Khaled Boughanmi

SC Johnson Graduate School of Management
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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. 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. "Probabilistic Machine Learning: New Frontiers for Modeling Consumers and their Choices." *International Journal of Research in Marketing* (forthcoming).

2. **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."

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

Working Papers

4. **Boughanmi, Khaled**, Asim Ansari, and Yang Li. "Modeling Categorized Consumer Collections with Interlocked Hypergraph Neural Networks."
   - Conditionally accepted at *Journal of Marketing Research*.

5. Yin, Mingzang, **Khaled Boughanmi**, Anirban Mukherjee, and Asim Ansari. "Meta-Learning Customer Preference Dynamics for Fast Customization on Digital Platforms."
   - Submitted for second-round review at *Management Science*.

6. **Boughanmi, Khaled**, Raghuram Iyengar, and Young-Hoon Park. "Decomposing Treatment Effects Using a Latent Themes Approach"
   - Submitted for first-round review at *Marketing Science*.

7. **Boughanmi, Khaled**, Mingzang Yin, and Sachin Gupta. "Weighting Graphs for Causal Inference."
   - In preparation for submission

Research in Progress

- **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

- 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
- Triennial Invitational Choice Symposium (INSEAD), 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
- Quant Marketing Lab, (Columbia University), 2021
- QME Rossi Seminars (University of Washington), 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

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*
- *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. Customer Preference, Demand and Pricing Analytics:

   - EMBA Metro NY (2024 – present)
     - 2025: 4.9/5.0
     - 2024: 5.0/5.0

2. Global Business Study:

  - EMBA Metro NY (2024 – present)
    – 2024: 4.6/5.0 (Paris, France)

3. Marketing Management Core:

  - FMBA Cornell-Tsinghua: (2021 – present)
    – 2024: 5.0/5.0
    – 2023: 4.4/5.0
    – 2022: 4.8/5.0
    – 2021: 4.6/5.0
  - MBA Cornell-Tech: (2020 – 2022)
    – 2022: 4.3/5.0
    – 2021: 4.6/5.0
    – 2020: 4.8/5.0 (SC Johnson Core Faculty Award)

4. Invited Lectures:

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

Honors & Grants

- 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

- 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