

# Khaled Boughanmi

SC Johnson Graduate School of Management  
Cornell University  
401L Sage Hall, Ithaca, NY 14850  
kb746@cornell.edu

## Academic Appointments

**Cornell University**, Ithaca, NY  
*SC Johnson Graduate School of Management, Marketing Division*  
Assistant Professor (2020 – present)  
Acting Assistant Professor (2019 – 2020)

## Education

Ph.D. in *Marketing*, 2020  
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

## Publications

1. Dew Ryan, Nicolas Padilla, Lan E. Luo, Shin Oblander, Asim Ansari, **Khaled Boughanmi**, Michael Braun, Fred Feinberg, Jia Liu, Thomas Otter, Longxiu Tian, Yixin Wang, and Mingzhang Yin. “Probabilistic Machine Learning: New Frontiers for Modeling Consumers and their Choices.” *International Journal of Research in Marketing* (forthcoming).
2. **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.
3. Kohli, Rajeev, **Khaled Boughanmi**, and Vikram Kohli (2019). “Randomized Algorithms for Lexicographic Inference.” *Operations Research*, 67(2), 357-375.

## Working Papers

4. **Boughanmi, Khaled**, Asim Ansari, and Yang Li. “A Generative Model of Consumer Collections: An Interlocked Hypergraph Convolutional Neural Networks Approach.”  
- Under third-round review at *Journal of Marketing Research*.
5. Yin, Mingzhang, **Khaled Boughanmi**, Anirban Mukherjee, and Asim Ansari. “Meta-Learning Customer Preference Dynamics for Fast Customization on Digital Platforms.”  
- Under second-round review at *Management Science*.
6. **Boughanmi, Khaled**, Raghuram Iyengar, and Young-Hoon Park. “The Impact of Experiential Store on Customer Purchases.”  
- In preparation for submission

7. **Boughanmi, Khaled**, Mingzang Yin, and Sachin Gupta. “Weighting Graphs for Causal Inference.”  
- In preparation for submission

## Research in Progress

- **Boughanmi, Khaled**, Kamel Jedidi, and Nour Jedidi. “Partially Interpretable AI for Market Research.”  
- This research was supported by a Cornell Center for Social Science grant.
- Esseghaier, Skander and **Khaled Boughanmi**. “Music Streaming Payment Systems.”

## Conference Presentations

- “Partially Interpretable AI for Market Research.”
  - Marketing Science Conference (The University of New South Wales), 2024
  - Workshop in Management Science (The University of Chile), 2023
- “Weighting Graphs for Causal Inference.”
  - Marketing Dynamics Conference (McGill University), 2024
- “The Impact of Experiential Store on Customer Purchases.”
  - Theory and Practice in Marketing (The University of Texas at Austin), 2024
- “A Generative Model of Consumer Collections: An Interlocked Hypergraph Convolutional Neural Networks Approach.”
  - Marketing and the Creator Economy (Keynote Speaker, Columbia Business School), 2023
  - Triennial Invitational Choice Symposium (INSEAD), 2023
  - Marketing Science Conference (University of Miami), 2023
  - Artificial Intelligence in Management (The University of Southern California), 2023
  - Workshop in Management Science (The University of Chile), 2023
  - Conference on Artificial Intelligence and Business Analytics (Harvard Business School), 2022
  - The Economics of the Music Industry (University of Hamburg), 2022
  - Marketing Dynamics Conference (Georgia State University), 2022
- “Contextual Playlist Curation and Recommendation A Deep-Generative Approach.”
  - Marketing Science Conference (The University of Chicago), 2022
  - Theory and Practice in Marketing (The University of Pennsylvania), 2021
  - Marketing Science Conference (University of Rochester), 2021
  - Marketing Science Conference (Duke University), 2020
- “Grammys, Productivity, and Artistic Variety.”
  - Quant Marketing Lab, (Columbia University), 2021
- “A Multi-Attribute Choice Model with Similarity, Compromise and Attraction Effects.”
  - QME Rossi Seminars (University of Washington), 2021
  - UT Houston (Bauer Doctoral Symposium), 2017
  - Marketing Science Conference (Johns Hopkins University), 2015
- “Dynamics of Musical Success: A Machine Learning Approach for Multimedia Data Fusion”
  - Cornell University (Machine Learning Group), 2019

