

2015 NUTC Business Advisory Council faculty introduction

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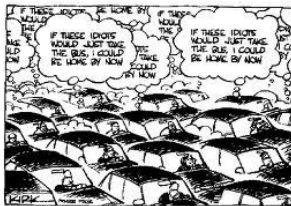
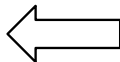
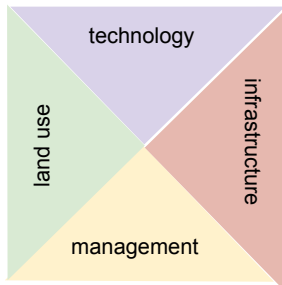


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TRANSPORTATION CENTER

Need to deliver efficient and sustainable transport solutions



- Put human behavior at the center of transport policy

Sustainability policies require models



Challenges

- * urgencies: urbanisation, emissions
- * accelerated innovation
- * new motivations/sensit.

Standard model structures often fail to understand/predict

Need new models + data

Opportunities

- * big data/social media
- * games/virtual settings
- * innovative experiments

New elements

- * sociality
- * non-rational process
- * time-dynamics

Example of past industrial collaborations



Past Industry collaboration

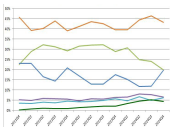
Constellium new material launch:
how price? What market?

What?

Design experiment for OEM's, analyze data

Innovative feature

Company decision process, behavior-based pricing, predict willingness-to-pay



PSA group: **Car market of the future? Plan launches.**

Model large data-base, forecast scenarios

Transaction model with policies, trends, supply

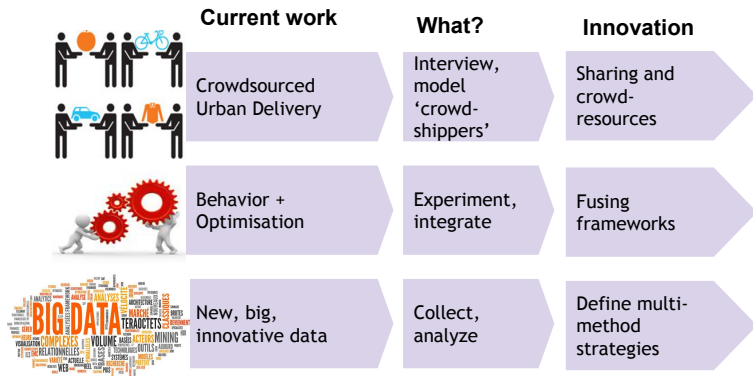


Nissan: **electric vehicle dynamics?**

Design experiment + analyze in-car data

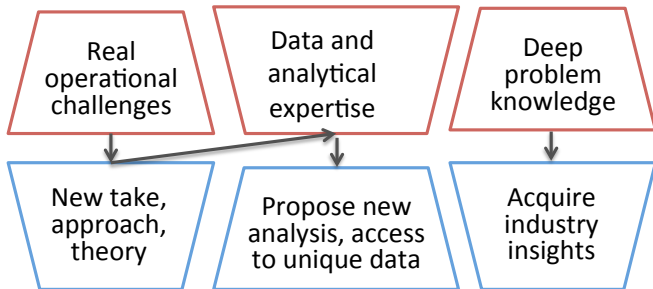
Model process of adoption, experience and changed driving patterns

New ideas at NU

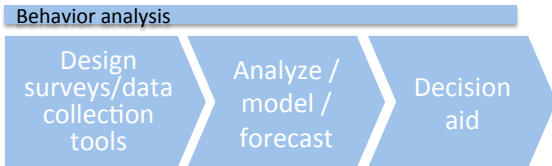


Synergies

Industry partner



Academic partner



Thank you for your attention: Questions?

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Research Grants

- **Swiss National Science Foundation** Large Scale Location Data for the Advancement of Route Choice Models, with Ph.D Evanthia Kazagli (2013-2016)
- **PSA Peugeot Citroën** "A dynamic vehicle choice forecasting framework, with Ph.D Aurelie Glerum (2012-2013)
- **Constellium / Innovation Cells** Development of a choice experiment adapted to evaluate market viability and pricing strategy of a novel aerospace product applied in a real decision context, analysis of the B2B perspective (2012)
- **Nissan** electric vehicle adoption dynamics: exploring market potentials, with Ph.D A. Fernández Antolín), (2014-2017)