

Spatial Business Academic Forum Agenda

<https://www.redlands.edu/spatialforum/>

Day 1 at Esri World Headquarters

[380 New York St, Building Q, Redlands CA 92373](#)

[Link to map of Building Q and Parking](#)

Morning Segment (In-person & Virtual)

Livestream link to join at 9 a.m. PT:

https://esri.zoom.us/webinar/register/WN_1IRthQynTDSQLkTBFRB4Ow

8:00 – 8:30 **Registration and Breakfast**

8:30 – 9:00 **Introduction and Welcoming Remarks**

Cindy Elliott, Director, Business Industry Sector and Corporate Responsibility Lead, Esri
Thomas Horan, Dean, School of Business & Society, University of Redlands

9:00 – 10:15 **Industry Panel I: Innovations in Spatial Business in Organizations**

Moderator:

Cindy Elliott, Director, Business Industry Sector and Corporate Responsibility Lead, Esri

Panelists:

Lauren Bennett, Program Manager, Spatial Analysis and Data Science, Esri

Maya Nolan, Commercial Consultant Department Manager, Esri

Michael Robinson, Crisis Mapping and Data Science Specialist, Direct Relief International

10:15 – 10:45 **Morning Networking Break**

10:45 – 12:00 **Industry Panel II: Spatial Business Competencies and Workforce Development**

Moderator:

Canserina Kurnia, Sr. Solution Engineer – Education Team, Esri

Panelists:

Wayne Gearey, Chief Labor Economist, Savills

Elizabeth (Liz) Parrish, Manager of Geospatial Analytics & Insights, H-E-B

Anika-Aduesa Smart, Director, Geospatial Business Intelligence, LA Metro

12:00 – 12:15 **TCU & Esri: A Model of Academia-Industry Partnership and Collaboration**

Morgan Swink, Professor and Executive Director, Center for Supply Chain Innovation,

Neeley School of Business, Texas Christian University

Cindy Elliott, Director, Business Industry Sector and Corporate Responsibility Lead, Esri

12:15 – 1:30 **Hosted Lunch (Esri Cafeteria)**

Group Photo on Steps of Esri HQ (following lunch)

Afternoon Segment (In-person only)

The following part of the Day 1 program is not available for virtual attendees

1:30 – 2:30 Areas of Practice Briefings SEGMENT I

Analytics & Spatial Data Science	Commercial Real Estate and Development	Sustainable & Responsible Supply Chain Management
Wendy Keyes, Ph.D., Senior Data Scientist, Esri	Jessie Hanson-McFarlane, Dept. Manager-Built Environment, Esri	Cindy Elliott, Business Industry Sector and Corporate Responsibility Lead, Esri
<i>Namchul Shin, Pace University*</i>	<i>Michael Erskine, Middle Tennessee State University*</i> <i>Tony Hernandez, Toronto Metropolitan University*</i>	<i>Morgan Swink, Texas Christian University*</i>

2:30 – 3:00 Afternoon Networking Break

3:00 – 4:00 Areas of Practice Briefings SEGMENT II

Spatial Business Leadership & Strategy	GeoMarketing	Climate Risk & Business Resilience
Cindy Elliott, Business Industry Sector and Corporate Responsibility Lead, Esri	Jessica Bello, Commercial Technology Consulting Lead, Esri	Alex Martonik, Industry Specialist for Financial Services & Insurance, Esri
<i>Thomas Horan, University of Redlands *</i>	<i>Miriam Burgos, University of Southern California*</i> <i>Asish Satpathy, Arizona State University*</i>	<i>Claudia Cáceres, City of Redlands and Claremont Graduate University*</i>

4:15 – 5:00 Esri Campus Tour

5:45 Welcome Reception hosted by University of Redlands

[Septembers Taproom and Eatery](#)

[515 Orange St., Suite B, Redlands, CA 92374](#)

*** Academic Discussant**

Day 2 at University of Redlands Campus

[Armacost Library, 1200 E Colton Ave, Redlands, CA 92373](#)

Enter on Brockton Ave.

