



## Center for Spatial Business to continue the Center for Business GIS and Spatial Analysis Traditions in School of Business

In July of 2018, the [Center for Spatial Business](#)(CSB) was launched as an expansion of the prior Center for Business GIS and Spatial Analysis (GISAB). CSB will continue the traditions of GISAB, founded in 2011, with the same staffing. CSB will further broaden the scope and initiatives of GISAB to provide leadership in business GIS and location analytics among business schools.

CSB seeks to develop knowledge and thought leadership about location analytics and its applications in business for researchers, practitioners, students, and the community at large. Its goals are to enhance and grow understanding of location value, spatial decision-making, and locational strategies in business through research and scholarship, contemporary spatial business curricular initiatives, training, and partnerships and joint projects with other universities and corporations.

A growing area for CSB will be formation of new partnerships and joint projects with other universities and corporations. Recent examples of such partnerships include with Esri, with a leading European tourism firm, and with a premier private technological university in Mexico.

CSB will continue GISAB's [speaker series](#) this Fall. Fall speakers will be announced later in the summer.

I invite you to continue your GISAB affiliation and support with CSB. Also, please help us spread the word about the transition of GISAB to [CSB](#). If you have any questions about this transition, please e-mail me, the center director, at [csb@redlands.edu](mailto:csb@redlands.edu).

Sincerely,

James Pick, Ph.D.

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Director of Center for Spatial Business