

IBSS RESEARCH SEMINAR

Future mobility experiences: Insights from preferences over different future mobility situations in China

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- Dr. Eunkyung Lee

Organised by: RCE 2 - Emerging Technologies and Innovation

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BIOGRAPHY OF PRESENTERS

Dr. Juhyun Lee is an Assistant Professor in Department of Urban Planning and Design at XJTU. Her fields of research interests are smart mobility and accessibility, smart inclusive urban transition, compact city planning and policy, integrated approaches to transport and spatial planning for sustainable urbanization, and infrastructure development as an agent of change. Before joining XJTU, she had more than 15-year experiences of working as an urban specialist for international organizations such as UN-Habitat as well as private consulting firms in Europe and Asia.

Dr. Eunkyung Lee is an Assistant Professor in the Department of Intelligent Operations and Marketing. Her research interests include consumer adoption and responses to AI, sustainable consumer decisions, and the role of socioeconomic mobility on consumer decisions and behaviors. Prior to joining XJTU, she has worked as Assistant Professor of Marketing at I-Shou University.

ABSTRACT

Future mobility is increasingly recognized as a spectrum of “multiple possibilities,” shaped by key uncertainties such as the level of automation and degree of sharing, rather than a singular product. While several studies have explored the broader societal implications of various mobility scenarios, limited research has focused on how individuals perceive these multiple future possibilities and their impacts on daily life. Our interdisciplinary research aims to address the questions: “how do individuals envision and react to different future mobility situations mapped by the key uncertainties, and why? Focusing on Shanghai and Suzhou, two pioneering cities in mobility innovation in China, we explored individuals’ preferences across four potential future mobility situations and their perceived impacts. First, we presented respondents comprehensive depictions of the four potential situations, illustrating key changes in mobility services and daily life, and identified the least and most preferred situations. Second, we investigated how individuals perceived the impacts of the preferred (and least preferred) situations, particularly concerning quality of life. Finally, we segmented users based on their travel patterns and preferences for different mobility situations. This seminar will present the key research findings and discuss the implications for various sectors, including government, consumers, and industry stakeholders.