

Curriculum Vitæ  
**Khaled Boughanmi**  
(December 2020)

Marketing division  
Samuel Curtis Johnson Graduate School of Management  
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## Research Interests

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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

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**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

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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

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### 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 Bayesian Nonparametric Approach." Submitted for third round review at *Journal of Marketing Research*, 2019. 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." Revising for third round review at *Journal of Marketing Research*. Won the Luxury education research award

## Research Papers (cont.)

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### Working papers

4. K. Boughanmi, A. Ansari and O. Toubia. "Grammys, Productivity, and Artistic Variety."
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. "Music Listening Session Dynamics."
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

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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

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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

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

## Teaching Experience

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

## Honors and Grants

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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

## Other Work Experiences

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2015 Columbia Business School, Software Development  
2014 Harvard Business School, Toolkit Development  
Conjoint Analysis: Online Tutorial (2014)  
2012 Société Générale CIB, Front-Quant, New York

## Languages

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