

# IBSS ONLINE BROWN BAG

## Autumn-Winter Series

Happy waiting: Long queues for food and endogenous value-creation

**Date:** 23rd September 2020, Wednesday

**Time:** 12:10 – 12:50

**Event Language:** English

**Live link:** Link of seminar will be sent upon registration

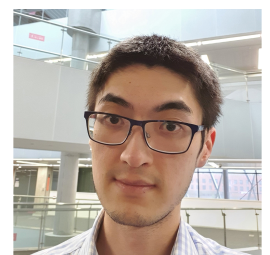
**Registration:** Please [click here](#) or scan the QR code



Nobody likes to wait in a long queue for a long time, yet is something that we observe on a regular basis. It is not uncommon to see herds of people line up outside popular food outlets: often with a wait time of over an hour. Why are people willing to wait for so long for food? In this light brown bag talk, I float the (untested) idea that while people dislike the long wait, they are willing to because it increases their ultimate satisfaction when they finally receive their product. This is research in the early stages, and any feedback will be more than welcome.

### About the Speaker: Dr Tony So

Tony graduated with a Ph.D. from the University of Auckland in 2017 specialising in behavioural economics. He is a curious soul, where he tries to understand why and how people do the things that they do.



His research interests are broad: ranging from learning and teaching, to labour markets, to consumer perceptions towards various aspects of food. He is currently working on projects with the New Zealand-China Food Protection Network. Tony is also the Director of the IBSS Biometrics Lab, where he oversees its establishment.