

Logistics and Transport Management research strategy

The Logistics and Transport Management (LOGT) bachelor and master programmes are responsible for activities in the **Location Competition and Regions** and **Sustainable Management and Social Transformation** research fields. The focus is on the following topics:

Belt and Road Initiative (BRI): the BRI – also known as the New Silk Road initiative – was launched by China’s President Xi Jinping in 2013. A multidimensional project without geographical restrictions, it is intended to enhance links in the fields of politics, infrastructure, trade, finance and civil society. The degree programmes’ research investigates the subject from international, national and regional perspectives, in particular with regard to the BRI’s potential benefits and the challenges it poses for Europe, as well as for Austria’s and the greater Vienna region’s position as a business location. Research concentrates on infrastructure, logistics and the transport sector.

Logistics trends and innovations: constantly evolving economic, technological and social trends are driving innovation in the transport and logistics industry. The LOGT programmes analyse these trends, with an emphasis on current and future solutions related to logistics, supply chain management and transport. Topics range from new technologies such as e-mobility, as well as innovative business and collaboration models to revolutionary approaches such as Industry 4.0 and the physical internet.

Sustainable logistics: contemporary views on logistics are inextricably linked with the pursuit of economic, environmental and social sustainability targets. Research in the LOGT degree programmes looks at approaches to sustainable logistics operations, with a focus on topics such as environmentally-friendly means of transport, employee training and development, workplace humanisation and diversity in logistics.

E-commerce and city logistics: online retail and urban logistics are two rapidly developing and also closely related aspects of logistics. E-commerce has brought about fundamental changes in consumer behaviour that require appropriate logistical solutions. The LOGT degree programmes perform research centred on urban spaces, which are being shaped by space- and traffic-related, economic, environmental and social factors. There is a particular emphasis on the demands placed on Vienna as a location for logistics providers, and the city’s development potential.

Research also deals with specialist **topics covered in courses on the degree programmes.**