Khaled Boughanmi

Cornell University, SC Johnson GSM, 401L Sage Hall, Ithaca, NY 14850

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Research Interests

Data-driven decision-making with applications in digital media (music), e-commerce, online marketing and service systems.

Academic Appointments

Cornell University, Ithaca, NY
SC Johnson Graduate School of Management, Marketing Division
- Assistant Professor (01/2020 - present)
- Acting Assistant Professor (07/2019 - 01/2020)

Education

Ph.D. in *Marketing*, 2020
Columbia University, Graduate School of Business, New York, NY
Thesis: The dynamics of musical success

M.Sc. in *Marketing*, 2013
Columbia University, Graduate School of Business, New York, NY

Ingénieur statisticien économiste, 2013
ENSAE Paris, Paris, France
Major in Applied Mathematics, Statistics and Economics

University-level preparation for the competitive entrance to French engineering schools, 2009
Louis Le Grand, Paris, France
Major in Mathematics and Physics

Publications

Boughanmi, Khaled and Asim Ansari (2021) "Dynamics of Musical Success: A Machine Learning Approach for Multimedia Data Fusion." *Journal of Marketing Research*, 58(6), 1034-1057. Lead article in special issue on marketing insights from multimedia data.

Kohli, Rajeev, Khaled Boughanmi, and Vikram Kohli (2019). "Randomized Algorithms for Lexicographic Inference." *Operations Research*, 67(2), 357-375.

Working Papers

Boughanmi, Khaled, Asim Ansari, and Yang Li. "Contextual Song and Playlist Recommendation: A Deep-Generative Approach."

Boughanmi, Khaled, Asim Ansari, and Olivier Toubia. "The Effect of Winning the Grammy for Best New Artist."

Boughanmi, Khaled, Kamel Jedidi, and Rajeev Kohli. "A Multi-Attribute Choice Model with Similarity, Compromise and Attraction Effects."

Ben Sliman, Malek, Khaled Boughanmi, and Rajeev Kohli. "Adaptive Customization."

Kohli, Rajeev, Khaled Boughanmi, and Vikram Kohli. "Linking Continuous and Discrete Linear Ordering Problems."

Invited Talks & Conference Presentations

2022: UT Dallas (Discussant, Frank M. Bass FORMS Conference).

2021: University of Pennsylvania (The Wharton School - Theory and Practice in Marketing), University of Rochester (Marketing Science Conference), Columbia University (Columbia Business School – Quant Marketing Lab), University of Washington (QME Rossi Seminars).

2020: Duke University (Marketing Science Conference).

2019: Cornell University (Machine Learning Group), University Roma Tre (Marketing Science Conference), Yale School of Management (Center for Customer Insights), Columbia University (Marketing Science Institute).

2018: McGill University, London Business School, University of Southern California, University of Illinois at Urbana-Champaign, Dartmouth College, Singapore Management University, Nanyang Technological University, ESADE, University of Florida, Cornell University, The Ohio State University, Rice University, Hong Kong University of Science and Technology, Chinese University of Hong Kong, University of Texas at Austin, Cornell University (IBECC), Temple University (Marketing Science Institute), UT Dallas (Frank M. Bass FORMS Conference).

2017: UT Houston (Bauer Doctoral Symposium), University of Southern California (Marketing Science Conference).

2015: Johns Hopkins University (Marketing Science Conference).

Teaching Experience

SC Johnson Graduate School of Management, Ithaca, NY
Marketing Management – NCC(TY) 5030: Summer 2020, Spring 2021, Summer 2021.

Editorial Activity

Ad hoc reviewer:
- *Marketing Science*
- *Journal of Marketing Research*
- *Management Science*
- *Quantitative Marketing and Economics*
- *Marketing Letters*

Honors & Grants

Core Faculty Award, SC Johnson Graduate School of Management, 2021
INFORMS Doctoral Consortium Fellow, 2017, Los Angeles, CA
Deming Center Fellowship ($10,000), 2017
Luxury Education Foundation award ($15,000), 2016
Quantitative Marketing and Structural Econometrics Workshop, 2015, Evanston, IL
INFORMS Doctoral Consortium Fellow, 2015, Baltimore, MD
Graduate Student Fellowship, Columbia University, 2013-2018
Laureate Fellowship for the Grandes Écoles, Tunisian Government, 2006-2013
Ranked 1st at the Tunisian Baccalaureate for CPGE entrance, 2006
Ranked 3rd at the Tunisian National Physics Olympiads, 2005

University Service

Member, Johnson seminars Committee (2020 - present)
Member, Johnson Ph.D. Committee (Spring 2022)
Member, Johnson Search Committee (Fall 2021)
Co-organizer, Marketing Research Camp (2020)

Other Work Experience

Société Générale CIB, New York
Front-Quant, Basket trading

Harvard Business School, New York
Conjoint Analysis: Online Tutorial (2014)