

CALL FOR CASE STUDIES

The Center for Business GIS and Spatial Analysis (GISAB) at the University of Redlands School of Business invites you to submit a case study which infuses GIS (geographic information system) and spatial analysis in business and management.

Geospatial technology, such as a GIS is being rapidly deployed by organizations in industry and government for problem solving and decision-making. The power of geotechnology is being leveraged to solve strategically important and often mission-critical problems impacting organizations in business and government, business sectors, regions, communities, and policymakers.

Guidelines for case study development:

Cases may be application oriented or somewhat conceptual, from any sector – for-profit or not-for-profit, focus on any business discipline (such as Marketing, Information Systems, Operations Management, International Business, Business Ethics, just to name a few), or focus on any theme (such as Big Data, Analytics, Sustainability, just to name a few). Preference will be given to case studies that are problem driven, for example, site selection in retail and other sectors, regulatory compliance in finance and government, risk mitigation in insurance and real estate, to name a few. The problems may be (a) explicitly spatial, thus requiring the use of a GIS; therefore the case will most likely be comprised of a lab component, or (b) purely conceptual, i.e., explore a phenomenon or a problem with an underlying spatial component without explicitly indicating/requiring the use of a GIS; thus a lab component will most likely be absent.

Irrespective of the nature of the case, application domain, and focus, a case must exemplify its connections to business and also the value (tangible and/or intangible) added by GIS, spatial thinking, and spatial analysis. Case authors are encouraged to develop cases keeping in mind the student profile and programs offered by the University of Redlands School of Business. Cases are intended to be adopted for classroom teaching and will be disseminated accordingly.

Case format:

1. A case should describe a problem or scenario, pose questions, propose solutions (for students to compare their work against), discuss lessons learned, identify challenges, opportunities for further investigation, and correlations with other business disciplines. Student effort on the case should allow him/her to better appreciate the benefits of spatial thinking and analysis.
2. Cases should not exceed 3,000 words excluding figures, tables, maps, references, etc.
3. If a case is comprised of a lab component, case authors are encouraged to use Esri's Business Analyst Online (BAO), Community Analyst Online (CAO), Maps for Office, or ArcGIS (Desktop or Online). Information on how to obtain access to these software solutions can be obtained by contacting GISAB (contact information at the end of this call). In certain cases, limited software training may be arranged.
4. Data for a case may be either real or fictitious. It is up to case authors to obtain necessary clearance or permission in the instance that real datasets are being used in a case.

5. Case authors must indicate if a case has been developed with a specific School of Business course in mind.

Compensation:

Case authors will be eligible to receive a one-time \$500 - \$750 stipend depending upon the degree of development and impact of a case. Extent of development can be gauged by an exercise's readiness to be adopted with little adjustment/modification by other faculty in School of Business curricula. Extent of impact can be gauged by how readily an exercise may transcend disciplinary boundaries or lend itself to both an undergraduate and a graduate level course.

Review:

Submitted cases (along with case data and also associated materials) will be reviewed by the GISAB Case Review Committee. In 2013-14, this committee will be comprised of: (a) Dr. James Pick, Professor of Information Systems & GIS, University of Redlands School of Business, (b) Dr. Avijit Sarkar, Assc. Professor of Operations Research & Director of GISAB, University of Redlands School of Business, (c) Third member TBD.

Submission Protocol:

Case authors interested in submitting a case must follow these steps:

1. Submit a 500 – 750 word extended abstract of the case for review by the GISAB Case Review Committee.
2. Once approved (usually within 14 days), an author must submit a completed case to the GISAB Case Review Committee for review within 90 days of proposal approval.
3. The GISAB Case Review Committee will review the final case and recommend a stipend amount (\$500 - \$750) depending upon a case's extent of development and impact; if required, the Committee will recommend that parts of a case be revised to make it more suitable for adoption in School of Business programs.

Copyright:

Case authors will retain all copyrights of a submitted case with the understanding that it will be disseminated across School of Business programs. Case authors may withhold permission for the case to be updated/modified/expanded/revised/adapted at a later time by a different author.

In this context, it is important to note that at this current time, GISAB does not intend to disseminate cases to the academic community outside the University of Redlands without the author's permission. GISAB also does not intend to generate any revenue from submitted cases at this time.

Sample cases:

Three sample case studies co-authored by School of Business faculty members can be found at <http://www.redlands.edu/businessGIS> (click on *Call for Case Studies*).

Contact:

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