

**Call for application for research scholarships  
for post-graduate international candidates  
RESEARCH PROJECT N. 53**

**Title**

Assessing new mobility services in urban areas

**Scientific responsible (name, surname, role)**

Marco Diana, Associate Professor of Transport Engineering and Planning, ([marco.diana@polito.it](mailto:marco.diana@polito.it))

**Short description of the research activity (max 250 words)**

The goal of the research is to close the gap between the potential benefits of shared vehicle and ride services and their real impacts in terms of congestion mitigation, environmental footprints and social inclusion, that are mediated by both individual preferences and social innovation patterns. Ongoing research led by Dr. Diana, which is being funded through both European H2020 projects ([http://cordis.europa.eu/project/rcn/211346\\_en.html](http://cordis.europa.eu/project/rcn/211346_en.html) - <http://www.suits-project.eu/>) as well as local ones

([http://www.researchers.polito.it/en/success\\_stories/la\\_ricerca\\_dei\\_talenti\\_projects/new\\_mobility\\_services\\_in\\_urban\\_areas](http://www.researchers.polito.it/en/success_stories/la_ricerca_dei_talenti_projects/new_mobility_services_in_urban_areas)), is trying to achieve this goal by integrating knowledge, expertise and research methods from transport engineering, environmental psychology and economics.

The role of innovative services in improving mobility in European urban areas will be assessed through an integrated co-modality approach, where the impact of car sharing on other travel modes (public transport, active means, private cars) will be quantified. To this effect, both business as usual and rupture mobility scenarios will be studied, the former referring to future projections of actual trends concerning the diffusion of car sharing in EU countries, and the latter to an assessment of its full potential in presence of appropriate policy actions aimed at maximising social benefits.

**Specific requirements (experiences, skills)**

Candidates should preferably have a degree in transportation engineering, traffic engineering, civil engineering, applied mathematics, statistics, physics, or quantitative methods in social sciences.

Skills in at least one of the following topics are sought:

- Transport planning, with special emphasis on the study of the demand and of mobility behaviours
- Design and implementation of travel surveys, analysis and exploitation of the resulting datasets
- Application of multivariate data analysis techniques or data mining in the transport sector
- Quantitative study of travelers attitudes, opinions, beliefs, behavioural intentions or development of psychometric scales in the transport sector
- Econometric models to characterise the travel demand
- Development and use of indicators to evaluate socioeconomic, land use, environmental and quality issues related to transport systems and transport policy actions.

Previous research experience in any of the above topics is also appreciated.

**Keywords (min 3, max 6)**

Transportation planning, Shared mobility, travel behaviours

**Research Area (max 1)**

Environment, Land, Infrastructure