

# Khaled Boughanmi

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## Research Interests

Data-driven decision-making with applications in digital media (music), e-commerce, on-line 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.

## Working Papers

Boughanmi, Khaled, Asim Ansari, and Yang Li. “Contextual Song and Playlist Recommendation: A Deep-Generative Approach.”

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

**2022:** UT Dallas (Discussant, Frank M. Bass FORMS Conference), Virtual Quant Marketing Seminar (Panelist).

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

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

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

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

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

**2015:** Johns Hopkins University (Marketing Science Conference).

## Teaching Experience

**SC Johnson Graduate School of Management**, Ithaca, NY

Marketing Management – NCC 5030: Summer 2020, Spring 2021, Summer 2021.

## Ad Hoc Reviewing

*Marketing Science*

*Journal of Marketing Research*

*Management Science*

*Quantitative Marketing and Economics*

*Marketing Letters*

## Honors & Grants

*Teaching Awards*

Core Faculty Award, SC Johnson Graduate School of Management, 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* 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 Seminars Committee (2020 - present)

Member, Johnson Ph.D. Committee (Spring 2022)

Member, Johnson Search Committee (Fall 2021)

Co-organizer, Cornell Young Scholars Research Camp (Spring 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)