

Muzeeb Shaik

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(March 2023)

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

- 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,” forthcoming at *Marketing Letters*.
- 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.
- 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.

Manuscripts Under Review / Work in Progress

- “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 and resubmit at Journal of Marketing Research*.

- “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*.
- “Business-to-Business Sales Opportunity Management: A Framework, Evidence And Application,” with Shrihari Sridhar, and Vikas Mittal, *working paper*.
- “School Shootings and Community Nutrition”, with Mike Palazzolo, Adithya Pattabhiramaiah , and Shrihari Sridhar *work in progress*.
- “Diversity, Equity and Inclusion Programs in Sales Organizations: A New Perspective,” with Eli Jones, Lenita Davis, and Paul Sarvadi *work in progress*.
- “The Economic Impact of Minority Ownership Labels,” with Sai Chand Chintla, *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
- Winter AMA 2023

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

Research & Teaching Experience

Indiana University - Bloomington

- *Instructor*
Introduction to Marketing – Fall 2022
Marketing Research – Spring 2023

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 & Grants

2022	\$5,000 MSI Research Grant (4001695) 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
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 Journal of Marketing (JM) and International Journal of Research in Marketing (IJRM)

Reviewer for 2022 National Conference in Sales Management and 2023 Winter AMA

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