

# Khaled Boughanmi

Cornell University  
SC Johnson Graduate School of Management  
kb746@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  
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.

## Research in Progress

Boughanmi, Khaled, Park Young-Hoon and Raghuram Iyengar. “The Impact of Experiential Retail Store on Conversion Funnel.”

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

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

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

Kim, Jongho, Khaled Boughanmi, and Young-Hoon Park. “The Impact of Winning the FIFA World Cup on Music Consumption.”

## Invited Talks & Conference Presentations

**2023:** 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*  
*Management Science*  
*Quantitative Marketing and Economics*

## Teaching

Core Marketing Management:

- Cornell-Tsinghua FMBA: Spring 2021, Fall 2022, Spring 2023
- Cornell-Tech MBA: Summer 2020, Summer 2021, Summer 2022

## Honors & Grants

ISMS Early-Career Scholars Fellow, 2022, Durham, NC  
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, 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

## 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