

Curriculum Vitæ
Khaled Boughanmi
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Marketing & Management Communication division
Samuel Curtis Johnson Graduate School of Management
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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*, 2020
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

Teaching Experience

Samuel Curtis Graduate School of Business, Ithaca, NY
- Marketing Management (Cornell Tech MBA Core, AMBA Core), Summer 2020
- *Core Faculty Award*, 2021

Work Experience

Société Générale CIB, New York
- Front-Quant, Basket trading

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 Machine Learning Approach for Multimedia Data Fusion." Conditionally accepted at *Journal of Marketing Research*, 2021. 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." Submitted for third round review at *Journal of Marketing Research*. Won the Luxury education research award

Research Papers (cont.)

Working papers

4. K. Boughanmi, A. Ansari and O. Toubia. “The Impact of Fame on Artistic Production: A Nonparametric Approach for Causal Inference on Unstructured Outcomes.”
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.”

Work in progress

7. A. Mukherejee, K. Boughanmi and A. Ansari. “A Deep Learning Approach to Music Sequencing and Streaming.”
8. K. Boughanmi, Y. Li and A. Ansari. “Playlist Contextualization and Personalization.”
9. K. Boughanmi, A. Ansari. “Learning in Non-Compensatory Decision Models.”

Conference Presentations

Marketing Science, Durham NC, June 2020

“Playlist Personalization and Contextualization.”

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, *Quantitative Marketing and Economics*
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

Languages

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