

# Muzeeb Shaik

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## Employment

**Visiting Assistant Professor of Marketing**  
Kelley School of Business, Indiana University

August 2022 - Present

## Education

<b>Ph.D., Business Administration (Marketing)</b> Mays Business School, Texas A&M University	2018 - 2022
<b>M.S., Industrial Engineering</b> Texas Tech University	2014 - 2016
<b>B.Tech., Mechanical Engineering</b> J.N.T.U. College of Engineering, Hyderabad, India	2005 - 2009

## Research Interests

*Substantive:* Quantitative Marketing Strategy; Social Impact of Marketing; Business-to-Business Marketing; Sales Management; Healthcare; Education

*Methodological :* Applied Econometrics; Causal Modelling; Applied Machine Learning; Optimization

## Peer-Reviewed Publications

- (1) Mittal, Vikas, Kyuhong Han, Carly M. Frennea, Markus Blut, Muzeeb Shaik, Narendra Bosukonda, and Shrihari Sridhar (2023), "Customer Satisfaction, Loyalty Behaviors, and Firm-Financial Performance: What 40 Years of Research Tells Us," *Marketing Letters*, 34 (2), 171–187. [Link](#)
- (2) Singal, Amit G., Yixing Chen, Shrihari Sridhar, Vikas Mittal, Hannah Fullington, Muzeeb Shaik, Akbar K. Waljee and Jasmin Tiro (2022), "Novel Application of Predictive Modeling: Identifying Patients for a Tailored Approach to Promoting HCC Surveillance in Patients with Cirrhosis," *Clinical Gastroenterology and Hepatology*, 20 (8), 1795–1802. [Link](#)
- (3) 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. [Link](#)

## Working Papers / Work in Progress

- (1) "The Association of Patient Satisfaction and Quality of Care: Theory, Evidence, and Application," with Yixing Chen, Taehoon Im, Narendra Bosukonda, Sonam Singh, Markus Blut, Vikas Mittal, Shrihari Sridhar, and Amit G. Singal, *Reject & Resubmit at Journal of Marketing Research*. [Link](#)
- (2) "How do Communities Respond to the Trauma of Fatal School Shootings? An Economic Perspective," with Mike Palazzolo, Adithya Pattabhiramaiah, and Shrihari Sridhar, *working paper*.

- (3) “Business-to-Business Sales Opportunity Management: A Framework, Evidence And Application,” with Shrihari Sridhar, and Vikas Mittal, *working paper*.
- (4) “Designing New Studies Using Meta-Analysis for Estimate Precision: The Case of Customer Satisfaction and Customer Retention,” with Kyuhong Han, Vikas Mittal, and Shrihari Sridhar, *working paper*.
- (5) “The Economic Impact of Minority Ownership Labels on Online Platforms,” with Sai Chand Chintala, *work in progress*.

### Awards, Honors & Grants

\$5,000 MSI Research Grant with Sai Chand Chintala	2022
Dean’s Award for Outstanding Teaching, Texas A&M University	2022
AMA – Sheth Foundation Doctoral Consortium Fellow	2022
Marketing Strategy Consortium Fellow	2022
Presenter, University of Houston – Annual Doctoral Symposium	2022
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	2021
Quantitative Marketing and Structural Econometrics Workshop Fellow	2019
Department of Marketing Fellowship, Mays Business School	2018 – 2022
Ph.D. Enhancement Fellowship, Mays Business School	2018 – 2022
Industrial Engineering Scholarship, Texas Tech University	2014 – 2016

### Conference Presentations

*The Association of Patient Satisfaction and Quality of Care: Theory, Evidence, and Application*

Neeley Analytics Conference, TCU, March 2022; Winter AMA 2023

*Business-to-Business Sales Opportunity Management: A Framework, Evidence and Application*

Ph.D. Symposium, University of Houston, April 2022; INFORMS Marketing Science Conference, June 2022; Winter AMA 2023

*Impact of School Shootings on Community Consumption and Home Values*

INFORMS Marketing Science Conference, June 2023; AoM 2023 (scheduled); ACR 2023 (scheduled)

### Teaching Experience

#### INDIANA UNIVERSITY - BLOOMINGTON

Introduction to Marketing (Undergraduate) – Fall 2022

Marketing Research (Undergraduate) – Spring 2023 (3 sections)

#### TEXAS A&M UNIVERSITY

*Instructor*

Marketing Analytics (Undergraduate) - Fall 2020 (2 sections)

Dean’s Award for Outstanding Teaching

*Guest Lecturer*

Marketing Management (MBA Core), Shrihari Sridhar, Fall 2021

*Teaching Assistant*

Marketing Management (MBA Core), Shrihari Sridhar, Fall 2019

#### TEXAS TECH UNIVERSITY

*Teaching Assistant*

Engineering Economic Analysis (Undergraduate) - Spring 2015, Fall 2015 and Spring 2016

### Professional Experience

Research Associate

June 2016 – July 2018

*Indian School of Business*

Asst. Manager, ESG Sales

March 2013 – July 2014

*Johnson Controls India Pvt. Ltd.*

Sr. Engineer, Project Sales

Sept. 2009 – Feb. 2013

*Blue Star Limited, India*

### Service

#### REVIEWING

*Ad-hoc Journal Reviewer:* Journal of Marketing (JM); International Journal of Research in Marketing (IJRM); Journal of Business Research (JBR)

*Conference Reviewer:* 2023 Winter AMA; 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, JMP and SPSS

### 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 Klopck

### 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
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## References

[Shrihari Sridhar](#) (Dissertation Chair)

Joe Foster '56 Chair in Business Leadership  
Professor of Marketing  
Mays Business School  
Texas A&M University  
Email: [ssridhar@mays.tamu.edu](mailto:ssridhar@mays.tamu.edu)

[Adithya Pattabhiramaiah](#)

Sharon A. and David B. Pearce Professor  
Associate Professor of Marketing  
Scheller College of Business  
Georgia Tech  
Email: [adithya.pattabhi@scheller.gatech.edu](mailto:adithya.pattabhi@scheller.gatech.edu)

[Alina Socrescu](#)

Professor of Marketing  
Paula and Steve Letbetter '70 Chair in Business  
Mays Business School  
Texas A&M University  
Email: [asorescu@mays.tamu.edu](mailto:asorescu@mays.tamu.edu)