

# Muzeeb Shaik

4113 TAMU, College Station, Texas 77843  
+1-(551) 263-5752 || [mshaik@mays.tamu.edu](mailto:mshaik@mays.tamu.edu)  
<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  
Seminar in Buyer Behavior  
Seminar in Marketing Models  
Marketing Strategy Research

Alina Sorecu  
Suresh Ramanathan  
Venkatesh Shankar  
Shrihari Sridhar

### Economics & Econometrics

Microeconomics I: Classical Demand Theory, Production  
Theory and General Equilibrium  
Microeconomics II: Game Theory and Mechanism Design  
Econometrics I: Econometric Theory  
Econometrics II: Causal and Quasi-Experimental Methods  
Industrial Organization I

Rodrigo Velez  
Silvana Krasteva  
Yonghong AN  
Jason Lindo  
Stephen Puller, Fernando  
Luco & Benjamin Klopach

### Statistics & Machine Learning

Statistical Aspects of Machine Learning I  
Statistics in Research III  
Machine Learning

Raymond Wong  
Dreya Akleman  
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