Ranking 2022), and our Full-time MBA and MSc Management ranked

first in the UK (Economist/WhichMBA? 2022 global ranking of full-time MBAs and Economist/WhichMBA? 2021 Masters in Management biennial ranking).

However, we're more than our rankings and we're proud to be different. We foster and encourage an environment where new ideas can flourish, the status quo can be challenged, and where it's not about always being right but about doing things the right way.

The team at WBS is very much looking forward to meeting you and I hope you have an enjoyable time at the Conference, meeting fellow attendees and taking part in the wide range of discussions and events.

**Professor Andy Lockett**  
Dean, Warwick Business School



After a tumultuous two years, I am thrilled that we have been granted the honour of hosting the first in-person PIM Conference since our colleagues at Thammasat Business School welcomed us to Bangkok back in 2019. I would also like to thank the exceptional work from both SDA Bocconi and Kellogg School of Management for hosting the online conferences in 2020 and 2021 respectively, and for keeping the spirit of PIM alive through those tough times.

I would especially like to welcome our newcomers to this year's PIM Conference. This will be the first time that many of us have met face-to-face, and as such we have built in plenty of opportunity for networking and getting to know one another.

We can't wait to reconnect with some of our old friends, and I think the programme speaks of the hard work that has gone into creating something special for all of you, from the team here at WBS. The theme we have selected is Sustainability in Higher Education and we hope that you will come away from the week with more knowledge and ideas around the topic, and will enjoy the speakers and presenters we have selected for you. Of course, we have planned some fun events for the evenings and we have tried to immerse you in British culture and history as much as we can – we can't wait to see everyone enjoying these wonderful experiences with us.

All that is left for me to say is thank you for taking the time to come and visit us this week; we know it's going to be a fantastic few days here at WBS.

**Dr Ashley Roberts**  
Assistant Dean (Internationalisation), Warwick Business School

# About Warwick Business School

Since 1967, we have been welcoming students from around the world to study with us at the University of Warwick. From humble beginnings, Warwick Business School (WBS) has grown to become the largest department at the University, with a global network of more than 55,000 alumni in over 167 countries.

WBS is a world-class business school at the heart of a world-class University, challenging assumptions and championing business as a force for good. From the pioneering research we undertake, to the students we help to shape, we are for the Change Makers who will impact the world for the better.

In 2014, we officially opened WBS London, our inspirational teaching space on the 17th floor at The Shard, based at the heart of the London Bridge Quarter, where we offer part-time MBAs, a DBA and Executive Education programmes. In 2018, our presence at The Shard grew further to include space on the 13th floor.

Find out more about us: [wbs.ac.uk](https://wbs.ac.uk)



