



## Séminaire organisé par le comité étudiant CIRRELT-UL

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Université Laval



## THE FUTURE OF MOBILITY: AI-POWERED INSIGHTS FOR MAAS DECISION-MAKING

**Short summary:** Mobility as a Service (MaaS) is transforming urban transportation by integrating various travel modes into a seamless, user-centric system. This seminar explores the fundamentals of MaaS, its applications, and the challenges of adoption. The discussion then shifts to introduces a hybrid approach that integrates both theory-driven models and data-driven insights, combining the strengths of discrete choice models with machine learning techniques. By leveraging this synergy, we can more accurately identify key factors influencing mobility choices, leading to better policy-making and system optimization. The session will highlight key methodologies, case studies, and future research directions at the intersection of MaaS and intelligent mobility solutions.

**Short biography:** Hamid Hasanzadeh holds a Ph.D. in Industrial Engineering and has contributed to the field through multiple publications, particularly in optimization and stochastic modeling. He is currently pursuing a second Ph.D. in transportation at Laval University. His research interests lie at the intersection of mobility systems and Artificial Intelligence (AI), with an emphasis on applying machine learning and optimization techniques to enhance decision-making in traffic assignment and transportation planning.

**VENDREDI**

**21 mars 2025**

**13h30**

**Université Laval**

**Pavillon Palasis-Prince**

**Local 2327**

**Ouvert à tous  
Café et viennoiseries**

**Responsable:**

**Comité étudiant CIRRELT-UL**