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# EXPERTISE

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## Q-Park Thought Leader & Thesis Award Event

**Date: Thursday, 15 April 2021**

**Theme: Urban Mobility & Behaviour**

### Thought Leaders



**Carlo van de Weijer** about Mobility & Behaviour. Carlo is Managing Director Eindhoven AI Systems Institute (EASIS) at TU Eindhoven and a smart mobility expert. His expertise revolves around the future of mobility, traffic and the automotive world, AI, Big Data and IoT. Fear not, he brings a humorous, original and inspiring view on the future.



**Frank Quix** about Shopping & Behaviour. Frank is Managing Director Q&A Insights & Consultancy and a retail expert. His expertise is based on profound research and other relevant knowledge he has gathered about online shopping and the importance of off-line shopping. He knows a thing or two about retail strategy and customer satisfaction.

### Thesis Award

The Q-Park Thesis Award is an award organised annually by Erasmus University Rotterdam and Q-Park. The Q-Park Thesis Award is a competition for the best Master's thesis written by students at universities in the Netherlands and Flanders about parking in the broadest sense of the word.



**Frank De Moor** knows a thing or two about parking today and has a clear view on parking (and mobility) in the future. Frank is CEO at Q-Park BV and a member of the Q-Park Thesis Award jury. He will present the award to the students with the best thesis.



**Giuliano Mingardo** is specialised in parking policy and mobility management and regularly advises (local) governments and companies on these issues. He will welcome you and introduce this year's theme 'Urban Mobility & Behaviour'. Giuliano is researcher at Erasmus University Rotterdam.

### Event moderator



**Theo Thuis** is an innovator and inspirator with a more than average interest in solutions for smart cities and smart mobility. He will guide us through the event and loves to challenge all guests to engage with the speakers, students and each other.

### Basic event information

- | Date: 15 April 2021
- | Agenda:
  - | 13:00 Welcome reception
  - | 14:00 Thought Leaders
  - | 15:00 Discussion & Break
  - | 16:00 Student Theses & Award
  - | 17:00 Networking reception
- | Venue: Lumière Cinema
- | Address: Bassin 88, NL-6211 AK Maastricht

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# Q-PARK THESIS AWARDS

## Celebrating five years

In cooperation with the Erasmus University Rotterdam, Q-Park established the Q-Park Thesis Award in 2014 for the best master's thesis on parking and mobility written at a University in the Netherlands or Belgium.

We have commissioned a theses book to celebrate the 5th anniversary of the Q-Park Thesis Award and to give an overview of the winning theses. In each of the four sections we reproduce the abstracts<sup>1</sup> of each thesis that was awarded a prize in the period 2014 – 2018.

## Bridging the knowledge gap

When we established this award in 2014 our purpose was both internal and external: on the one hand we wanted to mark the retirement of our founder, Ward Vleugels. On the other we sought to bridge the considerable gap between academic research on parking and its practitioners in the parking sector<sup>2</sup>.

As a parking operator Q-Park has welcomed the dramatic rise in academic literature on parking in the last 15 years. But we have also noted the knowledge mismatch between what practitioners need in the field and what academics have produced. Put simply, the two are driven by different goals.


But as the theses presented here show, the two worlds can come closer to generate new knowledge which combines both academic rigour and new ideas for practitioners to tackle current and future challenges.

## Fourteen winning master theses in five years

In the first five years, more than 40 master theses were submitted to the Q-Park Thesis Award from leading universities in the Netherlands and Belgium; 14 received a prize, and 13 theses are presented in this publication. The theses have been assessed by a jury of academics and practitioners based on their academic and socio-economic relevance.

Each thesis should provide new knowledge for the parking sector and must be distinguishable from previous research. The theses include both qualitative

and quantitative research and all of them meet rigorous academic standards.

 [Read the award winning theses or download the book here.](#)