**1st in the UK and 3rd in the world for sustainability**

**Full-time MBA**  
2021 Better World  
MBA Ranking



**World's number 1 online MBA**

**Distance Learning MBA**  
Financial Times' Online  
MBA Ranking 2022



**UK's number 1 Full-time MBA**

**Full-time MBA**  
Economist/  
WhichMBA?  
2022 global  
ranking of full-time  
MBA courses



**1st in the UK for MSc Management**

**MSc Management**  
Economist/WhichMBA?  
2021 Masters in  
Management  
biennial ranking

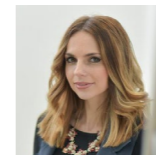
# Conference team



**Dr Ashley Roberts**  
Assistant Dean  
(Internationalisation), WBS



**Hannah Copeland**  
Deputy Programme Development  
Manager, WBS



**Laura Youngman**  
Programme Development  
Manager, WBS



**Annette Anderson**  
Operations Co-ordinator, WBS

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# Day one

Wednesday 26 October

8.30am - 9am	Registration for newcomers and welcome coffee	Scarman Lobby
9am - 10am	<b>Newcomers session</b> , Başak Yalman and Patricia Collins	Space 11, First Floor, Scarman
9.30am - 10am	<b>Registration</b> and welcome coffee	Scarman Lobby
10am - 10.30am	<b>Welcome to WBS</b> Professor Andy Lockett, Dean, Warwick Business School Dr Ashley Roberts, Assistant Dean (Internationalisation), WBS	Tiered Lecture Theatre, Ground Floor, Scarman
10.30am - 11.30am	<b>Keynote Address with Q&amp;A, International and Research Intensive – so what’s the “Way to Sustainable”?</b> Professor Christine Ennew, Provost, University of Warwick	Tiered Lecture Theatre, Ground Floor, Scarman
11.30am - 1pm	Coffee break/Marketplace	Scarman Lobby
1pm - 2pm	Lunch	Scarman Lakeview Restaurant
2pm - 2.30pm	<b>Group photo</b> – Jamie Gray	WBS building steps
2.30pm - 4pm	<b>Panel Discussion, Business Sustainability in Today’s Uncertain World</b> Chair: Dr Ashley Roberts Panel Members: Professor Emma Macdonald, WBS; Professor of Practice David Elmes, WBS; Duncan Ross, Chief Data Officer; Max Frank, Senior Manager of Sustainability Solutions, Capgemini Invent UK and WBS Full-time MBA Alum	Tiered Lecture Theatre, Ground Floor, Scarman
4pm - 5pm	Free time	
5pm - 6pm	Travel to Coombe Abbey	Meet outside Scarman/WBS
6pm - 9pm	Drinks reception and medieval banquet	Coombe Abbey, CV3 2AB
9pm - 9.30pm	Return to Warwick campus	

*Dress code: Smart casual*

*Refreshments are available throughout the day at Scarman Lobby*



Coombe Abbey



## Speakers and sessions

### Keynote address International and Research Intensive – so what's the “Way to Sustainable”?

10am – 10.30am  
Tiered Lecture Theatre  
Ground Floor, Scarman

This talk will look at Warwick's progress towards 'the way to sustainable' (our sustainability strategy) and will cover research, education, operations, and engagement, including the particular challenges that face universities that are research intensive and have an international community.



**Christine Ennew**  
Provost, University of Warwick

Professor Christine Ennew is Provost at the University of Warwick where she supports the Vice-Chancellor. A key aspect of her role is leading the development and delivery of the University's academic strategy, ensuring that Warwick remains

competitive and relevant within HE and beyond. She is responsible for the efficient and effective use of academic resources (including departmental resources, capital planning and space management, and information resources). In addition, she is the Executive Board lead for equality and diversity and for the University's environmental sustainability strategy and its implementation.

Christine graduated from the University of Cambridge and completed her PhD at the University of Nottingham. She was previously one of Nottingham's Pro-Vice-Chancellors and served as Provost and CEO of the University of Nottingham Malaysia Campus. She joined the University of Warwick in August 2016.

In 2016, Christine was awarded an OBE as part of the Queen's Birthday Honours, for services to Higher Education and British-Malaysian relations.

She is currently a member of the Board of Directors for Common Purpose Student Experiences. She is also a Board Member for the Higher Education Funding Council for Wales (HEFCW) and Chair of its Regulation Committee.

**Panel discussion**  
**Business Sustainability in Today's Uncertain World**

**2.30pm – 4pm**  
Tiered Lecture Theatre  
Ground Floor, Scarman

Many of us will have worked hard to incorporate sustainability theory and practice into our teaching and curricula over the last few years. However, sustainability is increasingly facing a more complicated world as international conflict and economic recession take on a growing importance. In this discussion, we will talk about what we can do to keep a sustained focus on sustainability in a challenging global economy.



**Emma Macdonald**  
Professor of Marketing,  
WBS

Professor Emma Macdonald has been leading Executive MBA marketing modules for

over a decade at Warwick Business School, Cranfield University and at the Australian Graduate School of Management. She provides customised education and consulting to leading organisations such as Pfizer, Roche, Sport England, Nestlé, Turkish Airlines, the Financial Conduct Authority, Mott Macdonald and SAS Software.

