

Muzeeb Shaik

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Employment

KELLEY SCHOOL OF BUSINESS, INDIANA UNIVERSITY

Assistant Professor of Marketing

July 2024 - Present

Visiting Assistant Professor of Marketing

August 2022 - June 2024

Education

Ph.D., Business Administration (Marketing)

2018 - 2022

Mays Business School, Texas A&M University

M.S., Industrial Engineering

2014 - 2016

Texas Tech University

B.Tech., Mechanical Engineering

2005 - 2009

J.N.T.U. College of Engineering, Hyderabad, India

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) Muzeeb Shaik, John P. Costello, Mike Palazzolo, Adithya Pattabhiramaiah, and Shrihari Sridhar (2025), "How Fatal School Shootings Impact a Community's Consumption," *Journal of Marketing Research*, 62(6), 959-980. [Link](#)

Best paper Honorable Mention, *AMA Marketing and Public Policy Conference*, 2025.

Featured on *Journal of Marketing Research's* "How I Wrote This" podcast series, 2025.

Selected coverage: [Psypost](#), [K-12 School shootings database Podcast](#), [Dallas Morning News](#), [Georgia Tech Research News](#), [Notre Dame News](#), [Mays Business News](#), [UC Davis Research Blog](#).

- (2) 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](#)
- (3) 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](#)

- (4) 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](#)

Other Publications

- (1) “How School Shootings Are Felt in Local Economies,” with John P. Costello, Michael Palazzolo, Adithya Pattabhiramaiah and Shrihari Sridhar, 2025, *Harvard Business Review*. [Link](#)
- (2) “School Shootings Leave Lasting Scars on Local Economies, Research Shows,” with Adithya Pattabhiramaiah, John P. Costello, Michael Palazzolo, and Shrihari Sridhar, 2025, *The Conversation*. [Link](#)

Working Papers / Work in Progress

- (1) “Opportunity Management for B2B Service Organizations: A Theory Informed Decision Support Framework,” with Shrihari Sridhar, Chelliah Sriskandarajah and Vikas Mittal, conditionally accepted at *Production and Operations Management*. [Link](#)
- (2) “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, reject and resubmit at *Journal of Consumer Research*.

Awards, Honors & Grants

AMA Marketing Strategy Doctoral Consortium Faculty Fellow	2025
Best paper Honorable Mention, AMA Marketing and Public Policy Conference	2025
\$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

How Fatal School Shootings Impact a Community’s Consumption

AMA Marketing and Public Policy Conference 2025; Marketing Strategy Consortium 2025; Winter AMA 2025; INFORMS Marketing Science Conference, June 2024; INFORMS Marketing Science Conference, June 2023; AoM 2023; ACR 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

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

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

Teaching Experience

INDIANA UNIVERSITY - BLOOMINGTON

Marketing Strategy (Undergraduate) – Spring 2025

Marketing Research (Undergraduate) – Spring 2023; Spring 2024

Introduction to Marketing (Undergraduate) – Fall 2022; Spring 2024

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

PROFESSION

Vice Chair for Engagement – American Marketing Association (AMA) Tech SIG, May 2024 - Present

Summer American Marketing Association Conference 2025 (Chicago, IL)

Track Co-Chair – Data-Driven Social Impact in Mature and Emerging Markets
Panel Chair – Expert Workshop on Interdisciplinary Research: Marketing meets Medicine,
Public Health, and Law

REVIEWING

Ad-hoc Journal Reviewer: Journal of Marketing Research (JMR); Journal of Marketing (JM);
Production and Operations Management (POM), International Journal of Research in Marketing
(IJRM); Journal of Business Research (JBR); Journal of Business-to-Business Marketing;
Journal of Marketing Management

Conference Reviewer: 2025 Summer AMA; ACR 2025; AP-ACR 2024; 2023 Winter AMA;
2022 National Conference in Sales Management

INDIANA UNIVERSITY

Course Coordinator, Marketing Strategy (M450)

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