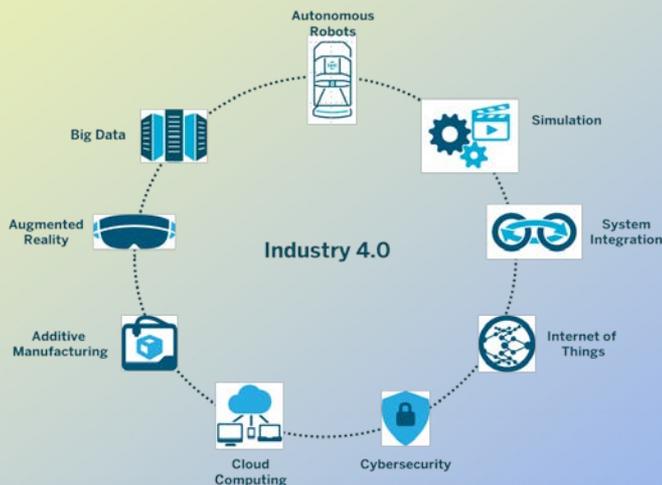




# Human behaviour in dynamic situations



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Our research competencies are directed towards the study of the human factor in a variety of interdisciplinary research. In particular, within the societal challenge "Smart, Green and Integrated Transport" our focus is on passengers, pedestrians, cyclists, drivers, pilots, service personnel, the gender aspect and the human factor in security, etc.





Naturally, social studies are the part of some interdisciplinary researches. Therefore, in our studies, we are taking into account that new digital solutions greatly enhance the ability of the person, and artificial intelligence can reduce the impact of emotionality in management decisions even in stressful situations.

In addition, new digital solutions, that change society and predetermine the **4 Industrial Revolution**, are also predominantly implemented in the same societal challenges, that only reinforces the attention on joint research on new digital technologies, along with the study of human behaviour.





New digital solutions are already the norm of everyday life and they significantly change human skills in the life and professional activity in the challenge of “Transport”. In particular, people's life, the global system of their views on economic, society, culture and the role of person in the process of interaction with artificial intelligence, is substantially changing.



In many cases, the effectiveness of professional activity depends on the actions of employees. However, new digital solutions do not so much automate their activities as they expand it and fill their presence with free niches, which changes human needs and human behaviour. Also, the role and purpose of employees in the process of production activity is already changing and new requirements for their professional skills are nominated.



For example, today employees are required such new competencies as:

- skills of distance work (consulting, e-support, data acquisition via IoT, management of SMART-systems);
- skills of online interaction with a large number of counterparts (customer experience management technologies, patterns of change consumer behaviour, cloud technologies);
- skills of work in the virtual environment (VR training, logistics, HR);
- skills of client-oriented service (personalization of services, 3D production, etc.);
- skills of work using AR (dynamic use of cyber-physics capabilities of surveillance and remote control of production processes).





That is, this is which employees have to study with the help of our implemented development programs and that we are ready to research at European enterprises.



Also in the area of our research attention are:

- Identification and systematization of characteristics of human behavior at the workplace (emotionality, stress resistance, tradition, typical behavioral characteristics);
- Analysis of the balance of emotional trust and safety when using digital solutions;
- Formation of an employee's working day card;
- Gender equality in professional relations;
- Research of consumer behavior and habits (energy, transport, food, trade, health, logistics, household);
- Identification of moral and ethical limits in different groups of employees (balance of age, gender, industry);
- Tracking the effectiveness of using the professionalism of older workers (active aging, etc.).



We can list other possible areas, but the key here is that the European industry needs new knowledge, and the results of our research can be the task for developers of new digital solutions in any industry.



The study of human behavior in the process of fulfilling production tasks and in the process of life can have consequences as proposals for adaptation to the real needs of people, as well as proposals for changing the model of consumer behavior through the tools of mass consciousness.





Our methods are sociological surveys, interviews and observations.

Our expertise may be a separate area of research, and may complement any other technical project.

We are **open to cooperation** and look forward to the suggestions of European partners with an interest in our **behavioural research**.





# Thank you for your attention!

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