Keith Chen

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Keith Chen is an Associate Professor of Economics with tenure at the UCLA Anderson School of Management. His research blurs traditional disciplinary boundaries in both subject and methodology, bringing unorthodox tools to bear on problems at the intersection of Economics, Psychology, and Biology.

In early work examining the evolutionary origins of economic behavior, he has shown that when monkeys are taught to use money, they display many of the hallmark biases of human economic behavior, suggesting that some of our most fundamental biases are evolutionarily ancient. Professor Chen's most recent work focuses on how people's economic choices are influenced by the structure of their language. His work has shown that how a person's language encodes future events influences future-oriented behaviors as diverse as saving, smoking, and safe sex.

Professor Chen also advises numerous companies on topics at the intersection of behavioral economics, business strategy, product design, and dynamic pricing. He currently serves as Head of Economic Research for *Uber*, where among other projects he designed Uber's current "Surge" pricing model.

Keith Chen received his Bachelor's Degree in Mathematics from Stanford University and his Doctor of Philosophy (Ph.D.) in Economics from Harvard University.