



Application of GIS in Business – An Innovation

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ABSTRACT

GIS is a combination of geographical features with data in order to map, to analyze and to find out real life problems. The main word to this technology is Geography as the data which is used here is spatial. GIS also uses attribute data which means that there is an additional information about each of the spatial features. The main objectives of the paper are to explore the applications of GIS technology in various business operations and sectors, to explain the applications with the help of hypothetical maps and to undertake a perception study of professionals and employees to understand the need of GIS in their day to day business activities. The present paper is an exploratory research. A perception study is undertaken to understand the need of GIS technology in different sectors of business. The survey is accomplished with the help of a close ended questionnaire using Google Forms. The sample size is 30 and the sampling technique is systematic random sampling. The survey technique used is interview method to get speedy responses. This paper explores the application of GIS in business. It proves that GIS can be used for providing in-depth assessment and understanding of marketing strategies. GIS can be applied in retail marketing and logistics. GIS can be used as an automation tool. Since GIS is a combination of spatial and attribute data it is helpful for spatial database. It helps in customer support and also in after sales service system. GIS can also be applied in recruitment of labour, banking, drive time analysis, insurance and real estate sectors. The perception study clearly indicates that 70% use GIS for navigation and 57% are unaware of the technology. 87% of the respondents feel that there is a need to upgrade their existing knowledge of GIS. This paper concludes by putting forward that GIS can improve the performance of any business. Hence, G- Commerce is the innovation in the E-Commerce sector.

Keywords : Attribute, G- Commerce, GIS, Perception, Spatial

INTRODUCTION

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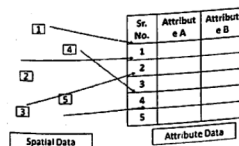


Fig: 01

GIS has a massive opportunity in today's ever-changing world. In the past few decades, the reach of GIS has grown exponentially. It is being applied for helping businesses identify new customers to making natural disasters response more effective. GIS now has been accepted as an essential computing infrastructure for every organization. Even in Sustainable Development Goals from United Nations, GIS is used for reporting and tracking progress of each goal. The public use of GIS has increased over the years resulting to more people accessing GIS using web and portable devices.

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