

Muzeeb Shaik

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Employment

Visiting Assistant Professor of Marketing

August 2022 - Present

Kelley School of Business, Indiana University

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) 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) "How do Communities Respond to the Trauma of Fatal School Shootings? An Economic Perspective," with Mike Palazzolo, Adithya Pattabhiramaiah, and Shrihari Sridhar, *working paper*.
- (2) "Business-to-Business Sales Opportunity Management: A Framework, Evidence And Application," with Shrihari Sridhar, and Vikas Mittal, *working paper*.
- (3) "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*.

- (4) "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 and resubmit at Journal of Marketing Research*. [Link](#)
- (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

[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

[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