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# Chenguang (Allen) Wu

(2026 Feb)

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## EMPLOYMENT

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### Hong Kong University of Science and Technology

Department of Industrial Engineering and Decision Analytics

Associate Professor, 2024–present

Assistant Professor, 2018–2024

## EDUCATION

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Northwestern University, Evanston, IL (2018)

PhD, Industrial Engineering and Management Sciences

Shanghai Jiao Tong University, China (2013)

BS, Mathematics, Highest honor

## RESEARCH INTERESTS

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Service Operations, Bundling, Search, Supply Chain Management, OM-IS Interface

## RESEARCH PAPERS

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### Publications

1. **C. Wu**, C. Jin, Y. Chen (2025) “Rewards or Upgrades? Incentive Designs in Referral Programs”, **MIS Quarterly**, Forthcoming.
2. **C. Wu**, L. Yang (2025) “Bundle Pricing of Congested Services”, **Queueing Systems**, 109(4): 1-45.
3. **C. Wu**, C. Jin, Q. Liu (2024) “Bundling Variety, Usage, or Both? A Multi-Service Analysis of Pay-Per-Use and Subscription Pricing”, **Production and Operations Management**, 33(10): 1979-1996.
4. **C. Wu**, C. Jin, Y. Chen (2024) “Add-on Pricing: A Queueing Perspective”, **Production and Operations Management**, 33(2): 550-565.
5. 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.
6. **C. Wu**, C. Jin, S. Veeraraghavan (2023) “Designing Professional Services: Pricing and Prioritization”, **Production and Operations Management**, 32(8): 2578-2595.
7. A. Bassamboo, R. Randhawa, **C. Wu** (2023) “Optimally Scheduling Heterogeneous Impatient Customers”, **Manufacturing & Service Operations Management**, 25(3): 1066-1080.
8. **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

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9. 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.
  10. **C. Wu**, C. Jin, Y. Chen (2022) "Managing Customer Search via Bundling", **Manufacturing & Service Operations Management**, 24(4): 1906-1925.
  11. C. Jin, Q. Liu, **C. Wu** (2021) "Selling Multiple Units to Strategic Consumers", **OR Letters**, 49(2): 191-196.
  12. **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

13. J. Zhang\*, **C. Wu**, D. Shi, Y. Chen (2025) "Bundling with Multiple Add-ons", Major revision at *Manufacturing & Service Operations Management*.
14. **C. Wu**, C. Jin, Y. Chen (2025) "Multi-Product Consumer Return Policy: The Impact of Salvage Values", Major revision at *Information Systems Research*.
15. **C. Wu**, C. Zhang, Q. Yan\*, Y. Chen (2025) "Signaling Demand via Queue Visibility", Major revision at *Manufacturing & Service Operations Management*.
16. **C. Wu**, W. You (2025) "Service Rate Differentiation for Homogeneous Impatient Customers", Major revision at *Production and Operations Management*.
17. D. Simsek\*, **C. Wu**, A. Bassamboo, O. Perry (2025) "A Unified Fluid Model for Large Service Systems with Patience- or Delay-Dependent Service Times", Under review.
18. J. Zhang\*, **C. Wu**, C. Zhang, Y. Chen (2026) "Queue Visibility Decisions in Customer-Intensive Services", Under review.

\* denotes a student co-author.

#### **INVITED SEMINARS**

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Chinese University of Hong Kong, Jan 2024  
Indiana University, Dec 2023  
Singapore Management University, Dec 2023  
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

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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

## **CONFERENCE PRESENTATIONS**

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2024 MSOM, Minneapolis, MN

2023 MSOM, Montreal, Canada

2023 POMS, Orlando, FL

2019 CIST, Seattle, WA

2019 INFORMS, Seattle, WA

2019 MSOM, Singapore

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 (2025-2028). Project No. 16502925, PI, \$831,000.

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”.

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## **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

## **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