Curriculum Vitæ
Khaled Boughanmi
(May 2020)

Marketing division
Samuel Curtis Johnson Graduate School of Management
401L Sage Hall, Cornell University
Ithaca, NY 14850

Phone : +1-607-255-2662
E-mail : kb746@cornell.edu

Research Interests

Data-driven decision-making, Bayesian nonparametrics and machine learning with a focus on applications in e-commerce, digital media (music), online marketing and service systems

Academic Appointments

Cornell University, Ithaca, NY
Samuel Curtis Johnson Graduate School of Management, Marketing Division
- Assistant Professor (01/2020 - present)
- Acting Assistant Professor (07/2019 - 01/2020)

Education

Ph.D. in *Marketing*, 2019
Columbia University, Graduate School of Business, New York, NY

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

Research Papers

Published or forthcoming in refereed journals

1. R. Kohli, K. Boughanmi and V. Kohli (2019). "Randomized Algorithms for Lexicographic Inference." *Operations Research*, 67(2), 357-375.

Submitted to refereed journals

2. K. Boughanmi and A. Ansari "Dynamics of Musical Success: A Bayesian Nonparametric Approach." Submitted for second round review at *Journal of Marketing Research*, 2019. `Won the Deming center research award`

3. K. Boughanmi, K. Jedidi and R. Kohli. "A Multi-Attribute Choice Model with Similarity, Compromise and Attraction Effects." Revising for third round review at *Journal of Marketing Research*. `Won the Luxury education research award`

Working papers

4. K. Boughanmi, A. Ansari and O. Toubia. "Grammys, Productivity, and Artistic Variety."

5. M. Ben Sliman⋆, K. Boughanmi⋆ and R. Kohli⋆. "Adaptive Customization." (⋆authors listed alphabetically)

6. R. Kohli, K. Boughanmi and V. Kohli. "Linking Continuous and Discrete Linear Ordering Problems."

Research Papers (cont.)

Work in progress

7. A. Mukherejee, K. Boughanmi and A. Ansari. "Dynamics of Music Streaming."

8. K. Boughanmi, Y. Li and A. Ansari. "A Nonparamteric Approach to Playlist Curation and Personalization."

9. K. Boughanmi, A. Ansari. "Learning in Non-Compensatory Decision Models."

Conference Presentations

Machine Learning Group, Cornell University, October 2019
Marketing Science, Rome Italy, June 2019
Center for Customer Insights, Yale School of Management, New Haven CT, May 2019
Marketing Science Institute, New York NY, February 2019
    "Dynamics of Musical Success: A Bayesian Nonparametric Approach."

IBECC Cornell University, New York NY, May 2019
Marketing Science, Philadelphia PA, June 2018
    "Adaptive Customization."

UT Dallas Frank M. Bass FORMS Conference, Dallas TX, March 2018
    "Randomized Algorithms for Lexicographic Inference."

Marketing Science, Los Angeles CA, June 2017
    "Solving Large Linear Ordering Problems."

Bauer Doctoral Symposium, Houston TX, March 2017
Marketing Science, Baltimore MD, June 2015
    "Framing, Context and Value Averaging."

Invited Talks

McGill University, November 2018
London Business School, November 2018
University of Southern California, October 2018
University of Illinois at Urbana-Champaign, October 2018
Dartmouth College, October 2018
Singapore Management University, October 2018
Nanyang Technological University, October 2018
ESADE, October 2018
University of Florida, October 2018
Cornell University, October 2018
The Ohio State University, October 2018
Rice University, September 2018
Hong Kong University of Science and Technology, September 2018
Chinese University of Hong Kong, September 2018
University of Texas at Austin, September 2018

Editorial Experience

Ad hoc reviewer, *Marketing Science*
Ad hoc reviewer, *Management Science*
Ad hoc reviewer, *Marketing Letters*

Honors and Grants

INFORMS Doctoral Consortium Fellow, 2017, Los Angeles, CA
Deming Center Fellowship ($10,000), 2017
Luxury Education Foundation award ($15,000), 2016
Quantitative Marketing and Structural Econometrics Workshop Fellow, 2015, Evanston, IL
INFORMS Doctoral Consortium Fellow, 2015, Baltimore, MD
Graduate Student Fellowship, Columbia University, 2013-2018
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

Teaching

Tutorials:
Introduction to Python, M.Sc. summer camp (Columbia),
    Summer 2018
Inference with Stan, Bayesian statistics and computations (Columbia),
    Fall 2015, 2016, 2017
Estimating Finite Mixture Models with R, Mathematical Methods in Marketing (Columbia),
    Spring 2017, 2018
Mean Field Games, Doctoral Marketing Seminar (Columbia),
    Spring 2017

Teaching interests:
Marketing Strategy, Marketing Analytics, Digital Media, Pricing
Empirical Models, Bayesian Methods and Machine Learning in Marketing

Other Work Experiences

2015   Columbia Business School, Software Development
2014   Harvard Business School, Toolkit Development
            Conjoint Analysis: Online Tutorial (2014)
2012   Société Générale CIB, Front-Quant, New York

Languages

Computer: Python, R, Stan, VBA, SAS, SQL, Mathematica
Human: English, French, Arabic, German (basic), Mandarin (beginner)