

# 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

1. 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.
2. Kohli, Rajeev, Khaled Boughanmi, and Vikram Kohli (2019). “Randomized Algorithms for Lexicographic Inference.” *Operations Research*, 67(2), 357-375.

## Papers Under Review

1. Boughanmi, Khaled, Asim Ansari, and Yang Li. “A Generative Model of Consumer Collections.” Invited for revision.
2. Boughanmi, Khaled, Raghuram Iyengar, Young-Hoon Park. “The Impact of Experiential Store on Customer Purchases.” Authors are listed in alphabetical order. Under review.
3. Yin, Mingzang, Khaled Boughanmi, and Asim Ansari. “Meta-Learning Customer Preference Dynamics on Digital Platforms.” Under review.

## Research in Progress

- Boughanmi, Khaled, Yin Mingzang, and Sachin Gupta “Matching Graphs for Causal Inference.”
- Boughanmi, Khaled, Kamel Jedidi, and Nour Jedidi. “Partially Interpretable AI for Market Research.” This research was supported by a Cornell Center for Social Science grant
- Esseghaier, Skander and Khaled Boughanmi “Music Streaming Payment Systems.”

## Conference Presentations

- Workshop in Management Science (The University of Chile), 2023  
“Partially Interpretable AI for Market Research.”
- Marketing and the Creator Economy (Keynote Speaker, Columbia Business School), 2023  
“A Generative Model of Consumer Collections.”
- Triennial Invitational Choice Symposium (INSEAD), 2023  
“Representation Learning for Combinatorial Complexes.”
- Marketing Science Conference (University of Miami), 2023  
“Interlocked Hypergraph Convolution Neural Networks for Contextual Playlist Curation and Recommendation.”
- Artificial Intelligence in Management (The University of Southern California), 2023  
“Interlocked Hypergraph Convolution Neural Networks for Contextual Playlist Curation and Recommendation.”
- Workshop in Management Science (The University of Chile), 2023  
“Interlocked Hypergraph Convolution Neural Networks for Contextual Playlist Curation and Recommendation.”
- Conference on Artificial Intelligence and Business Analytics (Harvard Business School), 2022  
“Interlocked Hypergraph Convolution Neural Networks for Contextual Playlist Curation and Recommendation.”
- The Economics of the Music Industry (University of Hamburg), 2022  
“Interlocked Hypergraph Convolution Neural Networks for Contextual Playlist Curation and Recommendation.”
- Marketing Dynamics Conference (Georgia State University), 2022  
“Interlocked Hypergraph Convolution Neural Networks for Contextual Playlist Curation and Recommendation.”
- Marketing Science Conference (The University of Chicago), 2022  
“Contextual Playlist Curation and Recommendation A Deep-Generative Approach.”
- Theory and Practice in Marketing (The University of Pennsylvania), 2021  
“Contextual Playlist Curation and Recommendation A Deep-Generative Approach.”
- Marketing Science Conference (University of Rochester), 2021  
“Contextual Playlist Curation and Recommendation A Deep-Generative Approach.”
- Quant Marketing Lab, (Columbia University), 2021  
“Grammys, Productivity, and Artistic Variety.”
- QME Rossi Seminars (University of Washington), 2021  
“A Multi-Attribute Choice Model with Similarity, Compromise and Attraction Effects.”
- Marketing Science Conference (Duke University), 2020  
“Playlist Contextualization and Personalization: A Bayesian Nonparametric Approach.”
- Cornell University (Machine Learning Group), 2019  
“Dynamics of Musical Success”
- Marketing Science Conference (University Roma Tre), 2019  
“Dynamics of Musical Success.”
- Center for Customer Insights (Yale School of Management), 2019  
“Dynamics of Musical Success.”
- Marketing Science Institute (Columbia University), 2019  
“Dynamics of Musical Success.”
- Marketing Science Institute (Temple University), 2018  
“Adaptive Customization.”

- Frank M. Bass FORMS Conference (UT Dallas), 2018  
“Randomized Algorithms for Lexicographic Inference.”
- UT Houston (Bauer Doctoral Symposium), 2017  
“A Multi-Attribute Choice Model with Similarity, Compromise and Attraction Effects.”
- Marketing Science Conference (University of Southern California), 2017 “Solving Large Linear Ordering Problems.”
- Marketing Science Conference (Johns Hopkins University), 2015  
“A Multi-Attribute Choice Model with Similarity, Compromise and Attraction Effects.”

## Invited Talks

- 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
- 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

## Referee

- *Journal of Marketing Research*
- *Marketing Science*
- *Management Science*
- *Journal of Marketing*
- *Quantitative Marketing and Economics*
- *Production and Operations Management*

## Teaching

1. Customer Preference, Demand and Pricing Analytics:
  - EMBA Metro NY: Spring 2024
2. Marketing Management Core:
  - Cornell-Tsinghua FMBA: Fall 2023, Spring 2023, Fall 2022, Spring 2021
  - Cornell-Tech MBA: Summer 2022, Summer 2021, Summer 2020

## Honors & Grants

- 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

- 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