

Prof. Elisabetta Cherchi



Bio

Elisabetta Cherchi is Professor of Transport at the School of Engineering, Future Mobility Group, Newcastle University and Adjunct Professor, School of Economics and Management, Beijing Jiaotong University, China. She is Editor in Chief of Transportation Research Part A: Policy and Practice and past Associate Editor of Transportation. She is the Chair of the European Association for Research in Transportation (hEART), past Chair of the International Association for Travel Behaviour Research (IATBR), as well as past Secretary and Treasurer of the IATBR. Her research interest is in data collection, demand modelling, benefits evaluation, behavioural background of how individuals take decision especially for sustainable transport modes and transport innovations.

Presentation

An academic view on the future of modelling

Transport interests have been evolving rapidly and as new theories and techniques appear, or become more accessible, there is a need to take stock and think about the necessary tools to correctly approach and in particular model transport problems at any level. In particular, the quick penetration of new technologies, from the simple smartphone to the electric vehicles, autonomous and connected vehicles, smart cities, is transforming beyond recognition the way we interact among us and with the surrounding environment and the way we move. In this complex system, understanding, modelling and forecasting travel demand represents one of the key research challenges of our time. In this presentation, I will briefly discuss some advances in modelling transport demand to account for transport innovations, the theory underpinning the decision process and how to map this into the models and my experience on how the university is or should prepare the new generation of transport modellers.