

# KHALED BOUGHANMI

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## Address

Marketing & Management Communication division  
SC 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

*SC 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

## Research Papers

### Published or forthcoming in refereed journals

1. K. Boughanmi and A. Ansari (2021) “Dynamics of Musical Success: A Machine Learning Approach for Multimedia Data Fusion.” Forthcoming at *Journal of Marketing Research*. Won the Deming center research award
2. R. Kohli, K. Boughanmi and V. Kohli (2019). “Randomized Algorithms for Lexicographic Inference.” *Operations Research*, 67(2), 357-375.

### Submitted to refereed journals

1. 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

- o K. Boughanmi, A. Ansari and O. Toubia. “The Impact of Fame on Artistic Production: A Nonparametric Approach for Causal Inference on Unstructured Outcomes.”
- o M. Ben Sliman\*, K. Boughanmi\* and R. Kohli\*. “Adaptive Customization.” (\*authors listed alphabetically)
- o R. Kohli, K. Boughanmi and V. Kohli. “Linking Continuous and Discrete Linear Ordering Problems.”

### Work in progress

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

## Invited Talks & Conference Presentations

- o *The Impact of Fame on Artistic Production: A Nonparametric Approach for Causal Inference on Unstructured Outcomes*
  - Columbia University (2021)
- o *Playlist Personalization and Contextualization*
  - Marketing Science, Durham NC, June 2020
- o *Dynamics of Musical Success: A Bayesian Nonparametric Approach*
  - 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
  - McGill University (2018), London Business School (2018), University of Southern California (2018), University of Illinois at Urbana-Champaign (2018), Dartmouth College (2018), Singapore Management University (2018), Nanyang Technological University (2018), ESADE (2018), University of Florida (2018), Cornell University (2018), The Ohio State University (2018), Rice University (2018), Hong Kong University of Science and Technology (2018), Chinese University of Hong Kong (2018), University of Texas at Austin (2018)
- o *Adaptive Customization*
  - IBECC Cornell University, New York NY, May 2019
  - Marketing Science, Philadelphia PA, June 2018
- o *Randomized Algorithms for Lexicographic Inference*
  - UT Dallas Frank M. Bass FORMS Conference, Dallas TX, March 2018
- o *Solving Large Linear Ordering Problems*
  - Marketing Science, Los Angeles CA, June 2017
- o *Framing, Context and Value Averaging*
  - Bauer Doctoral Symposium, Houston TX, March 2017
  - Marketing Science, Baltimore MD, June 2015

## Honors and Grants

- o Core Faculty Award, SC Johnson Graduate School of Management, 2021
- o INFORMS Doctoral Consortium Fellow, 2017, Los Angeles, CA
- o Deming Center Fellowship (\$10,000), 2017
- o Luxury Education Foundation award (\$15,000), 2016
- o Quantitative Marketing and Structural Econometrics Workshop Fellow, 2015, Evanston, IL
- o INFORMS Doctoral Consortium Fellow, 2015, Baltimore, MD
- o Graduate Student Fellowship, Columbia University, 2013-2018
- o Laureate Fellowship for the Grandes Écoles, Tunisian Government, 2006-2013
- o Ranked 1st at the Tunisian Baccalaureate for CPGE entrance, 2006
- o Ranked 3rd at the Tunisian National Physics Olympiads, 2005

## Teaching Experience

### **Samuel Curtis Graduate School of Business, Ithaca, NY**

- Marketing Management (Cornell Tech MBA Core, AMBA Core), Summer 2020
- *Core Faculty Award, 2021*

## Editorial Experience

Ad hoc reviewer for *Marketing Science*, *Management Science*, *Quantitative Marketing and Economics* and *Marketing Letters*

## Work Experience

### **Société Générale CIB, New York**

- Front-Quant, Basket trading

### **Harvard Business School, New York**

- Conjoint Analysis: Online Tutorial (2014)

### **Columbia Business School**

- Software Development

## Languages

**Computer:** Python, R, Stan, VBA, SAS, SQL, Mathematica

**Human:** English, French, Arabic, German (basic), Mandarin (beginner)