Khaled Boughanmi

Cornell University, SC Johnson GSM, 401L Sage Hall, Ithaca, NY 14850

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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 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

Publications

1. **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 in special issue on marketing insights from multimedia data.

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

Working papers

o **Boughanmi, Khaled**, Kamel Jedidi, and Rajeev Kohli (2021). "A Multi-Attribute Choice Model with Similarity, Compromise and Attraction Effects."

o **Boughanmi, Khaled**, Asim Ansari, and Olivier Toubia (2020). "The Effect of Winning the Best New Artist Grammy."

o Ben Sliman, Malek, **Khaled Boughanmi**, and Rajeev Kohli (2019). "Adaptive Customization."

o Kohli, Rajeev, **Khaled Boughanmi**, and Vikram Kohli (2018). "Linking Continuous and Discrete Linear Ordering Problems."

Work in progress

o **Boughanmi, Khaled**, Yang Li, and Asim Ansari. "Playlist Contextualization and Personalization."

o **Boughanmi, Khaled** and Asim Ansari. "Modeling Risk Aversion and Consumer Learning in Non-compensatory Choice Models."

o Mukherejee, Anirban, **Khaled Boughanmi**, and Asim Ansari. "A Deep Learning Approach to Music Sequencing and Streaming."

o Gui, Yanqing, **Khaled Boughanmi**, and Young-Hoon Park. "Endogeneity Concerns In Heterogeneity Models."

o Kim, Jongho, **Khaled Boughanmi**, and Young-Hoon Park. "Optimal Differentiation for Success in Visual Advertising."

Invited Talks & Conference Presentations

o *Playlist Personalization and Contextualization*

- Theory and Practice in Marketing, The Wharton School (2021)
- Marketing Science Conference, Duke University (2020)

o *The Effect of Winning the Best New Artist Grammy*

- Marketing Science Conference, University of Rochester (2021)
- Quant Marketing Lab, Columbia University (2021)

o *A Multi-Attribute Choice Model with Similarity, Compromise and Attraction Effects*

- QME Rossi Seminars, Washington University (2021)
- Bauer Doctoral Symposium, UT Houston (2017)
- Marketing Science, Johns Hopkins University (2015)

o *Dynamics of Musical Success: A Bayesian Nonparametric Approach*

- Machine Learning Group, Cornell University (2019)
- Marketing Science, University Roma Tre (2019)
- Center for Customer Insights, Yale School of Management (2019)
- Marketing Science Institute, Columbia University (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 (2019)
- Marketing Science, Temple University (2018)

o *Randomized Algorithms for Lexicographic Inference*

- Frank M. Bass FORMS Conference, UT Dallas (2018)

o *Solving Large Linear Ordering Problems*

- Marketing Science, University of Southern California (2017)

Honors & 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 Core (Tech-MBA, AMBA, FMBA): Summer 2020, Spring 2021, Summer 2021.

Editorial Experience

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

Other 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)

Last updated: December 23, 2021.