Her research on better customer insight, customer value and sustainability has been published in Harvard Business Review as well as in leading academic journals including Journal of Marketing, Journal of Retailing, Journal of the American Statistical Association, Psychology and Marketing, Industrial Marketing Management, Journal of Service Research, Journal of Product Innovation Management, Journal of Business Research, and Technological Forecasting and Social Change.



**Duncan Ross**  
Chief Data Officer, Times  
Higher Education

Duncan Ross has been a data miner since the mid-1990s. As chief data officer at Times Higher

Education (THE), he oversees a team that generates university rankings and related data products.

Prior to this role, Duncan led Teradata's data science team in Europe and Asia, where he was responsible for developing analytical solutions across a number of industries, including warranty and root-cause analysis in manufacturing and social network analysis in telecommunications.

In 2019, Duncan launched the THE Impact Rankings, evaluating universities' commitment to the UN Sustainable Development Goals.



**David Elmes**  
Professor of Practice,  
Strategy and  
International Business,  
WBS

Professor David Elmes joined WBS in 2008

as Academic Director for the Warwick Global Energy MBA after more than 20 years working in the energy and management consulting industries. David has held senior Vice President roles at both CapGemini and Schlumberger.

David is now the Course Director for the WBS Masters in Management. He leads the WBS Global Energy Research Network and works on a number of externally funded research programmes. His interests lie in how the structure of the energy industry around the world is changing, which new business models are achieving success, and how management practices are evolving to meet the challenges of supplying affordable, sustainable energy.



**Max Frank**  
Senior Manager of  
Sustainability Solutions,  
CapGemini Invent UK and  
WBS Full-time MBA Alum

Max Frank works with a variety of major clients across

consumer goods, technology, automotive, energy and infrastructure. He and his team enable large organisations to assess and reduce their carbon footprints across scope 1, 2, and 3 emissions - from a broad organisational standpoint and via specific verticals such as sustainable IT, net-zero strategy and supply chain. He leverages technology to generate tailored solutions to these pressing issues and implement solutions to ensure they stick.

Through prior experience in consultative sales and partnership development, Max leveraged technology to enable clients across construction, architecture/engineering, infrastructure, and real estate to increase efficiency and develop sustainability and net-zero initiatives. This background instilled in him a sharp focus on the momentum that global business must have toward net-zero, as well as an acute ability to analyse the needs, pain points and emotions involved in fostering successful partnerships.



# Day two

Thursday 27 October

8.15am - 9am	<b>Tour of the WBS building with Dr Ashley Roberts</b> Online booking necessary; limited spaces available	Meet in Scarman Lobby
9am - 9.30am	Arrival and coffee	Scarman Lobby
9.30am - 10am	<b>Utilise the PIM website to your advantage</b> PIM Current Members Committee	Tiered Lecture Theatre, Ground Floor, Scarman
10am - 10.30am	PIM Chairs Session – The Future of PIM Post-Pandemic, PIM Chairs	Tiered Lecture Theatre, Ground Floor, Scarman
10.30am - 11.30am	Coffee break/ Marketplace	Scarman Lobby
11.30am - 12.30pm	<b>Keynote Address with Q&amp;A:</b> <b>Getting Serious About the Climate Crisis: How Can Universities be Part of the Solution?</b> Celia Partridge, Assistant Director, Partnerships and Strategic Insight, Universities UK International	Tiered Lecture Theatre, Ground Floor, Scarman
12.30pm - 1.30pm	Lunch	Scarman Lakeview Restaurant
1.30pm - 2.15pm	<b>Warwick: Smart and Local</b> Professor of Practice David Elmes, WBS	Tiered Lecture Theatre, Ground Floor, Scarman
2.15pm - 3pm	<b>Campus Sustainability Tour</b> , please wear suitable footwear	Warwick campus
3pm - 3.30pm	Coffee break	Scarman Lobby
Interactive Workshop Breakout Session - online booking form to be provided to indicate your preferences, limited numbers for each session		
3.30pm - 5pm	<b>Session A, Thinking Creatively about Sustainable Business</b> Dr Piers Ibbotson, WBS Shoes cannot be worn in the Create Space	3.003 Create Space, WBS Meet in Scarman Lobby
	<b>Session B, Managing Sustainable Energy Transitions Simulation</b> Professor Michael Bradshaw, WBS	Space 43, First Floor, Scarman
	<b>Session C, Sustainable Customer Behaviour</b> Professor Hugh Wilson, WBS	Tiered Lecture Theatre, Ground Floor, Scarman

