

<b>Information on Postgraduate Research Scholarship - Ref: VCS-GBS-01-2025</b>			
<b>Faculty:</b>	Business	<b>Department:</b>	BOS
<b>Lead Supervisor:</b>	Dr Carlos F.A. Arranz		
<b>Project Title:</b>	Integrating Urban Air Mobility into Smart Cities: Societal Readiness and Logistics Integration in European Urban Transportation Systems		
<b>Project Description:</b>	<p>Urban Air Mobility (UAM), particularly through electric Vertical Take-Off and Landing (eVTOL) aircrafts, represents a significant shift in urban transportation systems with the potential to alleviate growing urban congestion and enhance urban connectivity. However, its successful deployment depends not only on technological feasibility but also on societal acceptance, regulatory alignment, and seamless integration with existing urban logistics and transport infrastructures.</p> <p>This project addresses critical gaps in current research by developing an integrated understanding of societal readiness and operational integration of UAM within European smart cities. It aims to advance both theory and practice by bridging technology adoption, urban systems, and logistics integration perspectives.</p> <p><b>Research Objectives:</b></p> <ul style="list-style-type: none"> <li>• Develop and empirically assess theoretical frameworks for societal readiness toward UAM adoption, extending beyond traditional technology acceptance models to address UAM-specific concerns around noise, safety, privacy, and environmental impact</li> <li>• Investigate the operational, infrastructural, and governance challenges of integrating UAM into existing urban transport systems, examining interoperability between air and ground networks within smart city contexts</li> </ul> <p>The PhD will employ a mixed-methods approach combining machine learning techniques, qualitative case studies, system modelling, and survey-based validation to provide comprehensive insights into both societal acceptance and technical integration challenges. This research directly supports EU strategic objectives including the European Green Deal's climate neutrality goals and the UK's Net Zero Strategy.</p>		
<b>Duration:</b>	3 years, Full-Time Study or 6 years, Part-Time Study		
<b>Bursary available (subject to satisfactory performance):</b>			
Year 1: Year 1: £22,780 (UKRI 2025-26 standard rate plus London Weighting)			
Years 2 & 3: In line with relevant UKRI rate			
Tuition fees will be waived up to a maximum amount equivalent to the University's Home tuition fee rate.			
<b>Person Specification of Essential (E) or Desirable (D) requirements:</b>			

Criteria:	E or D
<b>Education and Training:</b>	
<ul style="list-style-type: none"> <li>1<sup>st</sup> Class or 2<sup>nd</sup> class, First Division (Upper Second Class) honours degree or a taught master's degree with a minimum average of 60% in all areas of assessment (UK or UK equivalent) in a relevant area to the proposed research project</li> </ul>	E
<ul style="list-style-type: none"> <li>For those whose first language is not English and/or if from a country where English is not the majority spoken language (as recognised by the UKBA), a language proficiency score of at least IELTS 6.5 (in all elements of the test) or an equivalent UK VISA and Immigration secure English Language Test is required, if your programme falls within the faculty of Engineering and Science a language proficiency score of at least IELTS 6.5 overall with a minimum of 6.0 in all elements of the test or an equivalent UK VISA and Immigration secure English Language Test is required. Unless the degree above was taught in English <b>and</b> obtained in a majority English speaking country, e.g. UK, USA, Australia, New Zealand, etc, as recognised by the UKBA.</li> </ul>	E
<b>Experience &amp; Skills:</b>	
<ul style="list-style-type: none"> <li>Previous experience of undertaking research (e.g. undergraduate or taught master's dissertation)</li> </ul>	E
<ul style="list-style-type: none"> <li>Background in business, management, urban studies, transport planning, operations research, or related fields</li> </ul>	D
<ul style="list-style-type: none"> <li>Experience with quantitative research methods and data analysis</li> </ul>	D
<b>Personal Attributes:</b>	
<ul style="list-style-type: none"> <li>Understands the fundamental differences between a taught degree and a research degree in terms of approach and personal discipline/motivation</li> </ul>	E
<ul style="list-style-type: none"> <li>Able to, under guidance, complete independent work successfully</li> </ul>	E
<ul style="list-style-type: none"> <li>Strong analytical and critical thinking skills</li> </ul>	D
<b>Other Requirements:</b>	
<ul style="list-style-type: none"> <li>This scholarship may require Academic Technology Approval Scheme approval for the successful candidate if from outside of the EU/EEA</li> </ul>	E
<ul style="list-style-type: none"> <li>The scholarship must commence on <b>September 2026</b></li> </ul>	E
<b>Closing date for applications:</b>	<b>31<sup>st</sup> May 2026</b>
<b>For further information contact:</b>	<b>Dr Carlos F.A. Arranz (<a href="mailto:cf4847x@gre.ac.uk">cf4847x@gre.ac.uk</a>) or Prof. Li Zhou (<a href="mailto:li.zhou@greenwich.ac.uk">li.zhou@greenwich.ac.uk</a>)</b>
<p><b>Making an application:</b> Please read this information before making an application. Information on the application process is available at: <a href="https://www.gre.ac.uk/research/study/apply/application-process">https://www.gre.ac.uk/research/study/apply/application-process</a>. Applications need to be made online via this link. <b>No other form of application will be considered.</b></p> <p>All applications <b>must include</b> the following information. <b>Applications not containing these documents will not be considered.</b></p> <ul style="list-style-type: none"> <li><b>Scholarship Reference Number ( VCS-GBS-01-2025)</b>– included in the personal statement section together with your personal statement as to why you are applying</li> <li><b>a CV including 2 referees *</b></li> <li><b>Research Proposal</b></li> </ul>	

- **Academic qualification certificates/transcripts and IELTS/English Language certificate if you are an international applicant or if English is not your first language or you are from a country where English is not the majority spoken language as defined by the UK Border Agency \***
- Applicants **must apply to the MPhil/PhD Business programme (BOS)**. Applications submitted to other programmes may not be considered.

*\*upload to the qualification section of the application form. Attachments must be a PDF format.*

Before submitting your application, you are encouraged to liaise with the Lead Supervisor on the details above.