# KHALED BOUGHNAMI

(March 2021)

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Marketing & Management Communication division
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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

## 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

1. 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

2. 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."

## Teaching Experience

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

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

## Conference Presentations

*Playlist Personalization and Contextualization*

- Marketing Science, Durham NC, June 2020

*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

*Adaptive Customization*

- IBECC Cornell University, New York NY, May 2019
- Marketing Science, Philadelphia PA, June 2018

*Randomized Algorithms for Lexicographic Inference*

- UT Dallas Frank M. Bass FORMS Conference, Dallas TX, March 2018

*Solving Large Linear Ordering Problems*

- Marketing Science, Los Angeles CA, June 2017

*Framing, Context and Value Averaging*

- Bauer Doctoral Symposium, Houston TX, March 2017
- Marketing Science, Baltimore MD, June 2015

## 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*

## Work Experience

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

## Honors and Grants

Core Faculty Award, SC Johnson Graduate School of Management, 2021
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)