

**SUMMARY OF THE PHD THESIS**

Entitled

**“RESEARCH ON THE ACCEPTANCE OF AN INNOVATIVE CAR SHARING MODEL AND RELATED ECONOMIC AND SOCIAL EFFECTS”**

**THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES**

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## **SUMMARY OF THE MAIN PARTS OF THE PHD THESIS**

Innovative and sustainable business models are required for improving urban mobility in line with changing economic and social conditions. Self-driving cars in a car sharing model are identified as disruptive innovations, which are classified by their characteristics and corresponding advantages in response to the described changing mobility requirements. Based on extensive quantitative research, user acceptance is evaluated using defined influencing factors. By identifying relevant influencing factors, the research provides a scientific contribution to companies as potential car-sharing operators. Information and knowledge were identified as essential factors that can be served by potential car-sharing operators through appropriate acceptance-enhancing measures. The research results represent important guidelines in regard to risks and adequate countermeasures of potential operators in terms of risk management were derived and qualified in terms of their impact and probability of occurrence. Finally, the thesis gives an outlook on the economic and social effects of such an innovative mobility concept and demonstrates not only positive effects, such as the reduction of road traffic accidents, but also the necessary structural and strategic adjustments of established automobile manufacturers.

In addition this high practical impact, theoretical frameworks have been developed. In particular, the derivation of an acceptance model for the application of this innovative car sharing model should be emphasized.

## **KEYWORDS**

Sharing Economy, economic effects, social effects, risk management, urban mobility, innovation, self-driving cars, acceptance, structural equation modeling.