Location Analytics Perspective

In the environment at Pace University in which there was little if any geospatial research or teaching and excited by the possibility of interdisciplinary opportunities, I’ve been on a mission to introduce and expose GIS to different disciplines at Pace for many years. This has taken many forms including developing and delivering faculty development workshops, developing introductory graduate and undergraduate curricula in the IS program, guest lecturing in various departments and engaging researchers in a number of interdisciplinary projects including health care, ecology, and criminal justice.

I have found that one of the hardest disciplines to engage is business. At Pace and in my experience as Chair of the AIS Special Interest Group on GIS (SIGGIS), there is a disconnect between how GIS is used in the business world (e.g., marketing, site selection, transportation or real estate) and the business school curricula designed to educate the next generation of leaders. This makes a workshop on Location Analytics most relevant (my department supports the Information Systems MBA).

This year at Pace we are launching a Location Analytics and GIS Lab with the specific mission to be a resource for faculty from all disciplines. Additionally, we plan to have Location Analytics as part of the MS/IS Data Analytics concentration and are developing courses for a concentration in the MS degree.
At the workshop, is my hope to network and broaden my perspective on geospatial thinking and Location Analytics.