- Marketing Science Conference (University Roma Tre), 2019
- Center for Customer Insights (Yale School of Management), 2019
- Marketing Science Institute (Columbia University), 2019
- “Adaptive Customization.”
  - Marketing Science Institute (Temple University), 2018
- “Randomized Algorithms for Lexicographic Inference.”
  - Frank M. Bass FORMS Conference (UT Dallas), 2018
- “Solving Large Linear Ordering Problems.”
  - Marketing Science Conference (University of Southern California), 2017

### **Invited Talks**

- Data and Analytics Forum (The Haleon Group), 2023
- Virtual Quant Marketing Seminar (Panelist), 2023
- Global Institute for Artificial Intelligence and Business Analytics (Temple University), 2023
- Virtual Quant Marketing Seminar (Panelist), 2022
- Frank M. Bass FORMS Conference (UT Dallas, discussant), 2022
- Cornell University (IBECC), 2018
- McGill University, 2018
- London Business School, 2018
- The University of Southern California, 2018
- The University of Illinois at Urbana-Champaign, 2018
- Dartmouth College, 2018
- Singapore Management University, 2018
- Nanyang Technological University, 2018
- ESADE, 2018
- The University of Florida, 2018
- Cornell University, 2018
- The Ohio State University, 2018
- Rice University, 2018
- Hong Kong University of Science and Technology, 2018
- The Chinese University of Hong Kong, 2018
- The University of Texas at Austin, 2018

### **Referee**

- *Journal of Marketing Research*
- *Marketing Science*
- *Management Science*
- *Journal of Marketing*
- *Quantitative Marketing and Economics*
- *Production and Operations Management*

## Teaching

1. Global Business Study:
  - EMBA Metro NY (2024 – present)
2. Customer Preference, Demand and Pricing Analytics:
  - EMBA Metro NY (2024 – present)
3. Marketing Management Core:
  - Cornell-Tsinghua FMBA: (2021 – present)
  - Cornell-Tech MBA: (2020 – 2022)
4. Invited Lectures:
  - Introduction to Bayesian Inference (M.Sc., Columbia University)
  - Bayesian Inference on Stan (Doctoral seminar, Cornell University)
  - Pricing Strategies (MBA, Columbia University)

## Honors & Grants

- Teaching Honor Roll, SC Johnson Graduate School of Management, 2024
- Teaching Honor Roll, SC Johnson Graduate School of Management, 2023
- Cornell Center for Social Science grant, 2023
- ISMS Early-Career Scholars Fellow, 2022
- Apple Award for Excellence in Teaching, nominated 2022
- Core Faculty Award, SC Johnson Graduate School of Management, winner 2021
- Deming Center Fellowship, 2017
- Luxury Education Foundation award, 2016
- Graduate Student Fellowship, Columbia University, 2013-2018
- INFORMS Doctoral Consortium Fellow, 2017
- Quantitative Marketing and Structural Econometrics Workshop fellow, 2015
- INFORMS Doctoral Consortium Fellow, 2015
- Laureate Fellowship for the Grandes Écoles, Tunisian Government, 2006-2013

## University Service

- Member, Johnson Seminars Committee (2020 – 2022, 2023 – present)
- Member, Johnson Ph.D. Committee (2022 – 2023)
- Member, Johnson Search Committee (2021)
- Co-organizer, Cornell Young Scholars Research Camp (2021)
- Co-organizer, Marketing Research Camp (2020)

## Other Work Experience

### Société Générale CIB, New York

- Front-Office Quant, Basket trading