

Khaled Boughanmi

Cornell University
SC Johnson Graduate School of Management
401L Sage Hall, Ithaca, NY 14850
kb746 at cornell.edu

Academic Appointments

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

Education

Ph.D. in *Marketing*, 2020
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 & Forthcoming Journal Articles

1. **Boughanmi, Khaled**, Asim Ansari, and Yang Li (2025). “Modeling Categorized Consumer Collections with Interlocked Hypergraph Neural Networks.” *Journal of Marketing Research*.
2. Dew Ryan, Nicolas Padilla, Lan E. Luo, Shin Oblander, Asim Ansari, **Khaled Boughanmi**, Michael Braun, Fred Feinberg, Jia Liu, Thomas Otter, Longxiu Tian, Yixin Wang, and Mingzhang Yin (2024). “Probabilistic Machine Learning: New Frontiers for Modeling Consumers and their Choices.” *International Journal of Research in Marketing*.
3. **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 for “Special Issue: Marketing Insights from Multimedia Data.”
4. Kohli, Rajeev, **Khaled Boughanmi**, and Vikram Kohli (2019). “Randomized Algorithms for Lexicographic Inference.” *Operations Research*, 67(2), 357-375.

Working Papers & Papers Under Review

5. Yin, Mingzhang, **Khaled Boughanmi**, and Anirban Mukherjee. “Modeling Dynamic Consumer Preferences from Few-shot Data: A Meta-Learning Approach.”
– Invited revision (JMR).
6. **Boughanmi, Khaled**, Raghuram Iyengar, and Young-Hoon Park. “A Bayesian Latent-Factor Framework for Causal Decomposition in High-Dimensional Experiments.”
– Under review (JASA).
7. **Boughanmi, Khaled**, Kamel Jedidi, and Nour Jedidi. “From Reviews to Actionable Insights: An LLM-Based Approach for Attribute and Feature Extraction.”
– This research was supported by a Cornell Center for Social Science grant.

Work in Progress

1. **Boughanmi, Khaled**, Mingzang Yin, and Sachin Gupta. “Weighting Graphs for Causal Inference.” – AIM 2025 Conference Awards, Finalist.
2. **Boughanmi, Khaled** and Kamel Jedidi. “The Role of Typicality in Shaping Perfume Popularity.”
3. **Boughanmi, Khaled**, Raghuram Iyengar, and Young-Hoon Park. “The Impact of Experiential Store on Customer Purchases.”

Invited Talks

- AI & Marketing: New Methods and New Risks (Stanford University, discussant), 2025
- Temple University, 2025
- Quant Marketing Lab (Columbia University), 2025
- Triennial Invitational Choice Symposium (INSEAD), 2023
- Data and Analytics Forum (The Haleon Group), 2023
- Virtual Quant Marketing Seminar (Panelist), 2023
- Global Institute for Artificial Intelligence and Business Analytics (Temple University), 2023
- Virtual Quant Marketing Seminar (Panelist), 2022
- Frank M. Bass FORMS Conference (UT Dallas, discussant), 2022
- Quant Marketing Lab, (Columbia University), 2021
- QME Rossi Seminars (University of Washington), 2021
- Cornell University (IBECC), 2018
- McGill University, 2018
- London Business School, 2018
- The University of Southern California, 2018
- The University of Illinois at Urbana-Champaign, 2018
- Dartmouth College, 2018
- Singapore Management University, 2018
- Nanyang Technological University, 2018
- ESADE, 2018
- The University of Florida, 2018
- Cornell University, 2018
- The Ohio State University, 2018
- Rice University, 2018
- Hong Kong University of Science and Technology, 2018
- The Chinese University of Hong Kong, 2018
- The University of Texas at Austin, 2018

Conference Presentations

- Conference on Artificial Intelligence and Business Analytics (Columbia University), 2025
- Marketing Science Conference (University of Georgia), 2025
- Artificial Intelligence in Management (The University of Southern California), 2025
- Cornell – Rochester Jr. Marketing Workshop (Cornell University), 2025
- Marketing Science Conference (The University of New South Wales), 2024

