

Topic: Stakeholder's accessibility and acceptance of shared mobility and automated driving in a CASE future of mobility

Start: Immediately (duration approx. 5-6 months)

Location: flexible

Supervisor: Florian Ratz (UFO), Thu Trang Nguyen (FTG)

Problem definition / goal:

The automotive industry is facing unprecedented change, but so is the transportation industry, or in short, the mobility sector in general. Numerous factors, such as new technologies or regulations, are affecting the shift towards more sustainable passenger mobility and freight transportation to a varying extent. Shared mobility transportation systems and automated driving are part of the estimated Connected, Autonomous, Shared & Electric (CASE) future of mobility. In this thesis you will deal with the stakeholder's perception on the above-mentioned mobility concepts and also get first hand experience in data collection, its analyzing, and academic writing.

Tasks:

- Literature research to understand the theoretical background of the topic
- Gathering of empirical data by conducting a survey and/or interview
- Analyzing of the collected stakeholder-based data
- Contribution to the supervisor's scientific publication
- Writing of the master's thesis containing the results and its linkage to literature

Requirements: Courses General Management and Organisation, Business Model Management, and Technology Management desired but not mandatory; Knowledge or experience of the mobility sector is an asset

Field of study: preferably Mechanical Engineering and Business Economics, Production Science and Management, or Software Engineering and Management

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Have we aroused your curiosity? Then please send us your detailed application (CV & Transcript of records). We are looking forward to your submission!