

About the Authors

Theo Arentze is associated professor of Urban Planning at the Eindhoven University of Technology. His research interests include activity-based modelling, discrete choice modelling, agent-based modelling, supernetwork modelling, human cognition/learning and traveller information systems for application in transportation and urban planning. He is involved as principle researcher, supervisor or project leader in a constant stream of Ph.D., Postdoc and EU projects on these topics. He is member of the editorial board of several international peer-reviewed journals and acts as an ad hoc reviewer and programme committee member for many journals, conferences and research foundations in transportation, planning, geography and consumer research.

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Xiqun Chen received his B.E. degree and Ph.D. degree in Civil Engineering from Tsinghua University, China, in 2008 and 2012, respectively. In 2011, he visited California PATH Program, University of California at Berkeley as a joint training Ph.D. student. His thesis entitled ‘Stochastic Evolutions of Dynamic Traffic Flow: Modeling and Application’ received the 2013 IEEE Intelligent Transportation Systems Society (ITSS) Best Ph.D. Dissertation Award. He is currently a Faculty Research Assistant in the Department of Civil and Environmental Engineering at the University of Maryland, USA, working on simulation-based optimisation, traffic flow theory and intelligent transportation systems. Dr. Chen serves as the Research Director of National Center for Strategic Transportation Policies,

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Caspar G. Chorus is head of the Transport and Logistics group at TU Delft. His main research aim is to increase the behavioural realism of travel choice models, and by implication to provide a stronger and richer foundation for transport policy development. He is interested in developing and testing conventional (travel) choice models as well as new, more unorthodox model form. On these and related topics, Caspar has published extensively in leading journals in the field of transportation and beyond. Caspar has won several international awards for his work, including the Eric Pas prize. He is editor-in-chief of the *European Journal of Transport and Infrastructure Research*, which is the only ISI-listed open access e-journal in transportation. He is member of the Traveler Behavior and Values-committee, and of the Travel Survey Methods-committee, of the Transportation Research Board; early 2014, he was elected board member of the International Association for Traveler Behavior Research.

Andrew T. Collins is a Lecturer in Transport and Logistics Management at The University of Sydney Business School's Institute of Transport and Logistics Studies. Andrew's Ph.D., which examined techniques for handling attribute non-attendance in discrete choice models, was awarded the prestigious 2012 Eric Pas Dissertation Prize by the International Association for Travel Behaviour Research. He has broad research interests, spanning advanced discrete choice modelling methodology and its application across many fields, choice heuristics, stated choice experimental designs, final mile logistics, freight transport and air travel choice. His publication record includes top tier journals such as *Transportation and Transportation Research Part B*. Andrew is a co-developer of Ngene, a widely used software package which generates stated choice experimental designs. In addition to his academic pursuits, Andrew has consulted for government, industry and banks, in the areas of freight transport, and toll road and public transport evaluation and modelling.

Benedict G. C. Dellaert is a professor of marketing at the Erasmus School of Economics. His focus in research and education is on consumer decision-making and (online) consumer-firm interaction. His research has applications in financial services, healthcare management and transportation, among others. Benedict is currently co-director of the Erasmus Centre for Marketing and Innovation (ECMI), a research theme coordinator at the Network for Studies on Pensions, Aging and Retirement (Netspar), a fellow of the Erasmus Research Institute of Management (ERIM), and a research fellow at the Tinbergen Institute. He holds a Ph.D. from Eindhoven University of Technology and his former positions include posts at the University of Sydney in Australia, Tilburg University in the Netherlands and Maastricht University in the Netherlands. His recent research has appeared in journals such as the *Journal of Marketing Research*, *Marketing Science*, *Information Systems Research*, *Social Science & Medicine* and *Transportation Science*.

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David A. Hensher is Professor of Management, and Founding Director of the Institute of Transport and Logistics Studies at The University of Sydney. David is a Fellow of the Academy of Social Sciences in Australia (FASSA), Recipient of the 2009 International Association of Travel Behaviour Research Lifetime Achievement Award in recognition for his long-standing and exceptional contribution to IATBR as well as to the wider travel behaviour community, recipient of the 2006 Engineers Australia Transport Medal, recipient of the 2009 Bus NSW (Bus and Coach Association) Outstanding Contribution to Industry Award, and Member of Singapore Land Transport Authority International Advisory Panel (Chaired by Minister of Transport). He has published extensively (over 550 papers) in the leading international transport journals and key journals in economics as well as 14 books. David has advised numerous government industry agencies, with a recent appointment to Infrastructure Australia's reference panel on public transport, and is called upon regularly by the media for commentary.

Oliver Horeni holds a Ph.D. from Eindhoven University of Technology where he did research about mental representations underlying activity-travel choices. As part of his project he developed the computerised Causal Network Elicitation Technique. Oliver is currently employed at the transport association for Dresden and the Upper Elbe Region where he is responsible for the further development of the tariff system.

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Davy Janssens is associate professor at Hasselt University, Belgium. He teaches courses in the domain of transportation sciences at the School for Transportation Sciences at Hasselt University. He is also a member of the Transportation Research Institute (IMOB) at Hasselt University, where he is appointed as Program Leader of the Travel Behaviour & Mobility Management research group. His research area of interest is situated within the application domain of advanced quantitative modelling (e.g. data mining) in activity-based transportation modelling and in the analysis of big data. He has published several articles in scientific peer-reviewed journals and conferences such as *Accident Analysis and Prevention*, *Environment and Planning*, *Transportation*, *Geographical Analysis*, *Knowledge Discovery and Data Mining*, *Transportation Research Record* and *Information Systems*. Within IMOB, he is the coordinator of a variety of national and international research projects, including several EU projects such as FP7 DATA SIM.

Ifigenia Psarra is Ph.D. Candidate at the Eindhoven University of Technology. In 2010, she received an engineering degree with honours in Architecture and Urbanism at the Aristotle University of Thessaloniki, Greece. In parallel with her studies, she worked as a trainee in several architectural offices. In January 2011, she joined the Urban Planning Group, in the Department of the Built Environment, at the Eindhoven University of Technology, the Netherlands. She published her research findings in various journals and conference proceedings. Her research interests span from the architectural to the urban and spatial planning scale.

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Junyi Zhang is a Professor at Graduate School for International Development and Cooperation, Hiroshima University, Japan. Focusing on the various issues related to city, transportation, environment and tourism, as of October 2014, he published more than 300 refereed academic papers, about the development of methodologies (e.g., surveys, modeling, policy evaluation, and planning) and applications of the methodologies from the interdisciplinary perspective in journals such as *Transportation Research Part B*, *Journal of Transport Geography*, *Tourism Management*, *Annals of Tourism Research*, *Energy Policy*, and *Environment and Planning B*. One of his core research interests related to this book is the modeling of individual and group decision-making using advanced econometric models. He's currently serving as the editor-in-chief of *Asian Transport Studies* and on the board of several other international journals. He's also on the board of several academic committees of organizations such as IATBR, TRB, and EASTS. His work was awarded more than 10 times by international academic organizations.

Wei Zhu is currently associate professor of Department of Urban Planning, Tongji University, China. For over 10 years, he has been studying pedestrian behaviour in urban environments using field surveys, stated preference experiments, choice modelling, multi-agent simulation and other quantitative methods. He has special interest in modelling bounded rationality. His recent research focuses on the planning and promotion of green transportation, particularly public bicycle systems, cycling and walking. He teaches courses in Methods for Urban System Analyses, Urban Geography, Urban Comprehensive Planning and Urban Detailed Planning, and tries to incorporate quantitative methods into pedagogical development as well as planning practices.