Khaled Boughanmi

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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
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* (forthcoming).

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

5. **Boughanmi, Khaled**, Raghuram Iyengar, and Young-Hoon Park. "Latent Theme-based Decomposition of the Causal Impact of Marketing Interventions."
   – Under review.

6. Yin, Mingzang, **Khaled Boughanmi**, and Anirban Mukherjee. "Modeling Dynamic Consumer Preferences from Few-shot Data: A Meta-Learning Approach."
   – Under review.

7. **Boughanmi, Khaled**, Mingzang Yin, and Sachin Gupta. "Weighting Graphs for Causal Inference."
   – AIM 2025 Conference Awards, Finalist.

8. **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.

9. **Boughanmi, Khaled** and Kamel Jedidi. "Optimal Differentiation in the Fragrance Landscape: Evidence from Consumer Ratings and Scent Profiles."

Research in Progress

- Esseghaier, Skander and **Khaled Boughanmi**. "Music Streaming Payment Systems."

Conference Presentations

- 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

Invited Talks

- 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

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. Customer Preference, Demand and Pricing Analytics:

    - EMBA Metro NY (2024 – present)

2. Global Business Study (EMBA Metro NY):

    - Tokyo/Osaka, Japan (2025)
    - Paris, France (2024)

3. Marketing Management Core:

    - FMBA Cornell-Tsinghua: (2021 – present)
    - MBA Cornell-Tech: (2020 – 2022)

4. Invited Lectures:

    - Introduction to Bayesian Inference (M.Sc., Columbia University)
    - Bayesian Inference on 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