



SPRING 2015 SPEAKER SERIES EVENT

***Spatial Data:
The Fuel for Spatial Decision-Making***

Wednesday, April 8, 2015

6:00 pm – 7:30 pm (Dinner will be available at 5:30)

Casa Loma, University of Redlands Main Campus

Register for this event by March 31, 2015 by contacting Karen Kraker at 909-748-8769 or

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ABSTRACT

Effective decision making in business can only take place when appropriate techniques are combined with useful data. For spatial applications, spatial data is needed and diverse spatial data allows novel decision applications be developed. Spatial data is untypical of business data, as most spatial data is sourced outside organizations and is used for multiple purposes by unrelated businesses. The availability and cost of this general data is an important factor in the more widespread adoption of spatial techniques. This requires a system to reward those who collect spatial data and protect their rights over that data, while making the data available to users under reasonable conditions. Any system to do this creates various conflicts of interest, which have to be managed. Internationally, there have been various approaches taken to spatial data organization and quite different perspectives on how this should be paid for and whether data collection should be restricted for privacy reasons. In this presentation, the situation in the US will be contrasted with Europe and other areas such as the Middle East where spatial data infrastructure is being built from scratch.

Speaker: Dr. Peter Keenan

Senior Lecturer, School of Business, University College Dublin, Ireland

Having completed a business undergrad degree and an operations research postgraduate degree, Peter Keenan worked for several years on the integration of operations research techniques and GIS on logistics problems. He subsequently completed a Ph.D. on Spatial Decision Support Systems for Arc Routing Problems and has continued to work in the area of SDSS and GIS for Business. He has taught at University College Dublin for 25 years, and in the last decade has founded and directed the first Masters of Business Analytics in Europe and has just completed a three year term as Subject Area Head for the Management Information Systems discipline.