

# Muzeeb Shaik

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(August 2022)

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## Academic Employment

August 2022 – Present    Visiting Assistant Professor of Marketing  
Kelley School of Business  
Indiana University - Bloomington

## Education

2018 - 2022                      Ph.D., Business Administration (Marketing)  
Mays Business School, Texas A&M University

2014 - 2016                      M.S., Industrial Engineering  
Texas Tech University

2005 - 2009                      B.Tech., Mechanical Engineering  
J.N.T.U. College of Engineering, Hyderabad, India

## Research Interests

*Substantive:* Business-to-Business Marketing, Sales Management, Quantitative Marketing Strategy

*Methodological:* Applied Econometrics, Machine Learning, Causal Inference

## Peer-reviewed Publications

- 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.
- 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,” forthcoming at *Clinical Gastroenterology and Hepatology*.

## Manuscripts Under Review / Work in Progress

- Chen, Yixing, Taehoon Im, Muzeeb Shaik, Narendra Bosukonda, Sonam Singh, Markus Blut, Vikas Mittal, Shrihari Sridhar, and Amit G. Singal, “The Association of Patient Satisfaction and Quality of Care: Theory, Evidence, and Application,” Reject and Resubmit at *Journal of Marketing Research*.

- Mittal, Vikas, Kyuhong Han, Carly M. Frennea, Markus Blut, Muzeeb Shaik, Narendra Bosukonda, and Shrihari Sridhar, “Customer Satisfaction, Loyalty Behaviors, and Firm-Financial Performance: What 40 Years of Research Tells Us,” under review at *International Journal of Research in Marketing*.
- Han, Kyuhong, Muzeeb Shaik, Vikas Mittal, and Shrihari Sridhar, “Designing New Studies Using Meta-Analysis for Estimate Precision: The Case of Customer Satisfaction and Customer Retention,” working paper.
- Bosukonda, Narendra, Muzeeb Shaik, Vikas Mittal, and Shrihari Sridhar, “The Asymmetric Association of Customer Commitment and Behavioral Intentions in Business-to-Business Markets,” working paper.
- Shaik, Muzeeb, Shrihari Sridhar, and Vikas Mittal, “Business-to-Business Sales Opportunity Management: A Framework, Evidence And Application,” working paper.
- Jones, Eli, Muzeeb Shaik, Lenita Davis, and Paul Sarvadi, “Diversity, Equity and Inclusion Programs in Sales Organizations: A New Perspective”, work in progress.

## **Conference Presentations**

*The Association of Patient Satisfaction and Quality of Care: Theory, Evidence, and Application*

- Neeley Analytics Conference, Texas Christian University, March 2022

*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

## **Research & Teaching Experience**

Texas A&M University

- *Instructor*  
Marketing Analytics - Fall 2020
  - Undergraduate Marketing Core; 2 sections
  - Teaching Evaluation: 4.3/5
  - 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

### Indian School of Business

- *Research Associate*  
Strategy Department (Feb, 2017 – June, 2018)
- *Learning Consultant*  
Technology Entrepreneurship Program (June, 2016 – Feb, 2017)

### Texas Tech University

- *Teaching Assistant*  
Engineering Economic Analysis (Undergraduate)  
Spring 2015, Fall 2015 and Spring 2016.

## **Professional Experience**

March 2013 – July 2014	Asst. Manager, ESG Sales Johnson Controls India Pvt. Ltd.
Sept. 2009 – Feb. 2013	Sr. Engineer, Project Sales Blue Star Limited, India

## **Awards & Honors**

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
2021	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
2019	Quantitative Marketing and Structural Econometrics Workshop Fellow
2018 – 2022	Department of Marketing Fellowship, Mays Business School
2018 – 2022	Ph.D. Enhancement Fellowship, Mays Business School
2014 – 2016	Industrial Engineering Scholarship, Texas Tech University

## **Service**

### Reviewing

Ad-hoc reviewer for International Journal of Research in Marketing  
Reviewer for 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, SAS, JMP