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# Geographic Information Technologies Briefing & Demonstration

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*TECHNOLOGY BRIEFING AIS '97 INDIANAPOLIS*

**Geographic Information Technologies Briefing & Demonstration**

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**Description**

Leading edge geographic information technologies such as mapping software object libraries, geographic information systems, spatial data warehousing, or Internet mapping will be demonstrated. Supported by at least one software vendor and an educational association, this presentation will give attendees exposure to the current choices for developing decision support systems and customer-facing technologies, and for spatially-enabling mainstream applications.

Business applications such as site location, network analysis, market planning, and real-time interactive mapping which are being used by major corporations (e.g., McDonald's, Levi Strauss, VISA, Sears) will be featured.

Based on feedback from reviewers and last year's successful GIS workshop at AIS, this technology briefing will provide a brief overview of GIS and move quickly into demonstration mode where users can see the software in action. Discussion of factors affecting the deployment of this technology into IS organizations will be interwoven into the technology briefing.

Attendees will have access to materials that can support their continuing education and the adoption of this technology for IS teaching, research, and practice. Materials provided will include:

1. A current issue of a practitioner magazine and a card for a free subscription. (And other practitioner materials as appropriate.)
2. Information about the software that has been demonstrated.
3. A survey of vendors and their available academic discounts and resources (conducted by the GeoBusiness Association).
4. Access to resources about how this technology is being used for teaching and how to get started. (A partial list of these resources appears in the reference listing below.)
5. Information about the GeoBusiness Association, a not-for-profit association of educators and practitioners interested in developing knowledge about the use of geographic technologies and spatial analysis in business and business schools.

6. A list of Internet based resources on topics related to this area.

### **Justification**

Geographic information technologies are being adopted rapidly in business for their analytical and visualization capabilities. GIS appears in the curriculum at Wharton, Harvard, U of Colorado, U of Tennessee, Cal State Fullerton, DePaul, Indiana, Clemson, and other major US business schools. Anecdotal reports indicate interest in this visually exciting technology but that many faculty have not known what resources are available and what a viable "first step" would be. This demonstration will complement the Geographic Technologies mini-track co-chaired by the coordinators. It is also a less structured follow-on to the successful GIS workshop at AIS '96.

### **References**

Murphy, L. D. (1997) "Why Aren't Business Schools Teaching Business Geographics" *Business Geographics*. February, pp. 24-27

Proceedings of First Annual *Business Geographics for Educators and Researchers* Conference '96.

Proceedings of the Second Annual *Business Geographics for Educators and Researchers* Conference (to be held in June 6, 1997).

GeoBusiness Association web site (<http://www.gba.org>)