

Muzeeb Shaik

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<https://muzeeb-shaik.github.io/>
(February 2020)

Education

Texas A&M University, College Station, TX, 2018 – 2023 (expected).
Ph.D., Business Administration (Marketing).

Texas Tech University, Lubbock, TX, 2014 – 2016.
M.S., Industrial Engineering.

J.N.T.U College of Engineering, Hyderabad, India, 2005 – 2009.
B.Tech., Mechanical Engineering.

Research Interests

Substantive : Empirical Marketing Strategy, Business-to-Business Markets

Methodological : Applied Econometrics, Machine Learning, Causal Inference

Publications in Refereed Journals

1. 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,” *Clinical Gastroenterology and Hepatology* - Accepted (awaiting publication).

Selected Research in Progress

1. “The Asymmetric Association of Customer Commitment and Behavioral Intentions in Business-to-Business Markets,” with Narendra Bosukonda, Vikas Mittal & Shrihari Sridhar. Revising for resubmission at *Journal of Service Research*.
2. “Price Sensitivity and Customer Perceived Switching Costs in Business-to-Business Markets: Joint Effect on Customer Repurchase Intentions,” with Narendra Bosukonda, Vikas Mittal & Shrihari Sridhar.
3. “Understanding Executives’ Beliefs About Customer Satisfaction: An Organizational Demography Perspective,” with Markus Blut, Narendra Bosukonda, Taehoon Im, Vikas Mittal & Shrihari Sridhar.

Research & Teaching Experience

Texas A&M University

Marketing Analytics (Undergraduate), Instructor of Record, Fall 2020.

- Teaching Evaluation: 4.3/5

Marketing Management (Graduate), Teaching Assistant, 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

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

Professional Experience

Johnson Controls India Pvt. Ltd. - Asst. Manager, ESG Sales.(March 2013 – July 2014)

BlueStar Limited, India - Sr. Engineer, Project Sales.(September 2009 – February 2013)

Awards & Honors

Quantitative Marketing and Structural Econometrics Workshop Fellow, Northwestern University, 2019.

Ph.D. Enhancement Fellowship, Mays Business School, Texas A&M University, 2018 – present.

Department of Industrial Engineering Scholarship, Texas Tech University, 2014 – 2016.

National Merit Scholarship, Government of India, 2005.

Pratibha Award, Government of Andhra Pradesh, 2003.

Service

Texas A&M University

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

Texas Tech University

Graduate Student Senator, Student Government Association, 2015 – 2016.

Student Member, University Disciplinary Committee, 2015 – 2016.

Programming Skills

STATA, R, Python, SAS

Doctoral Coursework

Marketing

Applied Econometrics for Marketing
Seminar in Buyer Behavior
Seminar in Marketing Models
Marketing Strategy Research

Alina Sorecu
Suresh Ramanathan
Venkatesh Shankar
Shrihari Sridhar

Economics & Econometrics

Microeconomics I: Classical Demand Theory, Production
Theory and General Equilibrium
Microeconomics II: Game Theory and Mechanism Design
Econometrics I: Econometric Theory
Econometrics II: Causal and Quasi-Experimental Methods
Industrial Organization I

Rodrigo Velez
Silvana Krasteva
Yonghong AN
Jason Lindo
Stephen Puller, Fernando
Luco & Benjamin Klopach

Statistics & Machine Learning

Statistical Aspects of Machine Learning I
Statistics in Research III
Machine Learning

Raymond Wong
Dreya Akleman
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