



Fly with Us When They Cancel Your Flight: An Innovative Model to Utilize Perishable Capacity
by
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Abstract: This field-study paper describes an innovative service product designed by the authors. The product was launched by a Chinese airline and achieved a remarkable success. Airlines, hotels, car rentals, and other service companies can create similar products to better utilize perishable service capacity. The operational model and design principle generate new insights for important management concepts including complementarity, product bundling, asymmetric competition, and Pareto efficiency.

Bio: Rowan Wang (王宇) is an associate professor at Southern University of Science and Technology (南方科技大學). Rowan's research interests include operational system analysis and control; practice-based operational design and optimization; data-driven research on socially responsible and China-focused operations; and business operations innovation and development. His works have been published in journals such as Manufacturing & Service Operations Management and Production and Operations Management.