Dr. Helen Bao is a Professor of Urban Economics & Public Policy at the Department of Land Economy and a Fellow in Land Economy at the Newnham College, University of Cambridge. After completing her PhD in Statistics at the City University of Hong Kong, Helen joined the University of Cambridge in 2006. Helen's research focuses on government policy and interventions that facilitate market operations and mitigate market failures in urban settings, such as sustainable urbanisation and housing affordability. On the technical front, she specialises in the application of behavioural insights and hedonic price modelling in land and housing markets. Helen's book, "Behavioural Science and Housing Decision Making: A Case Study Approach," pushes the teaching and research frontier of behavioural urban studies. Helen has published extensively on the application of behavioural insights in real estate markets in Urban Studies, Regional Sciences, Land Use Policy, Housing Studies, Journal of Real Estate Finance and Economics, Cities, Transport and Research Part F - Traffic Psychology and Behaviour, among others. Helen's research has received grants from the Economic and Social Research Council (UK) and the National Natural Science Foundation of China. She is an Associate Editor of Cities and an editorial board member of key journals in the area of urban studies, such as Land Use Policy.