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# Chenguang (Allen) Wu

(Dec 2023)

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## EMPLOYMENT

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### Hong Kong University of Science and Technology

Assistant Professor, Department of Industrial Engineering and Decision Analytics 2018–present

## EDUCATION

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### Northwestern University, Evanston, IL (2018)

PhD, Industrial Engineering and Management Sciences

### Shanghai Jiaotong University, China (2013)

BS, Mathematics, Highest honor

## RESEARCH INTERESTS

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Service Operations, Bundling, Search, Supply Chain Management

## RESEARCH PAPERS

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### Publications

1. **C. Wu**, C. Jin, Y. Chen (2023) “Add-on Pricing: A Queueing Perspective”, Forthcoming in **Production and Operations Management**.
2. C. Jin, **C. Wu**, Y. Chen (2023) “Managing Competition from Within and Outside: Using Strategic Inventory and Network Externality to Combat Copycats”, **Manufacturing & Service Operations Management**, 25(5): 1814-1834.
3. **C. Wu**, C. Jin, S. Veeraraghavan (2023) “Designing Professional Services: Pricing and Prioritization”, **Production and Operations Management**, 32(8): 2578-2595.
4. A. Bassamboo, R. Randhawa, **C. Wu** (2023) “Optimally Scheduling Heterogeneous Impatient Customers”, **Manufacturing & Service Operations Management**, 25(3): 1066-1080.
5. **C. Wu**, A. Bassamboo, O. Perry (2022) “When Service Times Depend on Customers’ Delays: A Relationship between Two Models of Dependence”, **Operations Research**, 70(6): 3345-3354.
  - Selected into 2019 MSOM Service SIG Conference
6. C. Jin, **C. Wu**, A. Lahiri (2022) “Piracy and Bundling of Information Goods”, **Journal of Management Information Systems**, 39(3): 906-933.
  - A short version titled “Bundling of Digital Goods in the Presence of Piracy” was published on *Proceedings of 55th Hawaii International Conference on System Sciences* (HICSS).
  - Featured in UT Dallas News.
7. **C. Wu**, C. Jin, Y. Chen (2022) “Managing Customer Search via Bundling”, **Manufacturing & Service Operations Management**, 24(4): 1906-1925.

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8. C. Jin, Q. Liu, **C. Wu** (2021) "Selling Multiple Units to Strategic Consumers", *OR Letters*, 49(2): 191-196.
  9. **C. Wu**, A. Bassamboo, O. Perry (2019) "Service Systems with Dependent Service and Patience times", *Management Science*, 65(3): 1151-1172.

#### Papers under Revision/Review

10. **C. Wu**, C. Zhang, Q. Yan\*, Y. Chen (2022) "Signaling Demand via Queue Visibility", Major revision at *Operations Research*.
11. **C. Wu**, W. You (2022) "Service Rate Differentiation for Homogeneous Impatient Customers", Major revision at *Manufacturing & Service Operations Management*.
12. **C. Wu**, C. Jin, Q. Liu (2023) "Bundling Variety, Usage, or Both? A Multi-Service Analysis of Pay-Per-Use and Subscription Pricing", Major revision at *Production and Operations Management*.
13. **C. Wu**, C. Jin, Y. Chen (2022) "Multi-Product Consumer Return Policy: The Impact of Salvage Values", Under revision.
14. **C. Wu**, C. Jin, Y. Chen (2022) "Rewards or Upgrades? Incentive Designs in Referral Programs", Under revision.
15. **C. Wu**, L. Yang (2019) "Bundle Pricing of Congested Services", Under revision.

#### Selected Working Papers

16. J. Zhang\*, **C. Wu**, Y. Chen (2022) "Queue Visibility Decisions in Customer Intensive Services", Working progress.
17. **C. Wu**, A. Bassamboo, O. Perry (2018) "A Unified Fluid Model for Service Systems with Two Forms of Dependence", Working progress.

\* denotes a supervised student.

#### **INVITED SEMINARS**

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Hong Kong Polytechnic University, Oct 2019

Fudan University, May 2019

Shanghai Jiao Tong University, May 2019

Chinese University of Hong Kong, Dec 2018

City University of Hong Kong, Oct 2018

Nanyang Technological University, Mar 2018

Temple University, Feb 2018

Shanghai Jiao Tong University, Jan 2018

Hong Kong University of Science and Technology, Jan 2018

Chinese University of Hong Kong, Jan 2018

Southern Methodist University, Jan 2018

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## CONFERENCE PRESENTATIONS

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2023 MSOM, Montreal, Quebec  
2023 POMS, Orlando, FL  
2019 CIST, Seattle, WA  
2019 INFORMS, Seattle, WA  
2019 MSOM, Singapore  
2019 Mostly-OM, Shenzhen, China  
2018 INFORMS, Phoenix, AZ  
2018 MSOM, Dallas, TX  
2017 INFORMS, Houston, TX  
2017 APS, Evanston, IL  
2017 POMS, Seattle, WA  
2016 INFORMS, Nashville, TN  
2016 MSOM, Auckland, New Zealand  
2016 CORS, Banff, Canada

## GRANTS

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Hong Kong RGC-GRF (2024-2025). Project No. 16501023, PI, \$453,222.  
Hong Kong RGC-GRF (2023-2025). Project No. 16506122, PI, \$758,511.  
Hong Kong RGC-ECS (2019-2022). Project No. 26206419, PI, \$343,034.

## STUDENTS

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Junxue Zhang (principal advisor), co-advised with Ying-ju Chen, since 2020  
Qiuyi Yan (principal advisor), co-advised with Ying-ju Chen  
– Graduated in 2022. Thesis: “Strategic Interactions between Decision Makers: Essays on Service Operations and Innovation Contests”.

## AWARDS

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MSOM Meritorious Service Award, 2022  
Walter Murphy Fellowship, Northwestern University, 2013  
Excellent College Graduate of Shanghai City, 2013  
National Scholarship, 2011 & 2012

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## **SERVICE**

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Associate editor for *Service Science*, 2024-present

Reviewer for *Management Science*, *Operations Research*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *Information Systems Research*, *Journal of Management Information Systems*, *Decision Science Journal*, *Queueing Systems*

Reviewer for MSOM Service SIG, Supply Chain SIG conference

Judge for POMS-HK best student paper competition