

# Muzeeb Shaik

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## Education

2023 (expected)	Ph.D., Business Administration (Marketing) Mays Business School, Texas A&M University
2016	M.S., Industrial Engineering Texas Tech University
2009	Bachelor of Technology, Mechanical Engineering 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**

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**

2022 (expected)	AMA – Sheth Foundation Doctoral Consortium Fellow
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 Klopach

### *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)

Joe Foster' 56 Chair in Business Leadership

Professor of Marketing

Mays Business School

Texas A&M University

Email: ssridhar@mays.tamu.edu

Vikas Mittal (Co-Chair)

J.Hugh Liedtke Professor of Marketing

Jones Graduate School of Business

Rice University

Email: vikas.mittal@rice.edu