

# Khaled Boughanmi

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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:

- Workshop in Management Science (University of Chile & Complex Engineering Systems Institute)
- Global Institute for Artificial Intelligence and Business Analytics (Temple University)

**2022:** Conference on Artificial Intelligence, Machine Learning, and Business Analytics (Harvard Business School), Music Economics Conference (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, 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)