5pm - 6pm	Free time	
6pm - 6.45pm	Travel to the British Motor Museum	Meet outside Scarman/WBS
6.45pm - 7.30pm	Private Museum viewing, networking and drinks reception	British Motor Museum, CV35 0BJ
7.30pm - 10pm	Formal dinner	
10pm - 10.30pm	Return to Warwick campus	

*Dress code: Smart casual*

*Refreshments are available throughout the day at Scarman Lobby*





## Speakers and sessions

### Keynote address

#### Getting Serious About the Climate Crisis: How Can Universities be Part of the Solution?

11am – 12.30pm

Tiered Lecture Theatre  
Ground Floor, Scarman



**Celia Partridge**  
Assistant Director, Partnerships and Strategic  
Insight, Universities UK International

Celia Partridge's career spans more than 20 years, beginning as International & Awards Officer at the Royal College of Music. She subsequently moved to the UK Council for International Student Affairs (UKCISA), where she led on the Prime Minister's Initiative for International Education, leading projects that developed and enhanced the international student experience. Her private sector experience includes managing Barclays' UK-wide flagship community investment programme on financial capability for young people.

As a consultant, her work has included strategic reviews, programme development, and sustainability strategy for a range of charities and private enterprises. She joined Universities UK International (UUKi) in 2017, where she leads on strategic partnerships, including contract delivery, as well as insight, member engagement and climate change.

### Talk and Campus Sustainability Tour: Warwick – Smart and Local

1.30pm – 3pm

Tiered Lecture Theatre  
Ground Floor, Scarman

Many of the sustainability solutions that we hear about tend to be big projects undertaken by other people – large hydrogen developments, or big wind farms – but at Warwick we aim to reduce consumption and become more efficient using local solutions. This has implications for business, shifting from the supply side of energy and putting resources into a more diffused and fragmented industry structure of local providers. During this tour, you'll be able to hear more about community-based energy systems and Warwick's work in this area, and see some of this in action.



## Interactive workshop breakout sessions

3.30pm – 5pm

### Session A Thinking Creatively about Sustainable Business

#### 3.003 Create Space, WBS

Building sustainable business requires a transformation of the way we think, work and act. This session is an opportunity to think creatively about the challenges of building a sustainable future.

The workshop will take place in Warwick Business School's purpose-built drama studio (3.003 Create Space) where we will use techniques and approaches from the creative arts to explore strategies for bringing about change. We will reflect on the blocks and barriers that we experience as individuals and in our organisations when attempting to bring about a sustainable future, and we'll learn techniques that will enable us to reframe these resistances as creative opportunities. We will experience the way in which artists use the constraints they encounter to stimulate creative thinking and develop innovative solutions to complex problems.

The session will draw on the work of Brazilian theatre director Augusto Boal who pioneered a sophisticated process for applying artistic methods to solving real world problems.



### Piers Ibbotson Associate Professor, Entrepreneurship and Innovation, WBS

Dr Piers Ibbotson is interested in what the performing arts can teach

us about the moment-to-moment management of ourselves and others in the workplace. He teaches on the Distance Learning MBA, Executive MBA and Executive Education Leadership Diploma for WBS. His particular interests are in creative leadership, leading for innovation, and small group interactions. In 1996, he set up his own training and development consultancy and became a regular contributor to senior management programmes in the UK and around the world, introducing leaders and senior managers to concepts and techniques from the creative arts.

He was a regular contributor to courses at London Business School, Saïd Business School, Copenhagen Business School, Hult/Ashridge, University of Aarhus, and the Banff Centre, Canada, before joining the University of Warwick in 2015. Prior to this, Piers had a successful career in the performing arts and was an actor and Assistant Director with the Royal Shakespeare Company.

