

Muzeeb Shaik

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Updated: Sept. 4, 2023

Employment

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

August 2022 - Present

Education

Ph.D., Business Administration (Marketing) Mays Business School, Texas A&M University	2018 - 2022
M.S., Industrial Engineering Texas Tech University	2014 - 2016
B.Tech., Mechanical Engineering 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) "How Fatal School Shootings Impact Community Economic Activity," with Mike Palazzolo, Adithya Pattabhiramaiah, and Shrihari Sridhar, under review at *Marketing Science*.

- (2) “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](#)
- (3) “Business-to-Business Sales Opportunity Management: A Framework, Evidence And Application,” with Shrihari Sridhar, Chelliah Sriskandarajah and Vikas Mittal, preparing for submission in Fall 2023.
- (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, preparing for submission in Fall 2023.
- (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

Impact of School Shootings on Community Consumption and Home Values

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

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

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

Seminar in Buyer Behavior

Seminar in Marketing Models

Marketing Strategy Research

Theory Construction & Knowledge Development (audit)

[Alina Sorecu](#)

[Suresh Ramanathan](#)

[Venkatesh Shankar](#)

[Shrihari Sridhar](#)

[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](#)

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