

Muzeeb Shaik

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<https://muzeeb-shaik.github.io/>
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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

Alina Sorecu

Seminar in Buyer Behavior

Suresh Ramanathan

Seminar in Marketing Models

Venkatesh Shankar

Marketing Strategy Research

Shrihari Sridhar

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

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