TEXAS TRANSPORTATION

DRIVER BEHAVIOR TO ANCIENT EGYPT: A STORY OF MACHINE LEARNING

Abstract:

Making meaning of messy data is no easy feat, no matter the source of the data -- a driving simulator or an archaeological site in Egypt. In this talk, Dr. Srour will describe a host of both supervised and unsupervised machine learning tools used in her research to uncover patterns in the interplay of psychological traits and overtaking behavior on two-lane roads, in the decision to stop or go at the onset of a yellow-light, and in the way by which ancient Egyptians managed their household space.

PS: Lunch will be provided.

TBD | TRAVEL BEHAVIOR AND DEMAND NATIONAL CENTER

WHEN:
July 22, 2024
12:00pm - 1:00pm

LOCATION:
ECJ 3.110

ZOOM MEETING ID:
983 0670 3156

Add to calendar

GET TO KNOW OUR GUEST SPEAKER

DR. JORDAN SROUR

ASSOCIATE PROFESSOR

Dr. Jordan Srour is an Associate Professor of Operations Management within the Adnan Kassar School of Business at the Lebanese American University. With a backgroud in Logistics Management (PhD, Erasmus University), transportation engineering (MSE, UT Austin) and mathematics (BA, Carleton College), her research focuses on data analytics for management problems within the transportation, construction, and human resource sectors. Her research has been published in recognized journals including Transportation Science, Transportation Research, Part C and F, J. of Construction Engineering and Management, J. of Business Research, and Computers and Operations Research. Dr. Srour also serves as LAU's Assistant Provost for Educational Resources and Innovation.