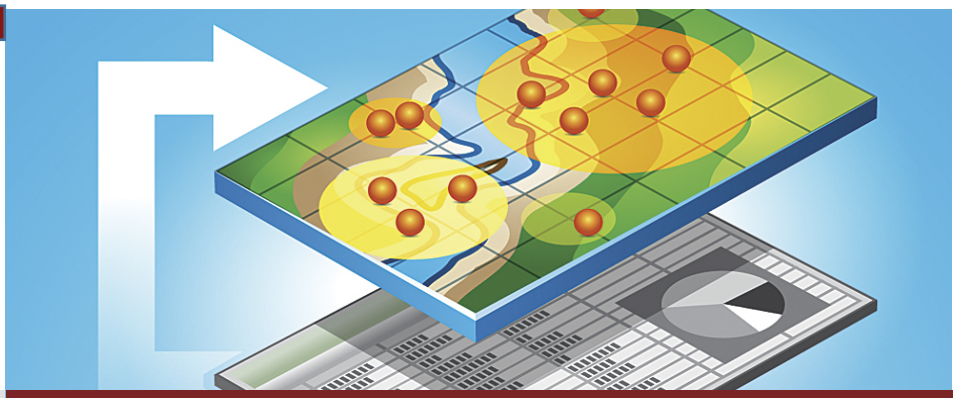

Center for Spatial Business

Fall 2018 Speaker Series

"Understanding Space -Time Diffusion in a Retail Ecosystem for Home Improvement Products: How to Combine the Temporal Bass Model and Spatial Huff Model"

Dr. Christopher Franklin
University of Texas, Dallas

Tuesday November 13, 2018

5:30 p.m. – 7:30 p.m.

University of Redlands Main Campus

University Club

Dinner Served at 5:30 p.m. Talk begins at 6:00 p.m.

RSVP HERE by November 9th,
as seating is limited.

The talk will focus on how previously mutually-exclusive, famous legacy models, the Bass diffusion model i.e., an adopter forecasted temporal pathway, and the Huff gravity model i.e., a shape/structure spatial interaction end-state, can be commingled to beneficial effect with a high spatial and temporal resolution, store-level trade area (SLTA) ecosystem, possessing powerful ensemble modeling and analysis capability.

By use of this "nonintuitive" ensemble modeling approach, practical marketing insight can be gained for competitive advantage and applied to the store level or the firm level by national home improvement retailers. Visualization of the processes by a unique 3D space-time "avatar" can further assist retailers.

Learn more about the Center for Spatial Business

Website www.redlands.edu/csb **e-mail csb@redlands.edu**

About the Speaker

Dr. Christopher Franklin holds a Ph.D. in Geospatial Information Sciences from University of Texas Dallas (UTD), M.A. in Demographic and Social Analysis from UC Irvine, and two undergraduate degrees. He has over 30 years of both B2B and B2C executive industry experience. His "Avatar" 3D Space-Time visualization object received the Technology & Commercialization Innovator's Award from the UTD in 2014. He has authored several peer-reviewed articles, receiving the SIGGIS pre-ICIS best paper award in 2015. His current postdoctoral research focuses on supply chain management forecasting with spatial-temporal analytics at UTD's Naveen Jindal School of Business.