[Link to Armacost Library parking](#)

[Link to University of Redlands Interactive Map](#)

Wi-Fi Network: UoR Guest

Username: CSB_ESRI Password: 26a298ae

(In-person & Virtual)

Zoom link to join at 9 a.m. PT:

<https://uredlands.zoom.us/j/82299236708?pwd=ZEw4Q2oxeC9QWWxidlFrTDI2eVFVZz09&from=addon>

- 8:00 – 9:00 **Breakfast and Informal Mixer**
- 9:00 – 9:15 **Recap of Day 1 and Objectives of Day 2**
Thomas Horan, Dean, School of Business & Society, University of Redlands
Avijit Sarkar, Professor, School of Business & Society, University of Redlands
- 9:15 – 11:00 **Hands-on Experiential Learning: Industry Case Study (Direct Relief International)**
Michael Robinson, Crisis Mapping and Data Science Specialist, Direct Relief International
James B. Pick, Professor and Director, Center for Spatial Business, School of Business & Society, University of Redlands (Academic Discussant)
Fang Ren, Professor, GIScience and Business, University of Redlands (Academic co-Discussant)
- 11:00 – 11:30 **Networking Break**
- 11:30 – 12:45 **Short Academic Presentations: Research & Teaching in Spatial Business, GIS, and Location Analytics** (see next page for schedule of presentations)
Moderator:
Andres Diaz Lopez, Clinical Asst Professor of Information Systems, Arizona State University
- The following part of the Day 2 program is not available for virtual attendees**
- 12:45 – 1:30 **Working Lunch: Spatial Business Academic Network**
Moderators:
Michael Erskine, Assistant Professor of Info Systems, Middle Tennessee State University
Dan Farkas, Professor, Pace University
- 1:30 – 2:00 **Closing Remarks, Next Steps, Presentation of Certificates**
Thomas Horan, Dean, School of Business & Society, University of Redlands
Cindy Elliott, Business Industry Sector and Corporate Responsibility Lead, Esri
Avijit Sarkar, Professor, School of Business & Society, University of Redlands

* See submissions below.

Academic Presentations

Saturday, March 18

11:30 – 11:32
Introduction to the Segment and Format
Dr. Andres Diaz Lopez, Clinical Asst Professor of Information Systems, Arizona State University
11:33 – 11:40
Converging Geoscience and Business Through Spatial Business Hub
Dr. Fang Ren, Professor, GIScience and Business, University of Redlands
<p>Abstract: The rapid development of location analytics and its wide range of applications has led to a need for deeper convergence between academia and industry, in order to improve practices in the realm of spatial business. In response, a spatial business hub has been developed at the University of Redlands to enable diverse learners, faculty, and professionals to understand, learn, and share geoscience and related business foundations, pedagogy, and use cases. In this talk, I will provide an overview of the hub's content, with the ultimate goal of forging connections and promoting collaboration among a wide range of audiences.</p>
11:41 – 11:48
ChatGPT and the role of AI in Location Analytics Class
Dr. Asish Satpathy, Associate Teaching Professor, Information Systems, Arizona State University
<p>Abstract: In recent years, artificial intelligence (AI) has become a game-changer for many industries, including location analytics. In this talk, I will explore the role of AI in location analytics class and how ChatGPT, a large language model, can enhance students' experience. Finally, I'll discuss an example where leveraging ChatGPT's capabilities, location analytics can be enhanced with natural language processing, sentiment analysis, and personalized recommendations.</p>
11:49 – 11:56
GIS Applications in Marketing Strategy: A Pedagogical Approach
Professor Miriam Burgos, Professor of Clinical Marketing, University of Southern California
Dr. Beth Wellman, Adjunct Professor of Marketing, University of Southern California
<p>Abstract: This talk will describe “MKT 568: Geographic Information Systems Applications in Marketing,” a recently-launched course at the USC Marshall School of Business. The course offers an introduction to the fundamentals of Geographic Information Systems and location analytics as they relate to decision-making in marketing strategy. It is taught online, via weekly lab-based synchronous sessions, where students experiment hands-on with GIS software to address specific marketing challenges. In MKT 568, students learn the fundamentals of spatial thinking and explore specific applications of GIS platforms such as ESRI Tapestry and ArcGIS Business Analyst in business. Our course covers topics such as: how GIS data are gathered; void analysis and suitability analysis frameworks for marketing decision-making using GIS data; and the relationship between digital/mobile marketing, social media, and GIS models.</p>

The course offers students many opportunities to analyze and discuss real-world marketing applications of GIS data at various multi-national firms.

