



College of Business
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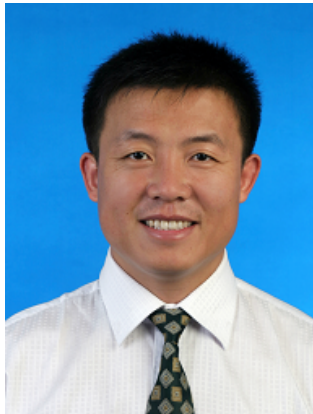
Accredited by the Association to Advance Collegiate Schools of Business International

The CBPP Economics Department
invite you to attend the following

Faculty & Student Seminar

Friday, April 15, 2016

12:00 p.m. - 1:30 p.m., RH303



Dr. Junfei Bai

Professor, College of Economics and
Management China Agricultural University
(CAU)

Losing Time, “Face” or Food: Food Waste Under Incomplete Information

Center for Food and Health Economic Research, College of Economics and Management, China
Agricultural University, Beijing, China

Abstract: Food waste is reviewed in relation to the prospects to feed the increasing global population, even a Plan-B in some countries. A better understanding the social and economic mechanisms behind food waste generation is therefore essential to public policy makers. In this study, we investigate the effects of time opportunity cost and desire for saving “face” under incomplete information on food waste generation when hosting guests away from home. We develop a theoretical model and employ a large-scale consumer survey recently conducted in urban China to test the idea. We find that in situations lacking information about serving amount of dishes at dining venue and guest’s appetite, hosts tend to over-order meals in order to avoid time wasting for reordering and losing “face”, resulting in significant food waste. Despite the scope of this study is limited to food waste away from home, the theoretical framework and the main findings from this study could also be applied in studying food waste in other segments of food supply chain.