



**KELLEY**  
SCHOOL OF BUSINESS  
Institute for International Business



## **CIBER Focus Interview Series**

### **Video Annotation**

**Humanitarian Operations Management Best Practices**

**Link:** <https://www.youtube.com/watch?v=64rwF2njoMU>

**Length:** 13:23

**Production Date/Year:** December 19, 2018

**Keyword Topics:** Humanitarian, Social Media, Natural Disasters

## Guest Info: Dr. Alfonso Pedraza-Martinez

Dr. Alfonso Pedraza-Martinez is Associate Professor of Operations and Decision Technologies at the Indiana University Kelley School of Business, focusing on logistics, supply chain management, and humanitarian operations. He holds a Ph.D. in Management from INSEAD, Master's Degrees in Management and Economics, and a Bachelor's in Industrial Engineering. Dr. Pedraza-Martinez is the President of the College of Humanitarian Operations and Crisis Management with the Production and Operations Management Society. His award winning research on humanitarian operations management has informed the practice of logistics at the Red Cross Movement, World Food Programme, and World Vision International.

## Video Summary/Synopsis:

1:38 - Dr. Pedraza-Martinez explains what components go into the "Disaster management cycle" and what issues organizations run into when managing it.

4:34 - Dr. Pedraza-Martinez discusses how social media has changed the disaster management cycle and how organizations should use it.

7:29 - Dr. Pedraza-Martinez discusses the best ways that individuals may assist in humanitarian operations.

10:10 - Dr. Pedraza-Martinez shares whether he sees any differences or best practices for humanitarian operation management when an event stems from a natural disaster versus an armed conflict.

## Standards:

### 7th Grade Social Studies

- **7.3.5**
  - Describe ecosystems of Africa's deserts, Asia's mountain regions, and the coral reefs of Australia and use multiple information resources to discover environmental concerns that these ecosystems are facing today.
- **7.3.10**
  - Analyze current issues and developments related to the environment in selected countries in Africa, Asia and the Southwest Pacific.

### Geography and World History

- **GHW.5.4**
  - Analyze and assess the impact of urbanization on the physical and human environments in various parts of the world.
- **GHW.6.2**
  - Prepare maps, timelines and/or other graphic representations showing the origin and spread of specific innovations (e.g. Explosives; paper; printing press; steam engine; pasteurization; electricity; immunization; atomic energy; and computer and digital technology) . Assess the impact of these innovations on the human and physical environments of the regions to which they spread.
- **GHW.6.5**
  - Analyze and assess the impact of the four major agricultural revolutions\* on the world's human and physical environments.
- **GHW.9.1**

- Use maps to identify regions in the world where particular natural disasters occur frequently and analyze how the physical and human environments have been modified over time in response to environmental threats. Assess the success of international aid to these disasters.
- **GHW.9.3**
  - Identify and describe ways in which humans have used technology to modify the physical environment in order to settle areas in different world regions and evaluate the impact of these technologies on the physical and human environments affected.
- **GHW.11.5**
  - Analyze the impact of tourism on the physical and human environments of selected world regions. Predict the environmental impact of a continued growth in tourism in these regions.
- **GHW.12.1**
  - Analyze global climate change (sometimes called “global warming”) and assess the validity of this idea, the variable climate changes it forecasts for different parts of Earth, and the implications of these changes for humans.
- **GHW.12.2**
  - Explain the concepts of linear and exponential growth, and apply these concepts to geographical themes while analyzing the consequences of various human responses.

### Global Economics

- **GE-6.4**
  - Analyze the influence of phenomenon such as trade policies, politics, disasters, and cultural factors on the value of currency.

### World History

- **WH.6.11**
  - Investigate current global issues such as terrorism, genocide, and environmental issues.

### World Geography

- **WG.5.1**
  - Identify and describe the effect of human interaction on the world’s environment.
- **WG.5.2**
  - Identify solutions to problems caused by environmental changes brought on by human activity.
- **WG.5.3**
  - Map the occurrence and describe the effects of natural hazards throughout the world and explain ways to cope with them.

### Essential Questions:

- How have certain actions like fracking or drilling affected the environment negatively?
- How have human decisions regarding the environment led to more natural disasters?
- What are the best ways students can give aid to those in need due to disasters world wide?

### Depth of Knowledge

- Students will analyze the environmental actions taken by companies and governments and how these may negatively affect the local environment.

- Students will investigate the increased frequency and severity of natural disasters and climate change to make determinations about the effect of human actions on the environment.
- Students will create a plan for an event to raise awareness or funds for those in need as a result of a disaster somewhere in the world.

### **Additional Links & Related Information**

- [How Can Climate Change Affect Natural Disasters](#) - Article
- [How Colleges Students are Helping Harvey Victims](#) - Video
- [Climate Change: How Do We Know?](#) - Statistics