### Session B Managing Sustainable Energy Transitions Simulation

#### Space 43, Scarman

This interactive session will explore challenges associated with transforming the global energy system to meet the Paris Agreement. After a short introduction, you will be working in groups using the En-Roads Climate Solutions Simulator to produce your own energy scenario and answer a set of questions. Each group will then present their findings, providing the basis for a discussion of the challenges associated with managing sustainable energy transitions.

#### Preparation

An online Task Guide should be read and acted on (visit the [En-Road website](#) and [watch a short video](#)) ahead of the session.



### Michael Bradshaw Professor of Global Energy, WBS

Professor Michael Bradshaw's works at the interface between economic and political geography,

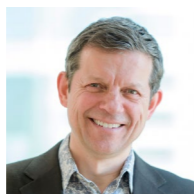
business and management, and international relations. He is a Fellow of the Royal Geographical Society (and past Vice President) and a Fellow of the Academy of Social Sciences.

Michael's research on the geopolitical economy of global energy has examined: the role of foreign investment in Russia's oil and gas industry (with a focus on Sakhalin); global energy dilemmas and the interrelationship between energy security climate change and economic globalisation; and the challenges to the UK's gas security. He is the academic lead for the University's Global Research Priority on Energy. Michael is currently involved in a five-year programme of research on the UK's energy transition in a global context for the UK Energy Research Centre (UKERC 4), and is monitoring and assessing the UK shale gas landscape as part of a four-year NERC/ESRC research programme on Unconventional Hydrocarbons in the UK Energy System.

**Session C**  
**Sustainable Customer Behaviour**

Tiered Lecture Theatre,  
 Ground Floor, Scarman

Every organisation has social and environmental sustainability objectives nowadays – from corporates and NGOs to public sector bodies and business schools. And some of that is about putting our own house in order, as the walking tour before this session will show. But to achieve our objectives we also need the help of our ‘customers’ (from students to faculty!) If we develop a great sustainable product, for example, we need our customers to buy it, and use it correctly. Based on Warwick’s research with firms such as Unilever, this workshop will show you a simple framework for nudging customer behaviour, and give you a chance to try brainstorming in groups on a behaviour-change challenge you’re interested in.



**Hugh Wilson**  
 Professor of Marketing, WBS

Hugh Wilson is Professor of Marketing at WBS. After degrees in mathematics at Oxford and computer science at Cambridge, he spent some years in the tech industry with IBM and Xerox, among others. He now teaches and researches on sustainability marketing, B2B relationships and customer experience management, and works on these issues with companies such as Unilever, Nestlé, Pfizer and Mercedes Benz.

Unilever, Nestlé, Pfizer and Mercedes Benz.

Hugh writes for top marketing journals such as Journal of Marketing and Journal of the Academy of Marketing Science. He writes equally for practitioners, contributing regularly to Harvard Business Review. His books include the bestseller, Marketing Plans.

Hugh initiated a carbon programme in his former university Cranfield, which has reduced the university’s emissions by 40% so far. He co-chairs WBS’s sustainability working group. He and his colleagues ran a session in the COP26 official programme on achieving sustainable system transformations. He is listed in the Chartered Institute of Marketing’s “Guru Gallery” of “50 leading marketing thinkers alive in the world today”, alongside such names as Bill Gates. He has also been honoured by Tim Berners-Lee as one of the hundred “Internet Decade” individuals who had most influenced the development of e-commerce.

