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 (2019 - present)

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.

Papers Under Review

Boughanmi, Khaled, Asim Ansari, and Yang Li (2022) "Contextual Set-Based Music Recommendations using Interlocked Hypergraph Convolutional Neural Networks." Under review at *Marketing Science.*

Working Papers

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

Upcoming:

– Conference on Artificial Intelligence, Machine Learning, and Business Analytics (Harvard)
– Workshop in Management Science (University of Chile & Complex Engineering Systems Institute)
– Global Institute for Artificial Intelligence and Business Analytics (Temple University)

2022: Music Economics Conference (University of Hamburg), Marketing Dynamics Conference (Georgia State University), Marketing Science Conference (The University of Chicago), Frank M. Bass FORMS Conference (Discussant, UT Dallas), Virtual Quant Marketing Seminar (Panelist).

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

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

2015: Marketing Science Conference (Johns Hopkins University).

Teaching Experience

SC Johnson Graduate School of Management, Ithaca, NY
Marketing Management – NCC 5030: Summer 2020, 2021, 2022; Spring 2021; Fall 2022.

Ad Hoc Reviewing

Marketing Science
Journal of Marketing Research
Management Science
Quantitative Marketing and Economics

Honors & Grants

Teaching Awards
Apple Award for Excellence in Teaching, nominated 2022
Core Faculty Award, SC Johnson Graduate School of Management, winner 2021

Research Awards
Deming Center Fellowship ($10,000), 2017
Luxury Education Foundation award ($15,000), 2016
Graduate Student Fellowship, Columbia University, 2013-2018

Other Honors
ISMS Early-Career Scholars Fellow, 2022, Durham, NC
INFORMS Doctoral Consortium Fellow, 2017, Los Angeles, CA
Quantitative Marketing and Structural Econometrics Workshop, 2015, Evanston, IL
INFORMS Doctoral Consortium Fellow, 2015, Baltimore, MD
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 Ph.D. Committee (2022 – present)
Member, Johnson Search Committee (2021)
Member, Johnson Seminars Committee (2020 – 2022)
Co-organizer, Cornell Young Scholars Research Camp (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)