

# 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, B2B, Education and Healthcare  
*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).

## Working Papers

1. “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. Revising for resubmission at *Journal of Service Management Research*.
2. “The Death of the Salesmen? Effect of B2B Online Channel Introduction on Offline Sales Performance,” with Brett Josephson, Ju-Yeon Lee & Shrihari Sridhar.
3. “Understanding Executives’ Beliefs About Customer Satisfaction: An Organizational Demography Perspective,” with Markus Blut, Narendra Bosukonda, Taehoon Im, Vikas Mittal & Shrihari Sridhar.
4. “The Association between Patient Satisfaction and Clinical Outcomes - A Systematic Review and Meta-Analysis,” with Markus Blut, Narendra Bosukonda, Taehoon Im, Vikas Mittal & Shrihari Sridhar.

5. “The Asymmetric Association of Customer Commitment and Behavioral Intentions in Business-to-Business Markets,” with Narendra Bosukonda, Vikas Mittal & Shrihari Sridhar.

## **Research in Progress**

1. “Charter School Entry and Competitor Reaction,” with Yixing Chen, Vikas Mittal & Shrihari Sridhar.

## **Research & Teaching Experience**

### *Texas A&M University*

Marketing Analytics (MKTG 431 - 500, 501), 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**

2021 – Academy of Marketing Science (AMS) Doctoral Consortium Fellow  
2021 – Mays Business School Outstanding Doctoral Student Award for Research  
2019 – Structural Econometrics Workshop Fellow, Northwestern University  
2018 – 2023 – Ph.D. Enhancement Fellowship, Mays Business School, Texas A&M  
2014 – 2016 – Department of Industrial Engineering Scholarship, Texas Tech University  
2005 – National Merit Scholarship, Government of India  
2003 – Pratibha Award, Government of Andhra Pradesh

## **Service**

### *Texas A&M University*

2018,2019 – Judge: Humana Healthcare Analytics Case Competition

### *Texas Tech University*

2015 – 2016 – Graduate Student Senator, Student Government Association

2015 – 2016 – Student Member, University Disciplinary Committee

## **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