

# Khaled Boughanmi

SC Johnson Graduate School of Management  
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## 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  
Columbia University, Graduate School of Business, New York, NY

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.

## Papers Under Review

Boughanmi, Khaled, Asim Ansari, and Yang Li (2022). “A Generative Model of Consumer Collections.” Invited for revision.

Boughanmi, Khaled, Raghuram Iyengar, Park Young-Hoon. “The Impact of Experiential Store on Customer Purchases.” Authors are listed in alphabetical order. Submitted.

## Research in Progress

Yin, Mingzang, Khaled Boughanmi, and Asim Ansari. “Understanding Consumers Fast: Meta-learned Temporal Processes for Modeling Consumption Dynamics.”

Boughanmi, Khaled, Yin Mingzang, and Sachin Gupta “Matching Graphs for Causal Inference.”

Esseghaier, Skander and Khaled Boughanmi “Music Streaming Payment Systems.”

Boughanmi, Khaled, Kamel Jedidi, and Nour Jedidi. “Leveraging Generative AI for Marketing Research: An Application on Music Album Reviews.” Authors are listed in alphabetical order. This research was supported by a Cornell Center for Social Science grant.

## Invited Talks & Conference Presentations

**2023:** Workshop in Management Science (The University of Chile), Data and Analytics Forum (The Haleon Group), Marketing and the Creator Economy (Keynote Speaker, Columbia Business School), Virtual Quant Marketing Seminar (Panelist), Triennial Invitational Choice Symposium (INSEAD), Marketing Science Conference (University of Miami), Artificial Intelligence in Management (The University of Southern California), Global Institute for Artificial Intelligence and Business Analytics (Temple University), Workshop in Management Science (The University of Chile).

**2022:** Conference on Artificial Intelligence, Machine Learning, and Business Analytics (Harvard Business School), The Economics of the Music Industry (University of Hamburg), Marketing Dynamics Conference (Georgia State University), Marketing Science Conference (The University of Chicago), Frank M. Bass FORMS Conference (UT Dallas, discussant), Virtual Quant Marketing Seminar (Panelist).

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

**2020:** Marketing Science Conference (Duke University).

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

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

**2015 – 2017:** UT Houston (Bauer Doctoral Symposium), Marketing Science Conference (University of Southern California). Marketing Science Conference (Johns Hopkins University).

## **Adhoc Reviewer**

*Marketing Science*

*Journal of Marketing Research*

*Journal of Marketing*

*Management Science*

*Quantitative Marketing and Economics*

## **Teaching**

Customer Preference, Demand and Pricing Analytics:

- EMBA Metro NY: Spring 2024

Core Marketing Management:

- Cornell-Tsinghua FMBA: Fall 2023, Spring 2023, Fall 2022, Spring 2021

- Cornell-Tech MBA: Summer 2022, Summer 2021, Summer 2020

## **Honors & Grants**

Cornell Center for Social Science grant (\$7,000), 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 (\$10,000), 2017

Luxury Education Foundation award (\$15,000), 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**

Member, Johnson Seminars Committee (2020 – 2022, 2023 – present)

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