

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
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

1. 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.
2. Kohli, Rajeev, Khaled Boughanmi, and Vikram Kohli (2019). “Randomized Algorithms for Lexicographic Inference.” *Operations Research*, 67(2), 357-375.

Papers Under Review

1. Boughanmi, Khaled, Asim Ansari, and Yang Li. “A Generative Model of Consumer Collections.” Under second round review.
2. Yin, Mingzhang, Khaled Boughanmi, and Asim Ansari. “Meta-Learning Customer Preference Dynamics on Digital Platforms.” Revision invited.
3. Boughanmi, Khaled, Raghuram Iyengar, Young-Hoon Park. “The Impact of Experiential Store on Customer Purchases.” Authors are listed in alphabetical order. Under review.
4. 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. “Probabilistic Machine Learning: New Frontiers for Modeling Consumers and their Choices.” Under review.

Research in Progress

- Boughanmi, Khaled, Yin Mingzang, and Sachin Gupta. “Weighting Graphs for Causal Inference.”
- Boughanmi, Khaled, Kamel Jedidi, and Nour Jedidi. “Partially Interpretable AI for Market Research.” This research was supported by a Cornell Center for Social Science grant
- Esseghaier, Skander and Khaled Boughanmi. “Music Streaming Payment Systems.”

Conference Presentations

- Marketing Science Conference (The University of New South Wales), 2024
“Partially Interpretable AI for Market Research.”
- Marketing Dynamics Conference (McGill University), 2024
“Weighting Graphs for Causal Inference.”
- Theory and Practice in Marketing (The University of Texas at Austin), 2024
“The Impact of Experiential Store on Customer Purchases.”
- Workshop in Management Science (The University of Chile), 2023
“Partially Interpretable AI for Market Research.”
- Marketing and the Creator Economy (Keynote Speaker, Columbia Business School), 2023
“A Generative Model of Consumer Collections.”
- Triennial Invitational Choice Symposium (INSEAD), 2023
“Representation Learning for Combinatorial Complexes.”
- Marketing Science Conference (University of Miami), 2023
“Interlocked Hypergraph Convolution Neural Networks for Contextual Playlist Curation and Recommendation.”
- Artificial Intelligence in Management (The University of Southern California), 2023
“Interlocked Hypergraph Convolution Neural Networks for Contextual Playlist Curation and Recommendation.”
- Workshop in Management Science (The University of Chile), 2023
“Interlocked Hypergraph Convolution Neural Networks for Contextual Playlist Curation and Recommendation.”
- Conference on Artificial Intelligence and Business Analytics (Harvard Business School), 2022
“Interlocked Hypergraph Convolution Neural Networks for Contextual Playlist Curation and Recommendation.”
- The Economics of the Music Industry (University of Hamburg), 2022
“Interlocked Hypergraph Convolution Neural Networks for Contextual Playlist Curation and Recommendation.”
- Marketing Dynamics Conference (Georgia State University), 2022
“Interlocked Hypergraph Convolution Neural Networks for Contextual Playlist Curation and Recommendation.”
- Marketing Science Conference (The University of Chicago), 2022
“Contextual Playlist Curation and Recommendation A Deep-Generative Approach.”
- Theory and Practice in Marketing (The University of Pennsylvania), 2021
“Contextual Playlist Curation and Recommendation A Deep-Generative Approach.”
- Marketing Science Conference (University of Rochester), 2021
“Contextual Playlist Curation and Recommendation A Deep-Generative Approach.”

- Quant Marketing Lab, (Columbia University), 2021
“Grammys, Productivity, and Artistic Variety.”
- QME Rossi Seminars (University of Washington), 2021
“A Multi-Attribute Choice Model with Similarity, Compromise and Attraction Effects.”
- Marketing Science Conference (Duke University), 2020
“Playlist Contextualization and Personalization: A Bayesian Nonparametric Approach.”
- Cornell University (Machine Learning Group), 2019
“Dynamics of Musical Success”
- Marketing Science Conference (University Roma Tre), 2019
“Dynamics of Musical Success.”
- Center for Customer Insights (Yale School of Management), 2019
“Dynamics of Musical Success.”
- Marketing Science Institute (Columbia University), 2019
“Dynamics of Musical Success.”
- Marketing Science Institute (Temple University), 2018
“Adaptive Customization.”
- Frank M. Bass FORMS Conference (UT Dallas), 2018
“Randomized Algorithms for Lexicographic Inference.”
- UT Houston (Bauer Doctoral Symposium), 2017
“A Multi-Attribute Choice Model with Similarity, Compromise and Attraction Effects.”
- Marketing Science Conference (University of Southern California), 2017
“Solving Large Linear Ordering Problems.”
- Marketing Science Conference (Johns Hopkins University), 2015
“A Multi-Attribute Choice Model with Similarity, Compromise and Attraction Effects.”

Invited Talks

- 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
- 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*
- *Management Science*
- *Journal of Marketing*
- *Quantitative Marketing and Economics*
- *Production and Operations Management*

Teaching

1. Global Business Study (Paris, France):
 - EMBA Metro NY: Spring 2024
2. Customer Preference, Demand and Pricing Analytics:
 - EMBA Metro NY: Spring 2024
3. Marketing Management Core:
 - Cornell-Tsinghua FMBA: Fall 2023, Spring 2023, Fall 2022, Spring 2021
 - Cornell-Tech MBA: Summer 2022, Summer 2021, Summer 2020

Honors & Grants

- 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

- 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