

MANAGEMENT AND PRODUCTION ENGINEERING

MUR DM 118 - New mobility and business models in Industry 5.0

Funded By	MINISTERO DELL'UNIVERSITA' E DELLA RICERCA [P.iva/CF:97429780584] Dipartimento di Ingegneria Gestionale e della Produzione [P.iva/CF:00518460019]
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Context of the research activity	Exploring New Mobility and Business Models in Industry 5.0: Investigating the Impact of Technological Advancements on Mobility, Logistics, and Business Strategies - Progetto finanziato nell'ambito del PNRR – DM 118/2023 - CUP E14D23001750006
Objectives	<p>This PhD bourse focuses on the in-depth exploration and analysis of the emerging trends in mobility and business models within the context of Industry 5.0. Industry 5.0 represents the integration of advanced technologies, such as artificial intelligence, robotics, and the Internet of Things, with human intelligence and creativity. Unlike previous industrial stages, Industry 5.0 recognizes the significance of human skills, creativity, and problem-solving capabilities in driving innovation and sustainable growth.</p> <p>The bourse aims to investigate how these technological advancements are reshaping the mobility sector, including transportation and logistics. It will delve into the implementation of autonomous vehicles and shared mobility solutions to improve efficiency, sustainability, and the overall user experience. By studying the real-world applications and impact of these new mobility models, the research will provide valuable insights into their effectiveness, challenges, and potential for future development.</p> <p>Furthermore, the project will examine the influence of Industry 5.0 on business strategies and operations. It will analyze how companies are</p>

adapting to the changing landscape by adopting innovative approaches, such as mobility-as-a-service and data-driven decision-making. The research will investigate the challenges and opportunities faced by businesses in leveraging these new technologies and business models in the Industry 5.0 era.

To achieve its objectives, the project will employ a comprehensive research methodology, including literature reviews, case studies, data analysis, and interviews with industry experts and stakeholders. The research findings will contribute to the existing body of knowledge by providing insights into the transformational impact of Industry 5.0 on mobility, logistics, and business models. The project's outcomes will assist industry stakeholders in making informed decisions and developing effective strategies to navigate the evolving landscape.

Skills and competencies for the development of the activity

This PhD bourse requires competencies in areas such as industrial engineering, transportation systems, business management, and technology integration. Strong analytical and research skills are essential, along with the ability to critically analyze complex data and identify trends. Proficiency in qualitative and quantitative research methods, as well as experience in conducting interviews and case studies, will be advantageous. Excellent communication and presentation skills are crucial for effectively disseminating research findings to both academic and industry audiences. Previous experience in industry, automotive and transportation in particular, will be appreciated