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A hybrid mode of an online and face-to-face conference

Keynote Speaker – Keynote Sessions



Prof. Hai Yang

Chair Professor

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Topic: Emerging Research Issues in Ride-sourcing Markets

Abstract

Urban mobility has undergone drastic changes in recent years with the introduction of application-based taxi and car service e-hailing systems. These systems provide timely and convenient on-demand ride services to anyone, anywhere and anytime. E-hailing is now prevalent in the traditional taxi industry by effectively mitigating information asymmetry and uncertainty between customers and taxi drivers; E-hailing in the form of ride-sourcing can efficiently match a requesting customer with an affiliated private car driver nearby for on-demand ride services. This talk highlights some emerging research issues and latest developments in ride-sourcing markets, including demand forecasting; surge-pricing; matching, pricing and ride-pooling, joint optimization of matching time interval and matching radius; customers' willingness to wait with sunk waiting time; optimal resource allocation with bundled options; impact of ride-pooling on traffic congestion; competition and third-party platform-integration; Pareto-efficient market regulations; and analysis of human mobility and network property with big car trajectory data, etc.

Biography

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Prof. Hai Yang is currently a Chair Professor at The Hong Kong University of Science and Technology. He is internationally known as an active scholar in the field of transportation, with more than 280 papers published in SCI/SSCI indexed journals and a SCI H-index citation rate of 63. Most of his publications appeared in leading international journals, such as *Transportation Research*, *Transportation Science and Operations Research*. Prof. Yang received a number of national and international awards, including 2020 Frank M. Masters Transportation Engineering Award and 2021 Francis C. Turner Award of American Society of Civil Engineers; National Natural Science Award bestowed by the State Council of PR China (2011). He was appointed as Chang Jiang Chair Professor of the Ministry of Education of PR China and served as the Editor-in-Chief of *Transportation Research (TR) Part B: Methodological* from 2013 to 2018, a prestigious journal in the field of transportation. Currently, Professor Yang serves on the Distinguished Editorial Board of *TR Part B*, Scientific Council of *TR Part C: Emerging Technologies*, and also serves as an Advisory Editor of *Transportation Science*.

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