

# Khaled Boughanmi

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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 & Forthcoming Journal Articles

1. **Boughanmi, Khaled**, Asim Ansari, and Yang Li (2025). “Modeling Categorized Consumer Collections with Interlocked Hypergraph Neural Networks.” *Journal of Marketing Research*.
2. 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 (2024). “Probabilistic Machine Learning: New Frontiers for Modeling Consumers and their Choices.” *International Journal of Research in Marketing*.
3. **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 for “Special Issue: Marketing Insights from Multimedia Data.”
4. Kohli, Rajeev, **Khaled Boughanmi**, and Vikram Kohli (2019). “Randomized Algorithms for Lexicographic Inference.” *Operations Research*, 67(2), 357-375.

## Working Papers & Papers Under Review

5. Yin, Mingzhang, **Khaled Boughanmi**, and Anirban Mukherjee. “Modeling Dynamic Consumer Preferences from Few-shot Data: A Meta-Learning Approach.”
  - Invited revision at *Journal of Marketing Research*.
6. **Boughanmi, Khaled**, Kamel Jedidi, and Nour Jedidi. “From Reviews to Actionable Insights: An LLM-Based Approach for Attribute and Feature Extraction.”
  - Under review at *Journal of Marketing*.
  - This research was supported by a Cornell Center for Social Science grant.
7. **Boughanmi, Khaled**, Raghuram Iyengar, and Young-Hoon Park. “A Bayesian Latent-Factor Framework for Causal Decomposition in High-Dimensional Experiments.”

8. **Boughanmi, Khaled**, Mingzang Yin, and Sachin Gupta. "Weighting Graphs for Causal Inference." – AIM 2025 Conference Awards, Finalist.
9. **Khaled Boughanmi** and Kamel Jedidi. "The Role of Typicality in Shaping Perfume Popularity."

## Invited Talks

- AI & Marketing: New Methods and New Risks (Stanford University, discussant), 2025
- Temple University, 2025
- Quant Marketing Lab (Columbia University), 2025
- Triennial Invitational Choice Symposium (INSEAD), 2023
- 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
- Quant Marketing Lab, (Columbia University), 2021
- QME Rossi Seminars (University of Washington), 2021
- 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

## Conference Presentations

- Conference on Artificial Intelligence and Business Analytics (Columbia University), 2025
- Marketing Science Conference (University of Georgia), 2025
- Artificial Intelligence in Management (The University of Southern California), 2025
- Cornell – Rochester Jr. Marketing Workshop (Cornell University), 2025
- Marketing Science Conference (The University of New South Wales), 2024
- Marketing Dynamics Conference (McGill University), 2024
- Theory and Practice in Marketing (The University of Texas at Austin), 2024
- Workshop in Management Science (The University of Chile), 2023

- Marketing and the Creator Economy (Keynote Speaker, Columbia Business School), 2023
- Marketing Science Conference (University of Miami), 2023
- Artificial Intelligence in Management (The University of Southern California), 2023
- Workshop in Management Science (The University of Chile), 2023
- Conference on Artificial Intelligence and Business Analytics (Harvard Business School), 2022
- The Economics of the Music Industry (University of Hamburg), 2022
- Marketing Dynamics Conference (Georgia State University), 2022
- Marketing Science Conference (The University of Chicago), 2022
- Theory and Practice in Marketing (The University of Pennsylvania), 2021
- Marketing Science Conference (University of Rochester), 2021
- Marketing Science Conference (Duke University), 2020
- Cornell University (Machine Learning Group), 2019
- Marketing Science Conference (University Roma Tre), 2019
- Center for Customer Insights (Yale School of Management), 2019
- Marketing Science Institute (Columbia University), 2019
- Marketing Science Institute (Temple University), 2018
- Frank M. Bass FORMS Conference (UT Dallas), 2018
- Marketing Science Conference (University of Southern California), 2017
- UT Houston (Bauer Doctoral Symposium), 2017
- Marketing Science Conference (Johns Hopkins University), 2015

## **Referee**

- *Journal of Marketing Research*
- *Marketing Science*
- *Journal of Consumer Research*
- *Management Science*
- *Journal of Marketing*
- *Quantitative Marketing and Economics*
- *Production and Operations Management*
- *Manufacturing & Service Operations Management*
- *Marketing Letters*
- *European Marketing Academy*
- *Alden G. Clayton Doctoral Dissertation Proposal Competition*

## **Teaching**

1. Analytics for Marketing Strategy:
  - EMBA Metro NY (2024 – present)
2. Global Business Study (EMBA Metro NY):
  - Tokyo/Osaka, Japan (2025)
  - Paris, France (2024)
3. Marketing Management:

- FMBA Cornell-Tsinghua: (2021 – present)
- MBA Cornell-Tech: (2020 – 2023)

#### 4. Invited Lectures:

- Introduction to Bayesian Inference (M.Sc., Columbia University)
- Bayesian Inference with Stan (Doctoral seminar, Cornell University)
- Pricing Strategies (MBA, Columbia University)

### **Honors & Grants**

- AIM Conference Awards, finalist 2025
- Teaching Honor Roll, SC Johnson Graduate School of Management, 2024
- 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**

- Co-organizer, Marketing Research Camp (2025)
- Member, Johnson Seminars Committee (2020 – 2022, 2023 – 2025)
- 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