11:57 – 12:05

Q&A – First Three Presentations

12:06 – 12:13

Developing an Electric Vehicle Disaster Evacuation Solution Utilizing Geospatial Data Science

Cayson Seipel, Undergraduate Student in Data Science, Middle Tennessee State University

Advisor: Dr. Michael Erskine, Assistant Professor of Info Systems, Middle Tennessee State University

Abstract: While the increased ownership of electric vehicles (EVs) has positive environmental effects, it also presents obstacles that must be surmounted. Charging infrastructure can be underdeveloped or lacking, leaving EV owners vulnerable during disaster evacuations. Organizations should know how best to make additions to charging infrastructure in their city. They must also consider where to optimally place new charging stations along evacuation routes. In this talk, I present a simulation program I designed for my undergraduate thesis to provide possible answers. I will also discuss the challenges of effectively communicating the program's results to ensure organizations are receptive to viable solutions.

12:14 – 12:21

Creating Spatial Thinkers: The New Frontier of Spatial Business Education

Dr. Joe Aversa, Assistant Professor of Retail Management, Toronto Metropolitan University

Dr. Tony Hernandez, Director & Eaton Chair in Retailing, Centre for the Study of Commercial Activity, Professor of Geography and Environmental Studies, Toronto Metropolitan University

Abstract: The escalating size of investment and the associated risks involved in business location decision-making has led to an increase in the utilization of data-driven techniques that leverage innovative data sources and technologies. This trend has gained interest in both academia and industry. However, the rapid pace of change in the way business location decisions are made creates a challenge for academics to stay up-to-date with industry developments in decision-making practices. Thus, the objective of this discussion is to investigate these developments, while highlighting the necessary modifications to the academic curriculum that will enable students to succeed in the area of location intelligence.

12:22 – 12:29

A Climate Change Vulnerability Assessment among Small Farmers: A Case Study in Western Honduras

Dr. Claudia Cáceres, GIS Supervisor, City of Redlands

Abstract: Climate change is now affecting every known society. Small farmers in Low-Income Countries (LICs) are especially vulnerable to climate change patterns because they depend heavily on rain, seasonality patterns, and known temperature ranges. To help build climate change resilient communities

among rural farmers, the first step is to understand the impact of climate change on the population. This project aims to use information and communication technology (ICT) to assess climate change vulnerabilities among rural farmers. To achieve this overall goal, this project first proposes a comprehensive Climate Change Vulnerability Assessment Framework (CCVAF) that integrates both community-level and individual household-level indicators. The CCVAF was instantiated into a GIS-based web application named THRIVE for different decision-makers to better assess how climate change is affecting rural farmers in Western Honduras. To the best of our knowledge, the CCVAF is the first generalizable artifact that can be used to build a group of ICT-based climate change vulnerability assessment solutions. Another knowledge contribution of this project is its reproducibility by making the input and output data available to the research and practitioner community through a GeoHub.

12:30 – 12:37

Industry Cluster Analysis of the Cali-Baja Region: A US-Mexico Cooperative MOC University Capstone Project

Dr. Thomas Horan, Dean, School of Business & Society, University of Redlands

Prof. Burke Murphy, Adjunct Faculty, University of Redlands

Abstract: This project involves a unique application of Microeconomics of Competitiveness (concepts and methods) for a bi-national collaboration between the University of Redlands (Redlands, CA) and CETYS University (Tijuana, Mexico). The project focused on cluster mapping, identification and impact of co-located clusters, with priority given to major industry clusters (Aerospace, Medical Devices and Information Technology) dominant in the Cali Baja Region. The project also involved the use of Geographic Information Systems (GIS) to understand the spatial dimensions of these industry clusters. Based on reports, interviews, and spatial data analysis, the faculty-student teams found that these clusters have continued to flourish since Porter first analyzed the region in 2001, but that collaboration in key areas (e.g., talent pipeline development) continues to lag. Still, promising examples of cross-border engagement provide indications for closer collaboration. While productivity gains have increased consistently, cross border value creation has not. Findings indicate that in part, due to a skilled worker shortage and gaps in social inclusion, new practices are emerging with the potential for creating shared value at the firm level. An Esri StoryMap (<https://tinyurl.com/calibajastory>) has been created that summarizes project findings.

12:38 – 12:45

Q&A – Final Four Presentations