MEHER ALAM

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EDUCATION

University of Texas at Austin – Austin, TX, USA   *August 2022-Present*

- Ph.D. in Marketing | Strategy track
- Master of Science (M.S.), Marketing   *August 2022-August 2024*
- Research Interests: New Product Introductions, Regulation, Algorithmic Recommender Systems, Consumer Privacy

Purdue University – West Lafayette, IN, USA   *2016 - 2018*

- Master of Science (M.S.), Consumer Science
- Graduate Coursework: Data Driven Marketing, Python Programming, Marketing Research, Applied Business Analytics, Applied Regression Analysis, Econometrics & Statistical Methods

Lahore University of Management Sciences (LUMS) – Lahore, Pakistan   *2011 - 2015*

- Bachelor of Science (BSc.), Accounting & Finance

AWARDS & RECOGNITIONS

- Continuing Graduate School Fellowship   *2024*
- Bonham Eugene and Dora Memorial fellowship   *2023, 2024*
- UT Austin College Recruitment Fellowship   *2022*
- Fulbright Scholarship awarded by United States Department of State   *2016 - 2018*
- $26,400 tuition award from Purdue University   *2016 - 2018*

WORKING PAPERS

- Regulatory Product Launches and Rival firm valuations: The GLP-1 drug market   *Jan 2024-Present*

WORK IN PROGRESS

- Menopause, Workplace Experiences, and Organizational Outcomes   *2025-Present*
- The Role of User Effort and Trust in Recommender System outcomes: A meta analysis   *2022-Present*

PROFESSIONAL EXPERIENCE

University of Texas at Austin – Austin, TX, USA   *Jan 2025-May 2025*

- Instructor for Principles of Marketing: Class size: 51 students

University of Texas at Austin – Austin, TX, USA   *Sept 2022-Present*

- Teaching Assistant for Marketing Analysis, Creativity and Leadership, Principles of Marketing & Marketing Policies

Lahore University of Management Sciences – Lahore, Pakistan   *Sept 2020- June 2022*
Adjunct Faculty – Suleman Dawood School of Business – **AACSB accredited**
Classes taught: Statistics and Probability, Principles of Marketing; Class size: 100 students

- Introduced R programming to students and trained them in statistical analyses and regression modeling using R
- Employed a variety of pedagogy to engage students for online sessions – zoom break out rooms, polls, video annotations, filling google documents together in class in addition to formative and summative assessments to keep track of students' progress
- Class average: 4.3 out of 5, Department average: 4 out of 5

Beaconhouse National University (BNU)– Lahore, Pakistan   *Jan 2020 – July 2022*
Lecturer – School of Business
**Classes taught: Business Statistics, Consumer Behavior, Marketing Research, Introduction to Business –
Class size: 30-60 students**
- Lead the Fulbright/University placement program in the Business school and liaised with institutions out of BNU to bring awareness about scholarships to the school & university
- Class average: 4.0 out of 5, Department average: 3.0 out of 5

Nielsen – Lahore, Pakistan   *Oct 2018- Nov 2019*
Senior Research Executive – Qualitative Research
- Managed key tech clients such as OLX, Jazz, Huawei China & Samsung Pakistan
- Conducted the first of its type, 'Usability Labs' in Nielsen Pakistan to test OLX's revamped iOS/Android application, the result of which was a timely nation wide launch of the application

<u>**QUANTITATIVE CLASSES TAKEN:**</u>
Statistics and Probability
Linear Algebra
Econometrics II
Longitudinal Analysis
Natural Language Processing

<u>**CONFERENCE PRESENTATIONS**</u>
- Annual McCombs Conference, Austin, TX   *November 2025*

<u>**CONFERENCES**</u>
- Winter AMA, Phoenix, AZ   *February 2025*
- Winter AMA, Tampa, FL   *February 2024*
- Winter AMA, Nashville, TN   *February 2023*

<u>**WORKSHOPS**</u>
- Causal Inference Workshop, Northwestern University, Chicago, IL   *August 2023*
- Advanced Meta analysis workshops, Remote   *May – June, 2023*
- Online Pedagogical Skills Training Course, LUMS Learning Institute, Pakistan   *August 2020*

<u>**TECHNICAL SKILLS**</u>
Statistical Packages: SAS base, SAS miner, STATA | Computational Packages: R, Python