# Day three

Friday 28 October

9am - 9.30am	Arrival and coffee	Scarman Lobby
9.30am - 11am	PIM Business Meeting, PIM Chairs	Tiered Lecture Theatre, Ground Floor, Scarman
11am - 12pm	Travel to Stratford-upon-Avon	Meet outside Scarman/WBS
12pm - 1.30pm	Afternoon Tea lunch at Royal Shakespeare Company	RSC Rooftop Restaurant, CV37 6BB
1.30pm - 2.30pm	Shakespeare's Stratford Walking Tour, please wear suitable footwear	Stratford Town Centre
2.30pm - 4pm	Free time in Stratford	Stratford Town Centre
4pm - 5pm	Travel to Warwick campus	Meet outside the Royal Shakespeare Company (RSC)
5pm - 6pm	Free time	
6pm - 7pm	Travel to Hagley Hall	Meet outside Scarman/WBS
7pm - 7.45pm	Drinks reception	
8pm - 10pm	Gala dinner	Hagley Hall, DY9 9LG
10pm - 10.45pm	Return to Warwick campus	

Daytime dress code: *Casual and comfortable*

Evening dress code: *Semi-formal*



Hagley Hall

# Day four

Saturday 29 October

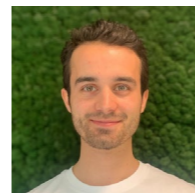
8.30am - 9am	Board the coach	Meet outside Scarman/WBS
9am - 1pm*	Travel to London - WBS at The Shard	
1pm - 2pm	Lunch at The Shard with WBS alum and founder of Treeapp, Godefroy Harito	The Shard

Daytime dress code: *Smart casual*

\*Subject to travel. Please note return transport to Warwick is not provided



## Speakers and sessions



**Godefroy Harito**

Godefroy Harito is a French-Greek serial entrepreneur with a BSc Management degree from WBS. At 22, he launched his first business in the fintech space which then got acquired by a major US player. Two years later, he started his second business, Treeapp, with two colleagues from university. Listed in the Forbes 30 under 30, Godefroy has built his network in the sustainability space and is passionate

about the use of technology to solve challenges related to climate change.

Treeapp is a global tree planting organisation. Based in London, Treeapp has planted millions of trees across the globe since its launch. The organisation grew planting sites in South America, Africa, Asia and Europe. From the coasts of Indonesia to the northern Peruvian mountains, the goal of Treeapp is to have an environmental and socio-economic impact in all its activities. Treeapp is an accredited B-Corp and has open-sourced online all of its planting sites perimeters, ensuring an even greater transparency on its local impact.

As individuals, the WBS PIM Conference team and our wider team are all using Treeapp to plant a tree each day.

Read more here:

[wbs.ac.uk/news/saving-the-planet-for-free-tree-by-tree](https://wbs.ac.uk/news/saving-the-planet-for-free-tree-by-tree)



# Sustainability statements

## Warwick Conferences

“Sustainability is important to us, and we understand it’s important to you too. We work to reduce, recycle and reuse to create a sustainable lifecycle. The goal is to reduce any negative impact our business may have on the environment.

We work hard to meet the standards set out by many industry bodies, including Green Tourism - the world’s largest sustainable certification programme. These accreditations cover waste management, recycling, energy and water conservation and much, much more. It’s about adopting a smart, sustainable outlook from top to bottom.”

**W** [warwick.ac.uk/services/conferences/aboutus/sustainability](http://warwick.ac.uk/services/conferences/aboutus/sustainability)



## Coombe Abbey

“Coombe Abbey is committed to its social responsibility in the hotel industry and is working to reduce the hotel’s environmental impact. We take our responsibilities seriously and actively evaluate and implement practices where possible to reduce our impact.”

**W** [coombeabbey.com/working-responsibility](http://coombeabbey.com/working-responsibility)



## Landflight

“Landflight have always looked to reduce their emissions to help combat air pollution. They have recently invested £2.3 million to upgrade their entire fleet to comply with the latest Euro 6 emission standards. This latest investment in ultra-low emission travel is further proof of their commitment to the community and the environment. Landflight are proud to be growing their fleet and helping make the West Midlands more environmentally friendly.”



## British Motor Museum

“The British Motor Museum is committed to continually improving its environmental performance and is working hard towards a more sustainable future. Our Silver ECOsmart accreditation adds credibility to our sustainability initiatives so far. It is awarded to venues who have taken steps to achieve a wide range of eco-focussed actions and can demonstrate an eco-friendly service approach in five key areas: Energy & Water Conservation, Waste Management & Recycling, Rooms & Facilities, Food & Beverage and Corporate & Social Responsibility.”

