# Muzeeb Shaik

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(March 2022)

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## Education

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| 2023 (expected) | Ph.D., Business Administration (Marketing) <br> Mays Business School, Texas A&M University |
| 2016 | M.S., Industrial Engineering <br> Texas Tech University |
| 2009 | Bachelor of Technology, Mechanical Engineering <br> J.N.T.U. College of Engineering, Hyderabad, India |

## Research Interests

*Substantive*: Marketing Strategy, Business-to-Business Markets, Sales Management

*Methodological*: Applied Econometrics, Machine Learning, Causal Inference

## Peer-reviewed Publications

1. Shaik, Muzeeb, Narendra Bosukonda, Vikas Mittal, and Shrihari Sridhar (2022), "Price Sensitivity and Customer Perceived Switching Costs in Business-to-Business Markets: Joint Effect on Customer Repurchase Intentions," *Journal of Service Management Research*, 6(1), 64-79.

2. Singal, Amit G., Yixing Chen, Shrihari Sridhar, Vikas Mittal, Hannah Fullington, Muzeeb Shaik, Akbar K. Waljee and Jasmin Tiro (2021), "Novel Application of Predictive Modeling: Identifying Patients for a Tailored Approach to Promoting HCC Surveillance in Patients with Cirrhosis," forthcoming at *Clinical Gastroenterology and Hepatology*.

## Manuscripts Under Review / Work in Progress

1. Chen, Yixing, Taehoon Im, Muzeeb Shaik, Narendra Bosukonda, Sonam Singh, Markus Blut, Vikas Mittal, Shrihari Sridhar, and Amit G. Singal, "The Association between Patient Satisfaction and Quality of Care: Theory, Evidence, and Application," under review at *Journal of Marketing Research*.

2. Mittal, Vikas, Kyuhong Han, Muzeeb Shaik, Shrihari Sridhar, Markus Blut, Narendra Bosukonda, Taehoon Im, and Carly M. Frennea, "The Outcomes of Customer Satisfaction at the Individual and Firm Level: A Meta-Analysis," working paper.

3. Shaik, Muzeeb, Shrihari Sridhar, and Vikas Mittal, "Business-to-Business Sales Opportunity Management: A Framework, Evidence And Application," work in progress.

4. Bosukonda, Narendra, Muzeeb Shaik, Vikas Mittal, and Shrihari Sridhar, "The Asymmetric Association of Customer Commitment and Behavioral Intentions in Business-to-Business Markets," working paper.

## Research & Teaching Experience

*Texas A&M University*

- *Instructor*
  Marketing Analytics - Fall 2020

  - Undergraduate Marketing Core; 60 students enrolled
  - Teaching Evaluation: 4.3/5

- *Guest Lecturer*
  Marketing Management (MBA Core), Shrihari Sridhar, Fall 2021

- *Teaching Assistant*
  Marketing Management (MBA Core), Shrihari Sridhar, Fall 2019

*Indian School of Business*

- *Research Associate*
  Strategy Department (Feb, 2017 – June, 2018)

- *Learning Consultant*
  Technology Entrepreneurship Program (June, 2016 – Feb, 2017)

*Texas Tech University*

- *Teaching Assistant*
  Engineering Economic Analysis (Undergraduate)
  Spring 2015, Fall 2015 and Spring 2016.

## Professional Experience

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| March 2013 – July 2014 | Asst. Manager, ESG Sales, Johnson Controls India Pvt. Ltd. |
| Sept. 2009 – Feb. 2013 | Sr. Engineer – Project Sales Blue Star Limited, India |

## Awards & Honors

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| 2022 | AMA – Sheth Foundation Doctoral Consortium Fellow |
| 2022 | Presenter, University of Houston – Annual Doctoral Symposium |
| 2021 | Academy of Marketing Science Doctoral Consortium Fellow |
| 2021 | Dean's Award for Outstanding Research, Texas A&M University |
| 2021 | ISBM PhD Camp on Research in B2B Markets Fellow |
| 2019 | Quantitative Marketing and Structural Econometrics Workshop Fellow |
| 2018 – present | Department of Marketing Fellowship, Mays Business School |
| 2018 – present | Ph.D. Enhancement Fellowship, Mays Business School |
| 2014 – 2016 | Industrial Engineering Scholarship, Texas Tech University |

## Service

*Reviewing*

Ad-hoc reviewer for International Journal of Research in Marketing

Reviewer for 2022 National Conference in Sales Management

*Texas A&M University*

Humana Healthcare Analytics Case Competition: Judge (2018,2019,2021)

*Texas Tech University*

Graduate Student Senator, Student Government Association, 2015 – 2016

Student Member, University Disciplinary Committee, 2015 – 2016

## Programming Skills

STATA, R, Python, SAS, JMP

## Doctoral Coursework

| *Marketing* | |
|---|---|
| Applied Econometrics for Marketing | Alina Sorecu |
| Seminar in Buyer Behavior | Suresh Ramanathan |
| Seminar in Marketing Models | Venkatesh Shankar |
| Marketing Strategy Research | Shrihari Sridhar |
| Theory Construction & Knowledge Development (audit) | Manjit Yadav |
| *Economics & Econometrics* | |
| Microeconomics I: Classical Demand Theory, Production Theory and General Equilibrium | Rodrigo Velez |
| Microeconomics II: Game Theory and Mechanism Design | Silvana Krasteva |
| Econometrics I: Econometric Theory | Yonghong AN |
| Econometrics II: Causal and Quasi-Experimental Methods | Jason Lindo |
| Industrial Organization I | Stephen Puller, Fernando Luco & Benjamin Klopack |
| *Statistics & Machine Learning* | |
| Statistical Aspects of Machine Learning I | Raymond Wong |
| Statistics in Research III | Dreya Akleman |
| Machine Learning | Samira Mirbagher Ajorpaz |
| *Workshops* | |
| Quantitative Marketing and Structural Econometrics (2019) | Northwestern University |

## References

| Shrihari Sridhar (Co-Chair) | Vikas Mittal (Co-Chair) |
|---|---|
| Joe Foster' 56 Chair in Business Leadership | J.Hugh Liedtke Professor of Marketing |
| Professor of Marketing | Jones Graduate School of Business |
| Mays Business School | Rice University |
| Texas A&M University | Email: vikas.mittal@rice.edu |
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