- Marketing Dynamics Conference (McGill University), 2024
- Theory and Practice in Marketing (The University of Texas at Austin), 2024
- Workshop in Management Science (The University of Chile), 2023
- Marketing and the Creator Economy (Keynote Speaker, Columbia Business School), 2023
- Marketing Science Conference (University of Miami), 2023
- Artificial Intelligence in Management (The University of Southern California), 2023
- Workshop in Management Science (The University of Chile), 2023
- Conference on Artificial Intelligence and Business Analytics (Harvard Business School), 2022
- The Economics of the Music Industry (University of Hamburg), 2022
- Marketing Dynamics Conference (Georgia State University), 2022
- Marketing Science Conference (The University of Chicago), 2022
- Theory and Practice in Marketing (The University of Pennsylvania), 2021
- Marketing Science Conference (University of Rochester), 2021
- Marketing Science Conference (Duke University), 2020
- Cornell University (Machine Learning Group), 2019
- Marketing Science Conference (University Roma Tre), 2019
- Center for Customer Insights (Yale School of Management), 2019
- Marketing Science Institute (Columbia University), 2019
- Marketing Science Institute (Temple University), 2018
- Frank M. Bass FORMS Conference (UT Dallas), 2018
- Marketing Science Conference (University of Southern California), 2017
- UT Houston (Bauer Doctoral Symposium), 2017
- Marketing Science Conference (Johns Hopkins University), 2015

Referee

- *Journal of Marketing Research*
- *Marketing Science*
- *Journal of Consumer Research*
- *Management Science*
- *Journal of Marketing*
- *Quantitative Marketing and Economics*
- *Production and Operations Management*
- *Manufacturing & Service Operations Management*
- *Marketing Letters*
- *European Marketing Academy*
- *Alden G. Clayton Doctoral Dissertation Proposal Competition*

Teaching

1. Analytics for Marketing Strategy:
 - EMBA Metro NY (2024 – present)
2. Global Business Study (EMBA Metro NY):
 - Tokyo/Osaka, Japan (2025)
 - Paris, France (2024)
3. Marketing Management:
 - FMBA Cornell-Tsinghua: (2021 – present)
 - MBA Cornell-Tech: (2020 – 2023)
4. Invited Lectures:
 - Introduction to Bayesian Inference (M.Sc., Columbia University)
 - Bayesian Inference with Stan (Doctoral seminar, Cornell University)
 - Pricing Strategies (MBA, Columbia University)

Honors & Grants

- AIM Conference Awards, finalist 2025
- Teaching Honor Roll, SC Johnson Graduate School of Management, 2024
- Teaching Honor Roll, SC Johnson Graduate School of Management, 2023
- Cornell Center for Social Science grant, 2023
- ISMS Early-Career Scholars Fellow, 2022
- Apple Award for Excellence in Teaching, nominated 2022
- Core Faculty Award, SC Johnson Graduate School of Management, winner 2021
- Deming Center Fellowship, 2017
- Luxury Education Foundation award, 2016
- Graduate Student Fellowship, Columbia University, 2013-2018
- INFORMS Doctoral Consortium Fellow, 2017
- Quantitative Marketing and Structural Econometrics Workshop fellow, 2015
- INFORMS Doctoral Consortium Fellow, 2015
- Laureate Fellowship for the Grandes Écoles, Tunisian Government, 2006-2013

University Service

- Co-organizer, Marketing Research Camp (2025)
- Member, Johnson Seminars Committee (2020 – 2022, 2023 – 2025)
- Member, Johnson Ph.D. Committee (2022 – 2023)
- Member, Johnson Search Committee (2021)
- Co-organizer, Cornell Young Scholars Research Camp (2021)
- Co-organizer, Marketing Research Camp (2020)

Other Work Experience

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