**W** [britishmotormuseum.co.uk/conferences/blog/greener-conferences](http://britishmotormuseum.co.uk/conferences/blog/greener-conferences)



## Royal Shakespeare Company

“We recognise that our activities have an impact on the environment in terms of use of raw materials, energy and waste generation. This policy explains what we are doing to minimise our environmental impact and work in a more sustainable way.”

**W** [rsc.org.uk/about-us/environmental-responsibility](http://rsc.org.uk/about-us/environmental-responsibility)



## Hagley Hall

“Hagley Hall and Estate is a family-owned Grade I listed Historic House, built in 1760 in Hagley, Worcestershire. Whilst its age predates sustainability initiatives, we are committed to reducing our impact on the environment today. This includes a sustainability plan focusing on Energy, Waste & Recycling, Local Area & Community, Supplies and Food & Drink”

**W** [warwick.ac.uk/fac/soc/wbs/teaching/masters/pimconference2022/sustainability\\_2022.pdf](http://warwick.ac.uk/fac/soc/wbs/teaching/masters/pimconference2022/sustainability_2022.pdf)



## Eden

“Eden Caterers are committed to following, improving and promoting good sustainability practices throughout our activities. All business decisions, including those relating to strategic development, will be taken with consideration given to balancing the economic needs of the company with an enduring responsibility to the quality of our global environment and the social wellbeing of all those with whom we engage. Eden have been awarded a 3 Star Food Made Good Rating from the Sustainable Restaurant Association. We are very proud to have received the highest rating in their three pillars of sustainability: Sourcing, Society and Environment.”

**W** [edencaterers.london/about-us](http://edencaterers.london/about-us)



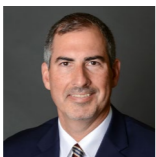
# PIM Committee

## PIM Chairs

Three Chairpersons are nominated by PIM members. Each Chair is elected for three years by a majority vote, with one Chairperson retiring each year. In order to secure representation of all the different geographical stakeholders, there are three chairs representing the three PIM regions: The Americas Region; the Europe, Middle East and Africa Region; and the Asia and Asia Pacific Region.



**Chris Tsang**  
Hong Kong University of Science and Technology  
Chair of Asia and Asia Pacific



**Charles (Michael) Stepanek**  
UNC Kenan-Flagler Business School  
Chair of The Americas



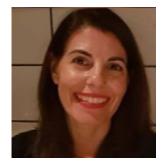
**Jacek Prokop**  
SGH Warsaw School of Economics  
Chair of Europe, Middle East and Africa



**Bařak Yalman**  
Koc University  
PIM Coordinator

The Coordinator is nominated by the Chairs and is in charge of managing the communication activities of the network, coordinating with the Annual Conference organisation, and securing organisational support for the Chairs and the Members. The Coordinator is also responsible for running the Association's Secretariat.

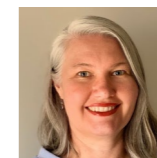
# Participants



**Argentina**  
Alex Markman  
Director of International Programs  
Universidad Torcuato Di Tella  
E alexm@utdt.edu



**Australia**  
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Acting Director, Programs  
Melbourne Business School  
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**Australia**  
Tracey Love  
International Development  
Coordinator  
UNSW Sydney  
E tracey.love@unsw.edu.au



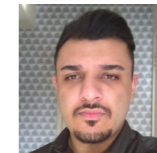
**Austria**  
Anna Rösch  
Program Manager  
International Teaching  
WU (Vienna University of  
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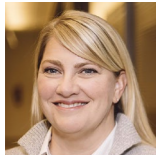
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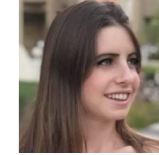
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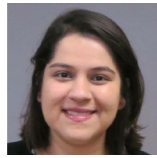
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