
Chenguang (Allen) Wu

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EMPLOYMENT

Hong Kong University of Science and Technology

Department of Industrial Engineering and Decision Analytics

Associate Professor, 2024–present

Assistant Professor, 2018–2024

EDUCATION

Northwestern University, Evanston, IL (2018)

PhD, Industrial Engineering and Management Sciences

Shanghai Jiaotong University, China (2013)

BS, Mathematics, Highest honor

RESEARCH INTERESTS

Service Operations, Bundling, Search, Supply Chain Management

RESEARCH PAPERS

Publications

1. **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.
2. **C. Wu**, C. Jin, Y. Chen (2024) “Add-on Pricing: A Queueing Perspective”, **Production and Operations Management**, 33(2): 550-565.
3. 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.
4. **C. Wu**, C. Jin, S. Veeraraghavan (2023) “Designing Professional Services: Pricing and Prioritization”, **Production and Operations Management**, 32(8): 2578-2595.
5. A. Bassamboo, R. Randhawa, **C. Wu** (2023) “Optimally Scheduling Heterogeneous Impatient Customers”, **Manufacturing & Service Operations Management**, 25(3): 1066-1080.
6. **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
7. C. Jin, **C. Wu**, A. Lahiri (2022) “Piracy and Bundling of Information Goods”, **Journal of Management Information Systems**, 39(3): 906-933.

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

11. **C. Wu**, W. You (2023) “Service Rate Differentiation for Homogeneous Impatient Customers”, Major revision at *Manufacturing & Service Operations Management*.
12. **C. Wu**, C. Jin, Y. Chen (2025) “Rewards or Upgrades? Incentive Designs in Referral Programs”, Major revision at *MIS Quarterly*.
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**, L. Yang (2024) “Bundle Pricing of Congested Services”, Under review.

* denotes a student co-author.

GRANTS

Hong Kong RGC-GRF (2024-2025). Project No. 16501023, PI, \$453,222.

Hong Kong RGC-GRF (2022-2025). Project No. 16506122, PI, \$758,511.

Hong Kong RGC-ECS (2019-2022). Project No. 26206419, PI, \$343,034.

STUDENTS

- 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

MSOM Meritorious Service Award, 2022

Walter Murphy Fellowship, Northwestern University, 2013

Excellent College Graduate of Shanghai City, 2013

National Scholarship, 2011 & 2012

SERVICE

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